

SUCCESS STORY

# How Picniq achieved 39X ROI with personalized cross-channel experiences



- Architect
- Customer Data Platform
- InStory

**15%** of all Q3 revenue generated by Insider

**19X** ROI via onsite personalization

**5X** ROI via omnichannel journeys



Insider transforms the game for us, enhancing efficiency and fostering closer customer relationships. WhatsApp, in particular, has revolutionized our approach to reaching our customers, this 1:1 channel empowers us to build a more intimate relationship."

## Executive summary

Picniq knew it needed to improve its marketing channels if it wanted to compete against other online activity and experience vendors. The leading UK brand used Insider's customer data platform to build and power omnichannel customer journeys across email and WhatsApp and improve product discovery with onsite personalization and Insider's InStory solution. Insider contributed 15% of all Q3 revenue, and Picniq achieved up to 19x ROI.

## About Picniq

Picniq is the number one website for parents looking for family day out inspiration and to purchase tickets in the UK. Established by Claire Skerrett, a former Headteacher, and mother of three, Picniq is on a mission to make family time as fun and easy as possible. The company is dedicated to providing a community space where families can share feedback on attractions, simplifying the process for busy parents to plan great days out for their children.

Trust by 1,200 global brands



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## USE CASE #1

# Achieving 5X ROI with personalized two-way communication on WhatsApp

## The challenge

Picniq's marketing strategy was limited to basic batch and blast emails. No segmentation, no personalization, and the communication was one-way. The company began to look for an omnichannel marketing solution that would allow them to tailor their communications to different audiences and streamline journeys for people who are always on the go.

## The solution

Insider suggested that Picniq diversify its marketing strategy beyond email by integrating it with WhatsApp, the world's most popular messaging app. Using Insider's customer data platform, Picniq segmented its customers and executed personalized campaigns across both channels. With Insider's journey builder, Architect, Picniq automated the creation of targeted cross-channel customer journeys, focusing on recovering lost revenue from browse abandoners and enhancing relationships to increase return customers. Reaching customers on their favorite channel with relevant content achieved a 5X ROI, and open rates reached 80% on WhatsApp.



**We used to blast our customers with one-way messages. Now, we're able to have conversations and build a relationship. Cheap tickets are all well and good, but it's now about making busy parents' lives easier."**

**CEO**



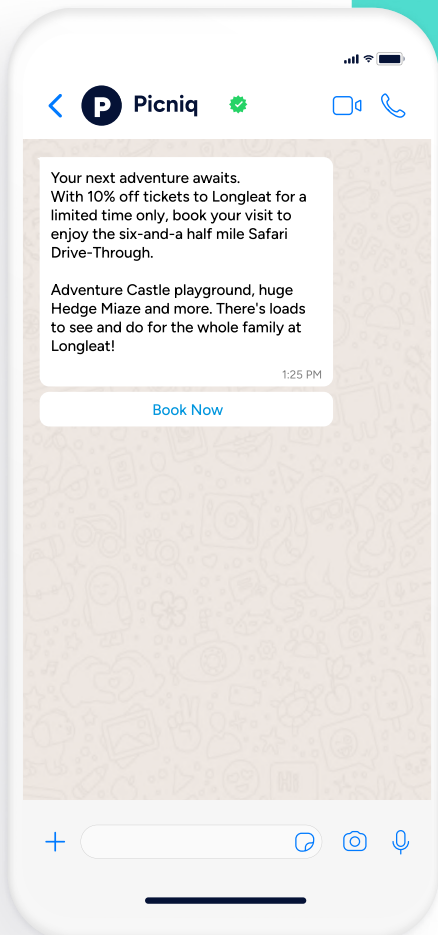
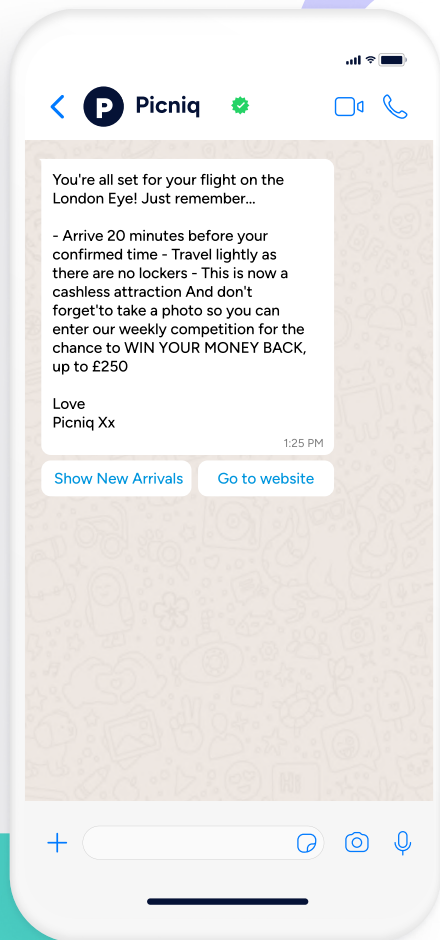
## The results

**80%**

WhatsApp  
open rate

**5X**

ROI for  
Architect



## USE CASE #2

# Driving 19X ROI with effortless personalized product discovery

## The challenge

As busy parents, Picniq's main customer base had no time to go digging through its huge catalog of experiences to find the right one for their family. The poor onsite experience and low discoverability were leading to high bounce rates. Picniq's team wanted Insider to support them with product discovery, boosting onsite engagement and accelerating the path to purchase to drive sales.

## The solution

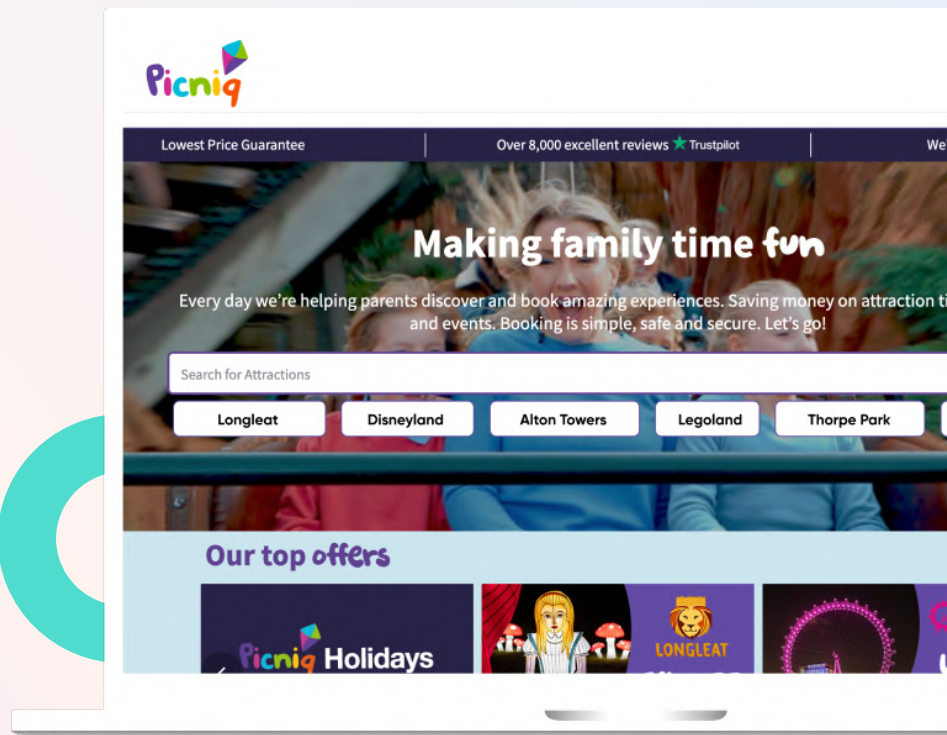
Insider's onsite personalization suite enabled Picniq to customize its homepage with relevant information tailored to each user. First, the team used Insider's customer data platform to gain insights and suggest relevant recommendations based on visitors' past browsing behavior, buying history and predicted data.

Picniq also used InStory, Insider's thumbnail-to-full-screen product discovery tool that emulates the familiar social media 'story' format. With highly visual experience recommendations, onsite visitors could decide in seconds whether the experience or activity was right for their family.



Insider gives us the power to accelerate changes on our website, and the freedom to experiment without reliance on our dev/IT teams. This has saved us a lot of time, making our team more productive and providing us with more scope to advance and evolve."

Digital Director



## The results

# 19X

ROI from onsite personalization



## Summary

Insider has enabled us to accelerate our plans for growth and keep our tech team focused on core improvements and new projects without being dragged in to help out marketing. Investing in a new martech stack is a big decision, but we have no doubt it was the right choice.”

CEO



## Looking ahead

Picniq’s goal is to be able to connect and automate as much WhatsApp communication as possible into one conversation across marketing, customer service, and the full end-to-end buying experience with WhatsApp Commerce.



## Favorite feature InStory

We’ve loved WhatsApp. Increasing personalization and automation for Picniq is our number one priority, and Insider’s WhatsApp solution has enabled us to automate data-driven, relevant customer journeys on the world’s most popular messaging app—what’s not to love?”

CEO



## 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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