



SUCCESS STORY

How MadeiraMadeira achieved 52X ROI by leveraging Architect to deliver consistent journeys across WhatsApp, SMS, and Email

CDP Whatsapp Architect



52X ROI

3.5X higher CVR via WhatsApp

About MadeiraMadeira

MadeiraMadeira is Brazil's largest home goods platform, boasting a catalog of over 300,000 products. Through its platform, customers can effortlessly craft, furnish, renovate, and adorn their homes using just their smartphones or computers. Established in 2009 in Curitiba, MadeiraMadeira has been on an impressive path to success, experiencing consistent 100% year-on-year growth as more and more consumers shift toward online shopping. Recently, the company achieved unicorn status and is now valued at over \$1 billion.

Marketing Manager



Why Insider?

MadeiraMadeira was looking for a technology partner that could provide the best customer experience and enable cross-channel communication with customers. The brand wanted an enterprise platform that was intuitive, powerful, and enabled seamless customer journey orchestration at scale. Following in-depth research, the brand found Insider's AI-native platform was the perfect solution, offering advanced personalization capabilities and the most impressive range of supported channels on the market.

Trust by 1,200 global brands

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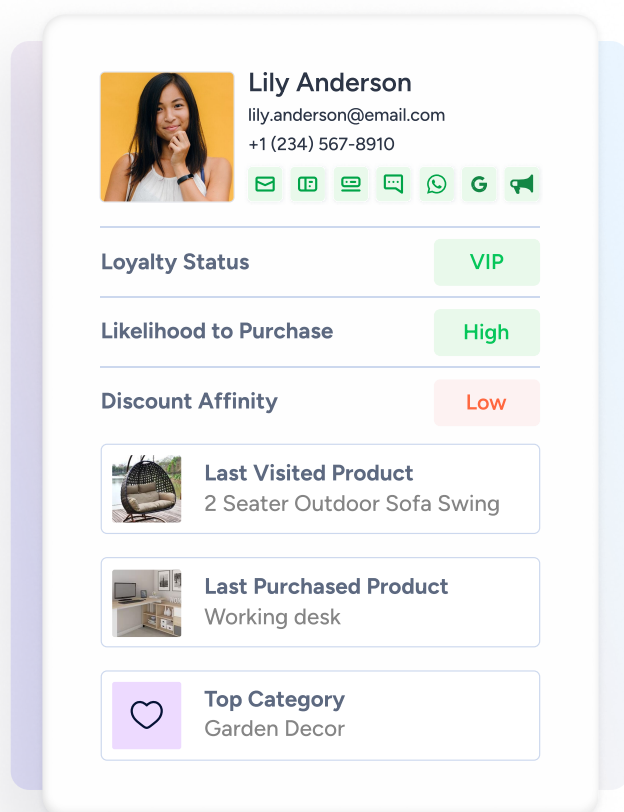
TOYOTA

MAC

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USE CASE #1

Ensuring a fast integration to achieve results within the first week



The challenge

MadeiraMadeira had been hesitant to find a new technology partner as it worried the integration process could take months. It knew it needed a more robust marketing tool to improve its customer experience but wanted to avoid downtime when implementing a new solution.

The solution

Insider's integration and implementation experts ensured MadeiraMadeira's communication channels were seamlessly integrated into Insider's **CDP** in less than one week. Thanks to this speedy integration, MadeiraMadeira was able to create personalized content and campaigns almost immediately, achieving positive cross-channel communication results in less than seven days.

The results

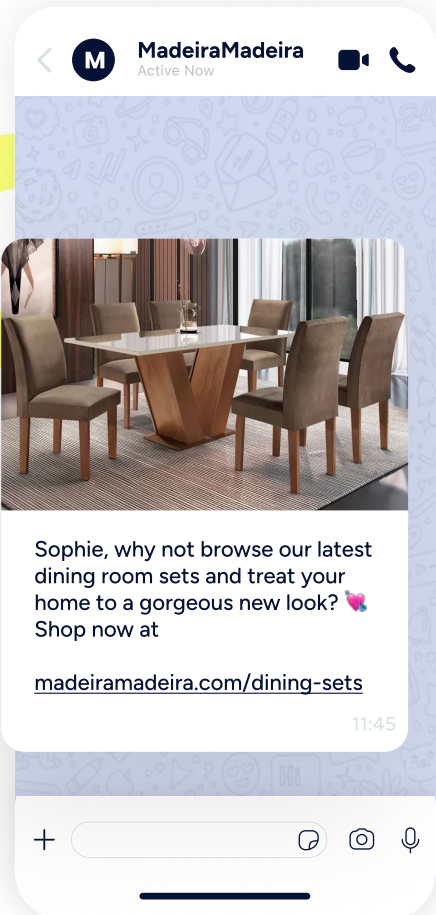
Integrations

with key channels in less than one week

Integration with key channels in less than

one week

Achieving 3.5X higher CVR with personalized WhatsApp messages



The challenge

WhatsApp is the main channel of customer communication in Brazil. MadeiraMadeira was looking for a solution that made WhatsApp marketing as easy as possible, leveraging real-time data to deliver timely, relevant, and meaningful WhatsApp messages to better engage customers and build stronger CLTV.

The solution

Using Insider's intuitive **WhatsApp** marketing suite, the Brazilian home product giant built and launched a WhatsApp marketing strategy in just a few minutes. By leveraging the data collected in Insider's **CDP**, MadeiraMadeira could send personalized, contextual, and timely communications—including campaign promotions, purchase confirmations, order updates, reminders, and more—to every customer.

The results

Increase
in AOV

3.5X
higher CVR
on WhatsApp



“With Insider, our marketing team has managed to run one of the most successful WhatsApp campaigns in the industry with personalized messages for every customer. We can now better engage customers with relevant messages highlighting promotions, order updates, and more to ensure our customers feel understood and valued.”



Marketing Manager

USE CASE #3

Achieving seamless and consistent cross-channel CX with Insider's AI-native journey orchestration tool

The challenge

Following the success of its **WhatsApp** marketing strategy, MadeiraMadeira was keen to explore more Insider features to deliver an even stronger customer experience. It knew that while many customers loved the ease and convenience of **WhatsApp**, many others preferred **Email** or **SMS**. The team needed a solution that allowed them to engage with customers on their favorite channel—easily and at scale.

The solution

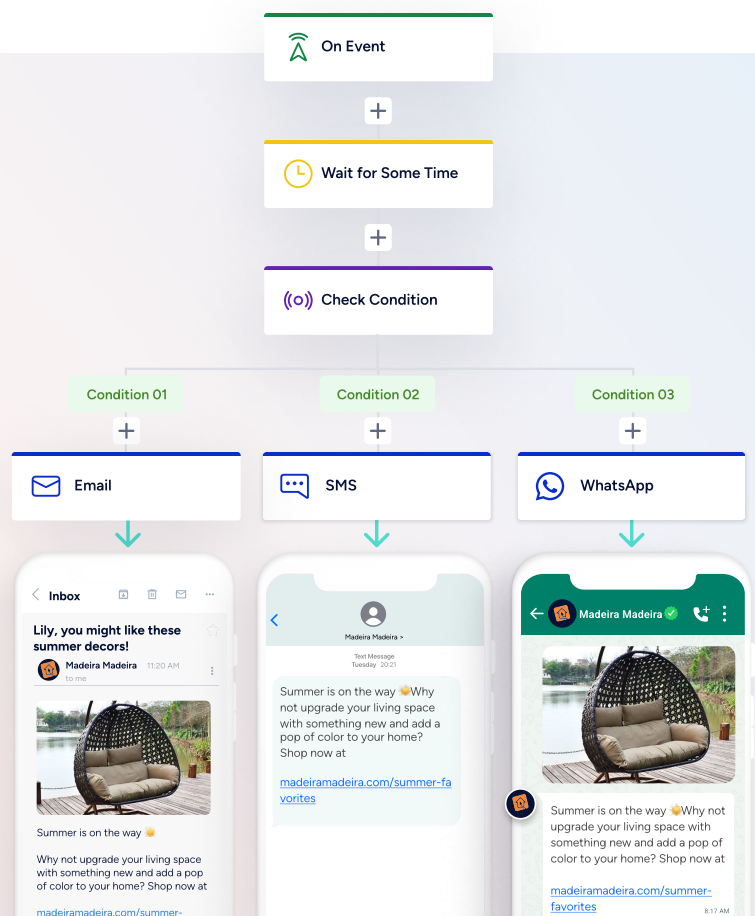
Insider's growth experts recommended using **Architect**, its AI-native journey orchestration tool. **Architect** enabled MadeiraMadeira to build consistent, timely, and relevant one-to-one experiences across multiple channels from a single platform. Insider's platform made it easy for the marketing team to add **SMS** and **Email** to its marketing mix, choosing from 70+ marketer-approved templates based on use case, business goal, industry, and channel to build customer journeys in a few quick clicks. What's more, Insider's AI-led 'Next Best Channel' and 'Send Time Optimization' capabilities helped the brand reach customers on their preferred channel based on behavioral data and predictive intelligence.



"I would recommend Insider to any brand looking to bring better value to its customer communication. Insider has a unique way of tying together channels in one single journey, and we were able to communicate better with each customer. On top of that, the Insider team is very open to new ideas and is always looking to innovate. The Insider team is also really supportive of all the crazy ideas that we have."



Marketing Manager



The results

52X
ROI

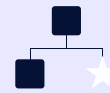


Summary

Following the success of its **WhatsApp** campaign with Insider, MadeiraMadeira expanded its marketing strategy to include **Email** and **SMS**, leveraging Insider's advanced journey orchestration tool, **Architect**, to deliver AI-led experiences across multiple channels to achieve an impressive 52X ROI.

Looking ahead

MadeiraMadeira is looking forward to exploring other Insider capabilities to further improve its customer experience, including **Eureka**, Insider's AI-powered search recommendation tool, which recommends relevant products based on past and predicted user behavior.



Favorite feature **Architect**

MadeiraMadeira's favorite Insider feature is **Architect**, which enabled the brand to launch seamless and consistent customer journeys across multiple channels.

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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