

SUCCESS STORY

How Yves Rocher created hyper-personalized customer experiences to achieve a 39% increase in ROAS and 7X ROI

Architect

Personalization

Smart Recommender

Gamification



7X ROI

39% increase in ROAS

20% increase in CVR via Smart Recommender

18% increase in CVR via Banner Management

6% increase in lead generation via Gamification



"Partnering with Insider has been incredible. From the support team to the platform and its solutions to the results, everything has exceeded my expectations. The 39% increase in ROAS has completely changed our ad strategy for the foreseeable future. My only regret is that we didn't partner with Insider sooner."

Executive summary

Yves Rocher partnered with Insider to transform its online experience. By unifying its customer data with Insider's **CDP**, Yves Rocher launched personalized product recommendations across Web and Mobile with Insider's **Smart Recommender**, resulting in a 20% increase in CVR. They then used Insider's **Web Suite**, including templated banners and gamification, to achieve an 18% increase in CVR and a 6% boost in lead collection. By segmenting and targeting customers using **Architect**, Insider's AI-powered omnichannel journey solution, Yves Rocher increased ROAS across Facebook and Google by 39%. Overall, Insider's range of personalization solutions helped deliver **7X ROI** for Yves Rocher.

About Yves Rocher

Founded in 1959, Yves Rocher is a trailblazer in botanical beauty, seamlessly combining environmental consciousness with skincare innovation. The leading French beauty brand crafts products with 100% organic ingredients, promoting sustainability and natural beauty. From skin-enhancing cosmetics to eco-friendly packaging, Yves Rocher's commitment to both glamor and green living sets it apart in the beauty industry.

Trust by 1,200 global brands

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USE CASE #1

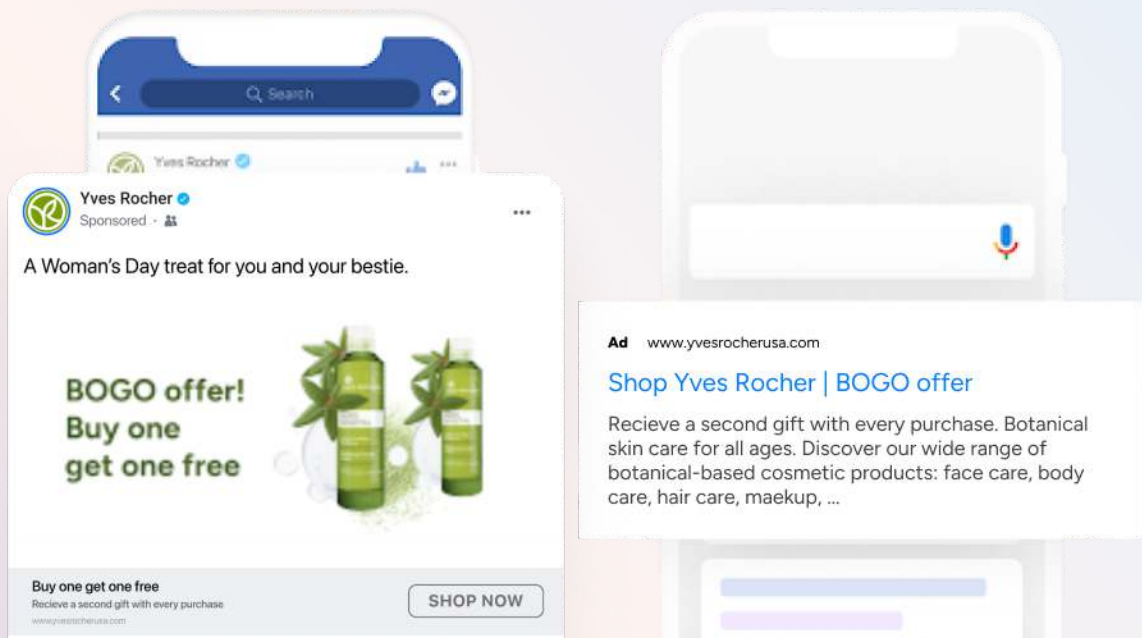
Leveraging micro-segments and omnichannel journeys to increase ROAS by 39%

The challenge

As part of its renewed efforts to optimize advertising spend and boost revenue, Yves Rocher was looking for a solution that could leverage real-time customer data to identify and engage only the most receptive audience segments and avoid wasted spend. It needed to increase ROAS, and fast.

The solution

Insider suggested the beauty brand unify its customer data into Insider's platform, where it could then leverage more than 120 micro-segments and AI-powered predictive segments to enable laser-focused targeting and optimize ad spend. The team then built a data-driven omnichannel paid ad strategy using **Architect**, Insider's journey orchestration solution, to automatically send ads to only customers most likely to make a purchase, based on their previous behaviors and predictive algorithms.



The results

39%
increase in ROAS

7X
ROI

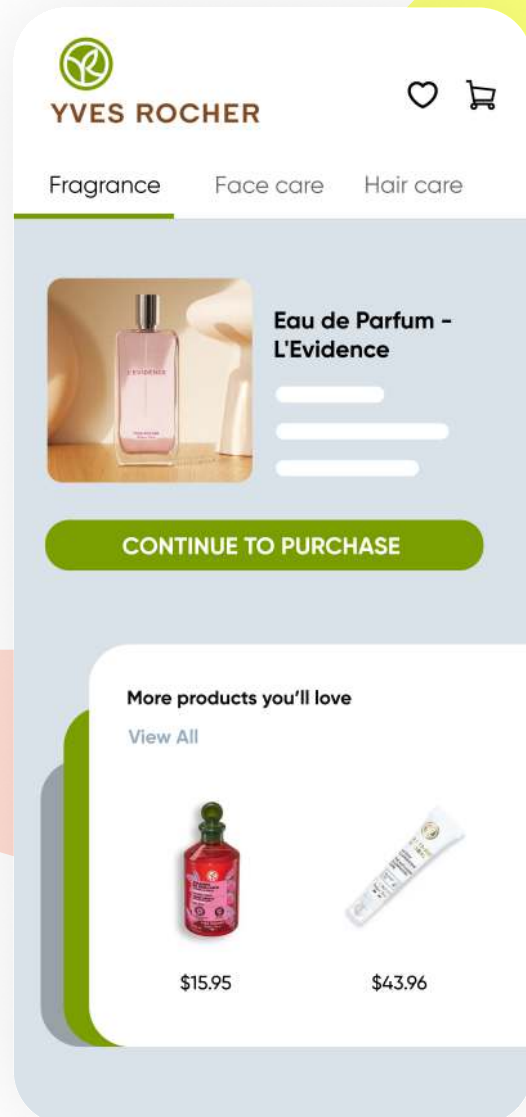
Increasing product discovery with relevant, AI-powered recommendations

The challenge

Yves Rocher wanted to increase conversion rates and knew that helping customers easily find and purchase more products was a great way to do this. The brand also knew returning customers regularly visited the site with a specific product in mind and didn't spend much time browsing. And, with thousands of products on offer, it needed an effective way to help customers discover the most relevant products for them, fast.

The solution

Insider's growth experts helped Yves Rocher launch [Smart Recommender](#), Insider's AI-powered product recommendation solution. **Smart Recommender** combined AI and machine learning to show relevant product suggestions to each unique visitor, based on algorithms such as trending products, recently viewed items, location-based bestsellers, and often purchased together.



The results

20%

increase in CVR via
Smart Recommender

USE CASE #3

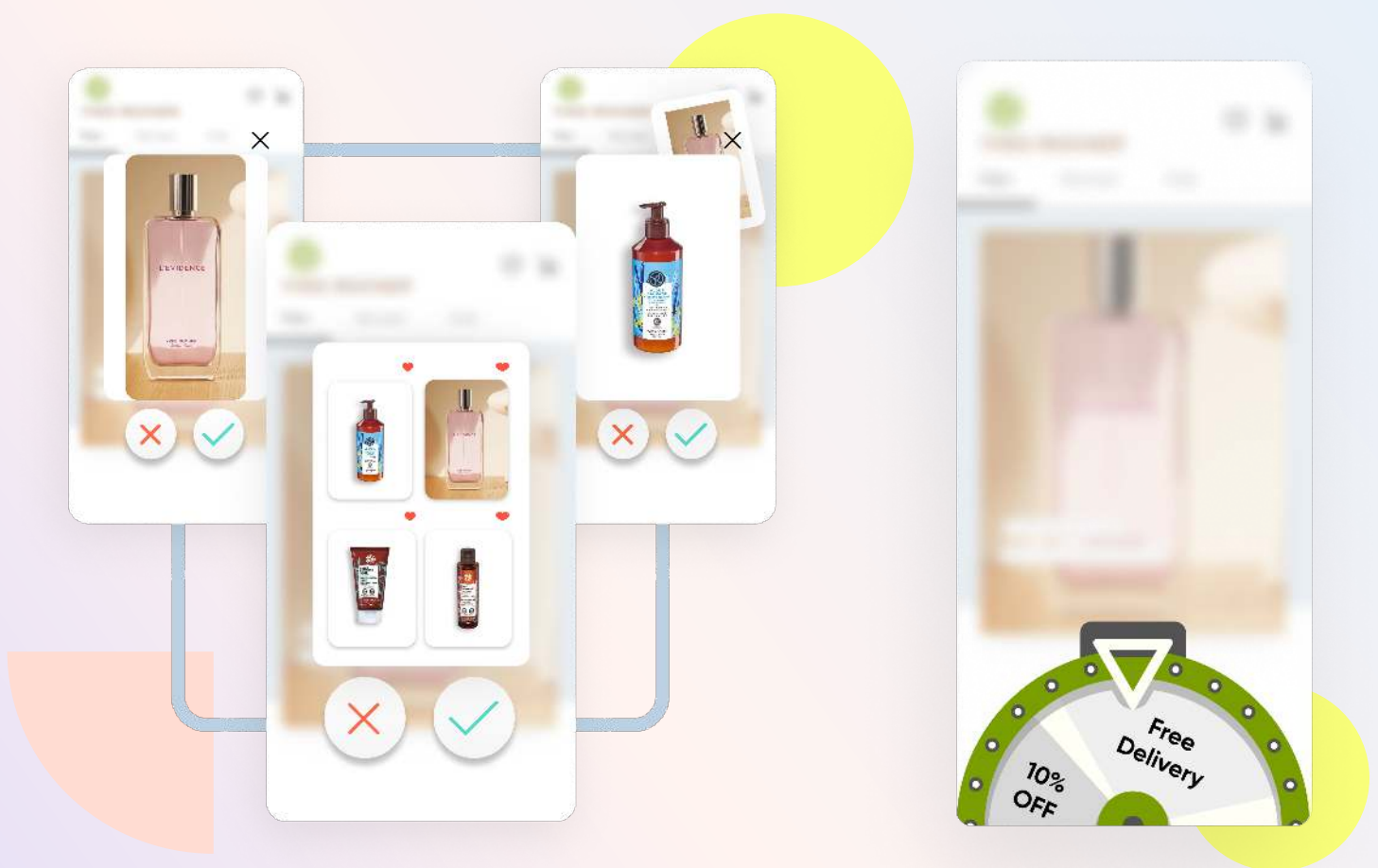
Leveraging Insider's Web Suite to increase CVR by 18% and lead generation by 6%

The challenge

As well as product discovery, Yves Rocher's overall website was performing poorly. Key metrics like conversions, AOV, and lead generation were low, and the bounce rate was high. The beauty brand knew it needed to deliver a more engaging, personalized experience to encourage its visitors to stay onsite for longer and take action.

The solution

Yves Rocher again leveraged micro-segments on its own website with Insider's **Web Suite**, building personalized banners customized for new and returning website visitors. To further address bounce rates and increase acquisition, Insider also recommended using **Web Suite's** gamification templates for exit intent to grab visitors' attention if they began navigating away from the site. The Wheel of Fortune exit pop-up encouraged customers to leave their email, providing Yves Rocher with an additional touchpoint to reach prospects and turn them into customers.



The results

18%

increase in CVR via
Banner Management

6%

increase in lead
generation via Gamification



Summary

"We've achieved a complete overhaul of our onsite engagement strategy, and our personalization methods are more fluid now than ever before. Insider's platform is complete with all the tools we need to unify our user data, and its AI-powered user segmentation capabilities make it possible to engage each user with contextual recommendations."

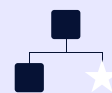
Digital Lead



YVES ROCHER

Looking ahead

Yves Rocher is looking to expand its use of **Architect** to include **WhatsApp**, **SMS**, and **Email**. The beauty brand's upcoming focus is to increase CLTV and drive higher customer retention by engaging customers on their favorite channels.



Favorite feature **Architect**

Yves Rocher loves Architect, Insider's omnichannel journey builder. Building personalized, omnichannel customer journeys enabled the beauty brand to achieve a 39% increase in ROAS.

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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