

SUCCESS STORY

How Toyota increased test drive applications by 166% with Insider's Web Suite



Exit intent popups

Segmentation

Surveys

166% in test drive applications

54% in traffic to product pages

12-18% traffic to key campaign pages



As a marketer, I truly enjoy working with Insider. The platform brings an enhanced level of agility to our team and helps us make the right marketing decisions promptly. We don't need to depend on IT for our marketing needs, we simply turn our ideas into real-time scenarios and start observing their performance immediately."

Marketing Director



Executive summary

For most customers, a car is the second largest purchase they make in their lifetime after a house. Toyota wanted to demonstrate it understood the importance of finding the perfect car. To do this, it knew it was imperative to attract prospects into its showrooms for a test drive to increase their likelihood of making a purchase.

About Toyota

Toyota is a Japanese multinational automotive manufacturer headquartered in Toyota City, Aichi, Japan. Founded in 1937, today the company manufactures and sells vehicles under four brands. Toyota has become known as a global leader in developing more fuel-efficient hybrid electric vehicles and was also the first automobile manufacturer to produce more than 10 million vehicles per year. Toyota employs more than 370,000 people, makes vehicles on every continent, and sells vehicles and related services in more than 170 countries.

Trust by 1,200 global brands

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 TOYOTA

MAC

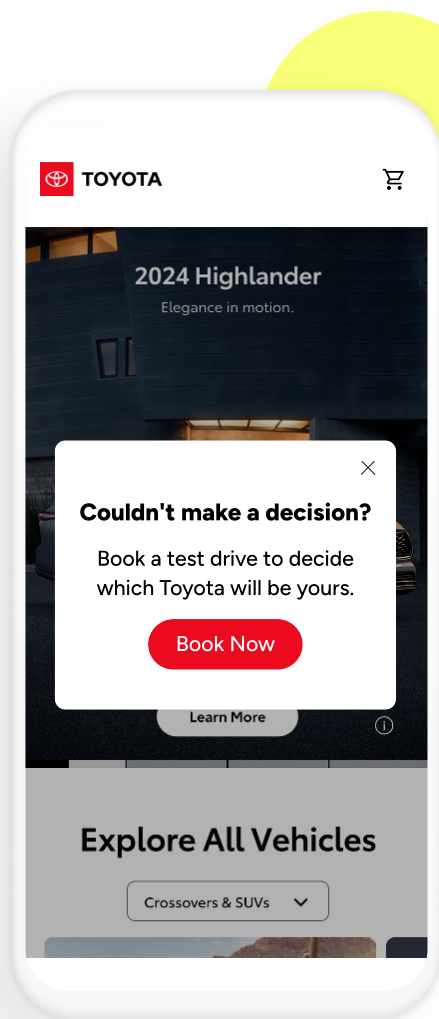
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Why Insider?

When researching, Toyota was impressed with Insider's industry-leading personalization features, enabling the company to build strong customer relationships over the typical lengthy sales cycle of buying a new car. Toyota liked how Insider's fast setup and intuitive, user-friendly platform allowed the company to customize and edit campaigns without the need for IT intervention.

USE CASE #1

Increasing test drive applications by 166% with Exit Intent Overlays



The challenge

Toyota's biggest goal was to get customers to apply for test drives, thereby increasing customer walk-ins to the showrooms to interact with sales reps. Although traffic to the mobile website was high, most visitors left without booking a test drive.

The solution

Insider recommended adding a button to the bottom of each product page, asking visitors to sign up for a free test drive. As most visitors were researching car models, placing this button on a product page was more likely to entice them into picturing themselves driving the car and considering booking.

Toyota then used Insider's Banner Management tool to create a pop-up banner that targeted visitors who were leaving the page. The banner would ask, "Couldn't make a decision? Book a test drive to decide which Toyota will be yours." to encourage customers to convert.

The results

17%

increase in test drive application (via PDP button)

166%

increase in test drive application (via PDP button)



Using Insider's Exit Intent technology, we targeted people who were leaving the campaign detail page before booking a test drive. The results were great: a 166% increase in test drive applications."

Marketing Director



TOYOTA

USE CASE #2

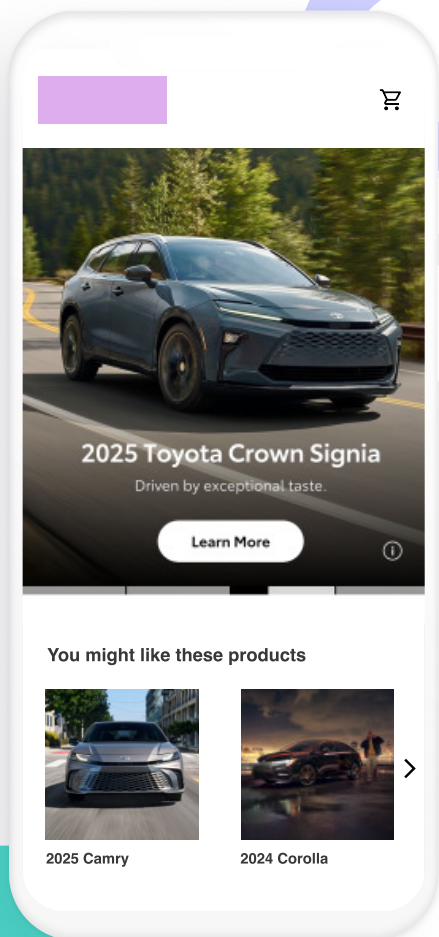
Boosting product page traffic by 54% using Insider's tailored mobile homepage view

The challenge

Toyota already knew that to increase test drives it needed to increase its product page traffic. With over 30% of car searches beginning on mobile, the brand needed to optimize its mobile home screen. However, its current mobile experience was cluttered and hard to navigate, which was causing high bounce rates.

The solution

The Insider team suggested using its Customer Data Platform to identify visitor segmentation and optimize mobile layouts based on previous behaviors and preferences of each user. By personalizing the homepage, visitors would automatically see the models they'd already expressed an interest in first.



We wanted to facilitate the process of finding a specific car model as soon as visitors land on our mobile homepage. Using Insider, we were able to segment and target visitors with relevant messaging based on their behavior and preferences.”

Marketing Director



The results

54%

increase
in traffic

USE CASE #3

Nurturing prospects and increasing engagement with personalized surveys

The challenge

After attracting visitors to the Toyota website, the company was keen to maintain engagement and ensure the Toyota brand remained top-of-mind throughout the sales cycle.

The solution

The Insider support team recommended Toyota use Insider's personalization suite to build an engagement strategy that involved creating a series of tailored surveys customized for specific customer segments, based on their interests and preferences. The team ran an engagement campaign for hybrid car models, seeking to understand the knowledge level and preferences of the visitors.

Visitors who actively engaged with the survey were rewarded with a tailored post-survey pop-up that delivered informative content related to their answers. This personalized approach not only educated prospective customers about the features they may not have been aware of but also ensured that the Toyota brand was consistently present during the visitor's journey.



Based on the survey results, we presented visitors with relevant pop-up messages informing them about features they weren't aware of. As a result, we achieved a conversion rate of 12-18% to key campaign pages."

Marketing Director



TOYOTA



2024 4Runner



Top picks for you



Cross



Rav4



Sequoia



Venza

The results

12-18%

increase in traffic to
key campaign pages



Summary

Overall, Toyota leveraged Insider's Web and Mobile solutions alongside the personalization tools to build tailored campaigns that decreased bounce rates and boosted conversions. After struggling with test drive applications for months, the global automotive company effectively hit its key metrics and built customer loyalty with engaging, customized experiences that helped simplify the car search process.

Looking ahead

Toyota is in the process of leveraging Insider's Predictive Ad Audiences platform, to help it identify and segment visitors who are more likely to complete test drive applications. Toyota can then push those predictive segments into their Ad channels to increase Ad spend efficiency and continue to drive applications into their sales pipeline.



Favorite feature **Exit Intent**

Toyota's favorite feature is Insider's Exit Intent tool. By leveraging this feature, the company was able to increase online test drive applications by a huge **166%**.

About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider's platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

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