



SUCCESS STORY

How Amway's personalized App Push strategy increased CVR by 10% and decreased cart abandonment by 30%

Personalization

App Push

10% increase in CVR via App Push

30% decrease in cart abandonment

10% increase in open rates



"We were looking to improve the performance of our website and recognized the need for a personalized approach to engage customers effectively. By partnering with Insider and implementing tailored App Push notifications, we transformed our communication strategy. Segmenting our audience and delivering targeted messages ensured we reached the right customers with the right content at the right time. The remarkable 10% increase in conversion rate and 30% reduction in cart abandonment stands as a testament to the power of individualized communication in driving our business growth and profitability."

Amway Deputy Director at Amway

Executive summary

Amway faced challenges with low conversion rates and high cart abandonment. Partnering with Insider, Amway implemented a personalized **App Push** strategy to address these issues. By segmenting its audience and delivering tailored messages, Amway achieved a 10% increase in CVR and a 30% decrease in cart abandonment. Insider's advanced personalization solutions empowered Amway to revitalize customer engagement with uniquely personalized messages delivered directly to its customers' phones.

About AMWAY

Amway, headquartered in Ada, Michigan, is a dynamic health and wellness enterprise led by entrepreneurs. Operating across 100+ global markets, it is dedicated to enhancing lives with better health and wellness solutions. Recognized by Forbes magazine, it ranks among the top 100 privately held companies in the United States. Amway boasts a stellar lineup of best-selling brands, including Nutrilite™, Artistry™, and XST™ energy drinks—exclusively distributed by its own network of driven entrepreneurs, known as Amway Business Owners. Notably, Amway clinched the top spot as the world's leading direct-selling business, as per the esteemed 2023 Direct Selling News Global 100 list.

Why Insider?

Insider's impressive track record of success with other leading retail brands—such as **Clarins**, **Adidas**, **Samsung**, and **MAC Cosmetics**—is what first drew Amway to consider Insider. After more research, the team was equally impressed with Insider's enterprise readiness and timely implementation promise.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

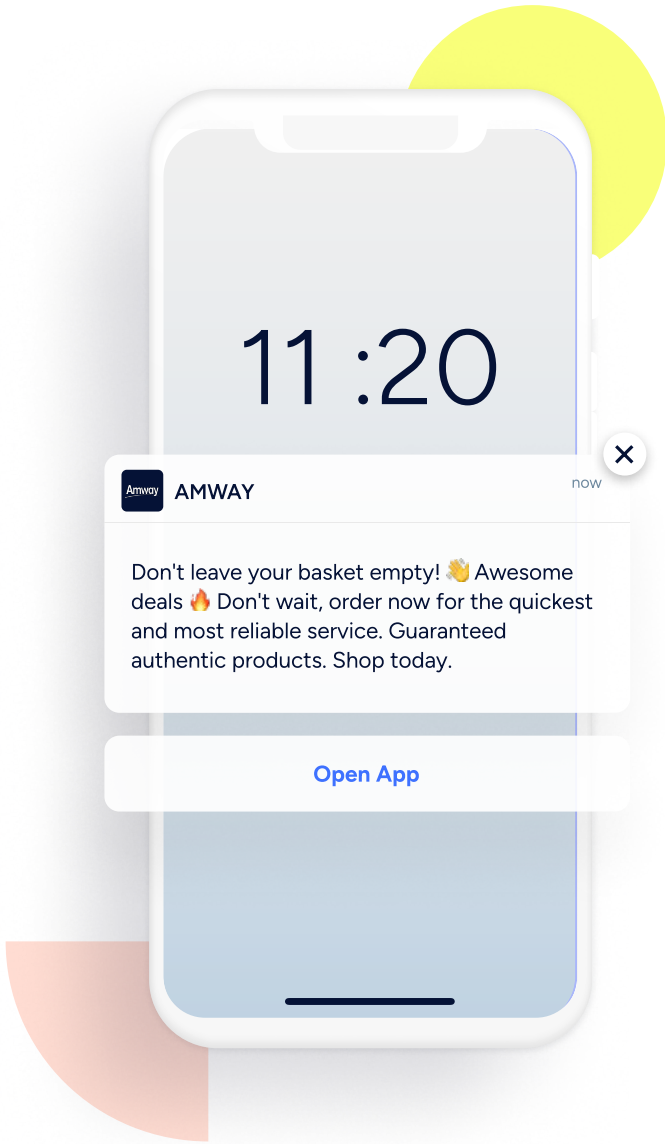
TOYOTA

MAC

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USE CASE #1

Targeting specific segments with tailored App Push notifications to increase CVR by 10%



The challenge

Amway faced the pressing issue of a low conversion rate. Despite offering quality products and services, its online platform struggled to translate visitors into customers. This posed a significant obstacle to the brand's growth and profitability.

The solution

Amway partnered with Insider to implement a sophisticated segmentation strategy to deliver personalized App Push notifications. Recognizing the importance of individualized communication, it divided its customer base into distinct segments, using Insider's advanced segmentation capabilities to focus primarily on those who had not made a purchase in the last 30 days.

Instead of bombarding all customers with generic notifications, Amway crafted messages tailored to the specific needs and behaviors of the segment. AI-driven App Push notifications ensured Amway's messages reached this segment of customers in a timely and convenient manner, maximizing the likelihood of engagement and conversion.

The results

10%
increase in CVR



Our collaboration with Insider has been a game-changer in addressing our low conversion rate. By segmenting our audience and delivering personalized App Push notifications, we saw immediate results. The targeted messages resonated with our customers, leading to a 10% increase in CVR thanks to Insider's sophisticated strategy

Product Manager



USE CASE #2

Revitalizing engagement with tailored messaging to achieve a 10% increase in open rates

The challenge

Amway was also struggling with a low engagement rate on its website and was looking for a solution to better captivate its audience's interest. Addressing this vital link between engagement and sales was critical for ensuring long-term success for the brand, it needed a solution that encouraged more customers to engage with its marketing messages.

The solution

With Insider, Amway launched a second messaging campaign via [App Push](#) tailored to individual customer attitudes across two segments: ABO (Active Buyers Only) and MEM (Members).

For ABO customers, the brand highlighted exclusive offers based on past purchases to encourage repeat engagement, while MEM customers received personalized messages addressing them by name with special offers for them. This strategy led to increased engagement, higher conversion rates, and strengthened customer loyalty.

The results

10%
increase in
open rates

USE CASE #3

Using App Push notifications and tailored in-App reminders to achieve a 30% reduction in cart abandonment

The challenge

Amway faced a high cart abandonment rate on its website, despite attracting visitors and generating product interest. This trend signaled a significant gap between interest and action, posing an obstacle to sales and revenue goals. Recognizing the detrimental impact on profitability and customer satisfaction, Amway urgently sought a solution to address this issue.

The solution

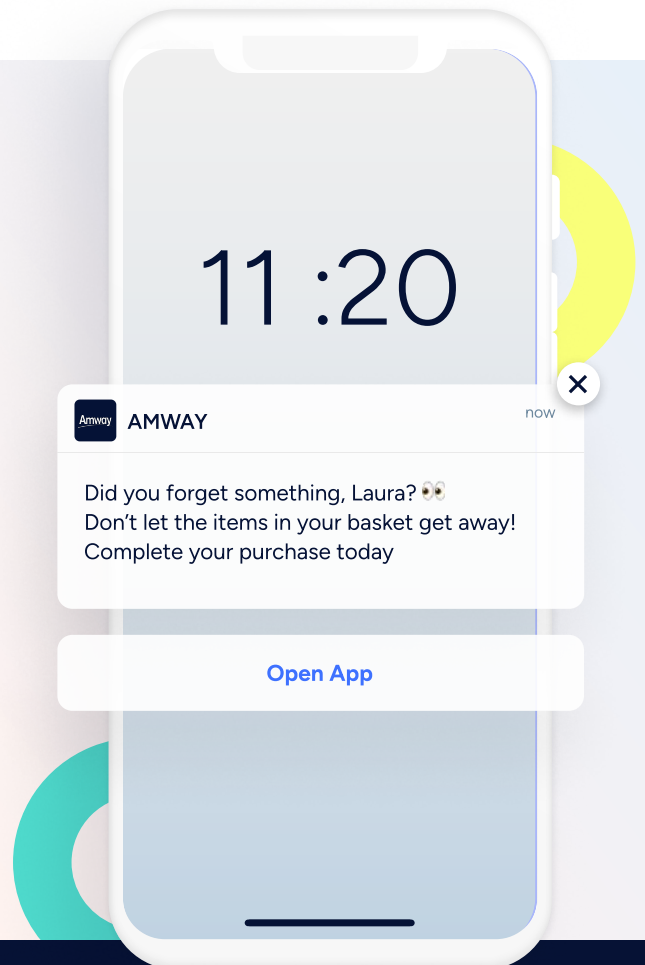
Insider's customer success team suggested addressing high cart abandonment rates by implementing **App Push** notifications and tailored in-App reminders. These prompts reminded users about items in their cart, encouraging them to return and complete their purchases. Through personalized and strategic timing, Amway reduced cart abandonment, improved conversion rates, and enhanced the user experience.



Tailored App Push notifications helped us re-engage customers with relevant and timely messages which significantly boosted our conversion rates. Insider's solution has not only helped us increase our key metrics but also enhanced the overall user experience for our customers too.

Product Manager at Amway

Amway



The results

30%
decrease in cart
abandonment rate



Summary

With Insider's expertise and advanced personalization solutions, Amway was able to drastically improve its online performance and customer engagement, increasing both CVR and customer satisfaction. Insider's platform helps the team at Amway streamline their ecommerce optimization, helping the brand stay ahead of the competition and achieve its goals.

Looking ahead

Amway is exploring the idea of creating a "super app" with Insider to enhance its digital presence and further improve customer engagement. This app will offer a seamless experience by integrating various services—such as product sales, loyalty programs, educational resources, and community engagement—into one convenient platform. By embracing this initiative, Amway aims to meet the evolving needs of modern consumers and strengthen its brand loyalty through innovation and convenience.



Favorite feature **App Push**

Amway's favorite Insider feature is **App Push** which helped the brand drive a **10%** increase in both CVR and open rates, plus a **30%** reduction in cart abandonment.

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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