

SUCCESS STORY

How NA-KD leveraged Insider's Architect to achieve 72X ROI in 12 months and a 25% increase in CLTV



25% increase in CLTV

72X ROI in 12 months

5X channels supported



“Insider is a leader in non-traditional channel marketing which offers us new ways to engage with our customers across all channels. Instead of rigid calendar-based campaigns, our experiences are now as unique as our customers. Since partnering with Insider, NA-KD’s CLTV increased by **25%** and we achieved **72X ROI** in just 12 months.”

NA-KD Head of CRM

Executive summary

Thanks to Insider, NA-KD achieved a unified view of every customer in a single platform. The integration enabled NA-KD to deliver personalized experiences and hyper-targeted campaigns, including launching its first SMS campaign. Following the success of this campaign, NA-KD expanded its channel breadth to include **Email**, **Web Push**, and **App Push**, leveraging Insider's AI-native journey orchestration tool, **Architect**, to deliver seamless, consistent customer journeys, resulting in 72X ROI and increased CLTV.

About NA-KD

NA-KD is a leading European fashion brand renowned for its innovative designs and rapid growth. With a commitment to staying at the forefront of fashion trends, NA-KD offers a diverse range of clothing and accessories for the modern, style-conscious individual. As one of Europe's top 20 fastest-growing brands, NA-KD continues to redefine the fashion industry landscape with its forward-thinking strategies and dedication to empowering customers to express their unique sense of style.

Why Insider?

There were two main reasons why NA-KD chose to partner with Insider. Firstly, the impressive product. NA-KD wanted a partner that didn't settle for business as usual or a one-size-fits-all marketing approach and found that Insider was the leader in non-traditional channel marketing, giving the team new ways to engage with customers across all channels. Secondly, Insider's user-based triggers allowed NA-KD to create journeys that were more fluid and adaptive so instead of rigid calendar-based marketing campaigns, NA-KD could deliver experiences as unique as its customers and brand.

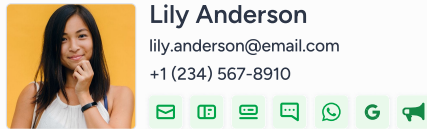
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USE CASE #1

Unifying data with Insider's CDP to achieve a 360-degree customer view from a single platform



Loyalty Status VIP

Likelihood to Purchase High

Discount Affinity Low



Last Visited Product
Asymmetric Straps Draped Top



Last Purchased Product
Tie Front Sheer Mini Dress



Top Category
Dresses

The challenge

As one of Europe's fastest-growing brands, NA-KD was growing at a rapid rate...but its tech stack wasn't able to keep up. A collection of single-point solutions and in-house technology meant the brand's customer data was locked in siloes. NA-KD needed a technology partner to help unlock the full potential of its customer data, gain a unified view of each customer, and enable the marketing team to create individualized customer experiences across every channel.

The solution

With Insider's **CDP**, NA-KD was able to consolidate its tech stack of disconnected single-point solutions into a single unified platform to finally achieve the 360-degree customer view that it was looking for. Insider helped NA-KD seamlessly stitch together every interaction and transaction across all channels and touchpoints. The team could then use this unified view to build data-driven and relevant customer experiences.



"With Insider, we gained a 360-degree view of each customer and can now identify previously unknown customers and track their behavior and personalize accordingly."

NA-KD Head of CRM

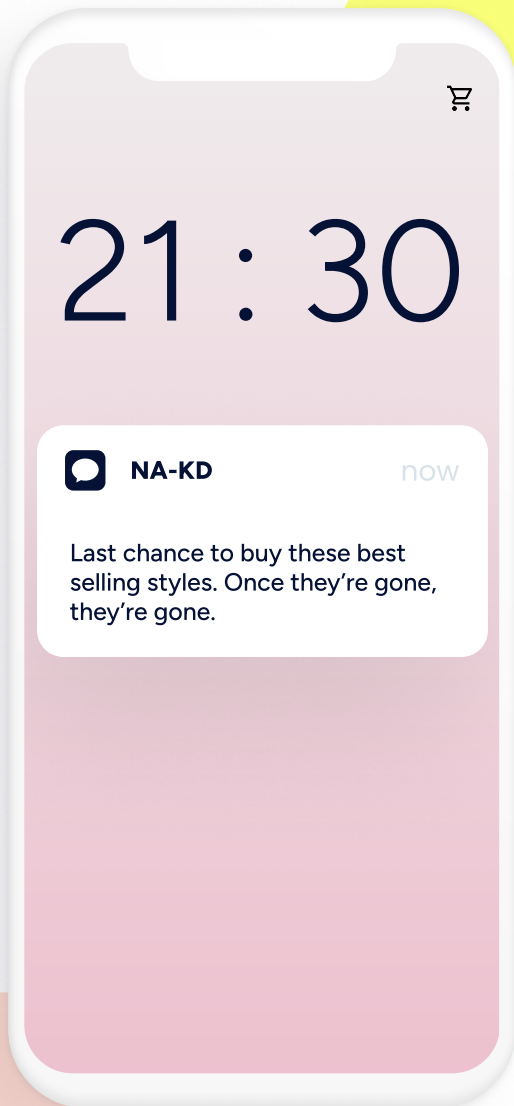
The results

360-degree
view of every customer

No more
data siloes

USE CASE #2

Leveraging actionable data to launch its first hyper-targeted SMS campaign



The challenge

NA-KD wanted to engage its growing customer base in a convenient and personal manner. It was looking to build stronger connections with new customers fast, and better engage its most loyal shoppers, too.

The solution

NA-KD decided to leverage the data stored within Insider's **CDP** to create its first **SMS** campaign. By segmenting and targeting customers with over 120+ different attributes available with Insider, NA-KD was able to send personalized, relevant, and timely texts to its customer base around the world. From encouraging them to browse the latest collection releases to reminding them their favorite items were back in stock, NA-KD's data-driven **SMS** campaign helped the brand build more meaningful connections with customers on a channel that felt personal and immediate.

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USE CASE #3

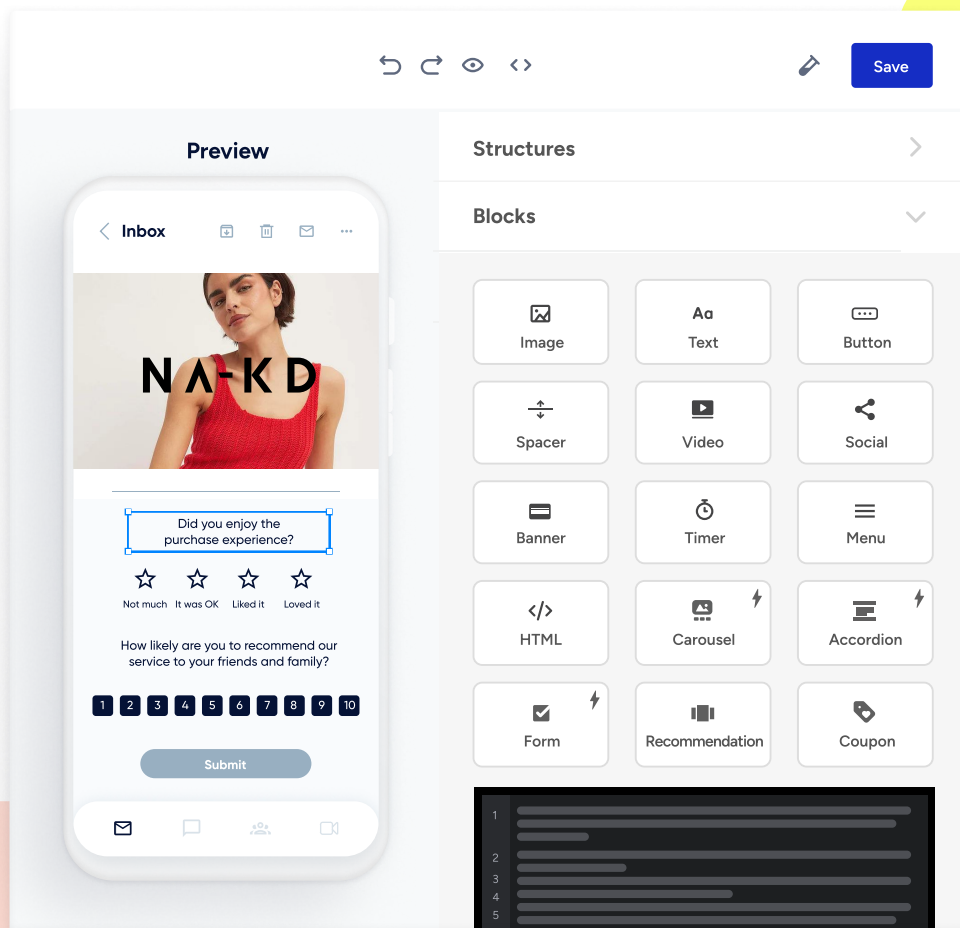
Expanding channel breadth to include Web Push, App Push, and Email

The challenge

Following the success of its first **SMS** campaign, NA-KD was keen to try out more of Insider's capabilities and features. It knew that connecting with its customers in a seamless and consistent manner was key to building long-lasting relationships, and so wanted to explore how Insider's platform could help achieve this goal.

The solution

Insider offers unmatched native channel support across 12+ channels, ensuring brands can reach customers where they already are. This meant the team at NA-KD could easily launch data-driven customer journeys across **Web Push**, **App Push**, and **Email** with Insider's platform. Insider had finally made NA-KD's customer data actionable so the team could deliver meaningful messages to customers across a broader range of channels than it ever had been able to before. And Insider's easy drag-and-drop editor meant the marketing team could build and launch each campaign themselves—without relying on IT for support. This made the team more productive and agile, enabling them to build and launch campaigns in hours, not days.



USE CASE #4

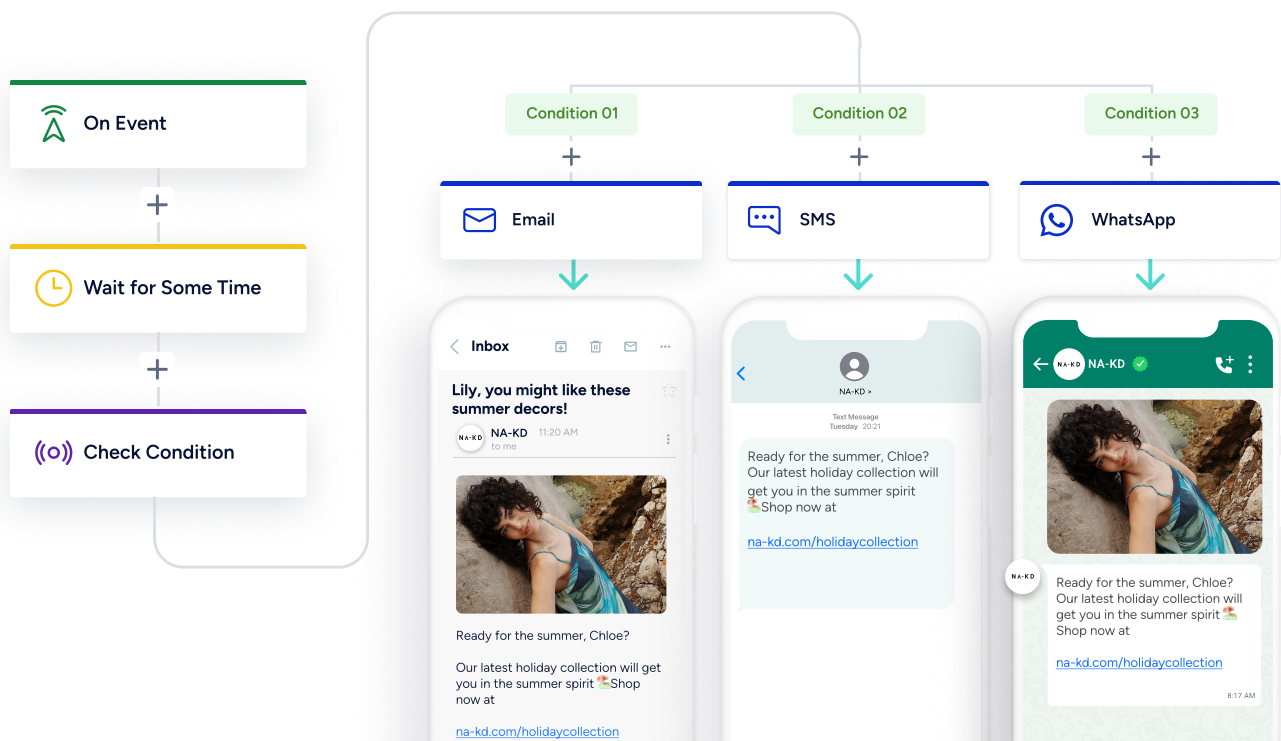
Creating seamless and consistent customer journeys with Insider's AI-native journey orchestration tool

The challenge

NA-KD knew that building meaningful connections with its customers relied on engaging them in a seamless and consistent manner. It didn't want to engage customers with the exact same messaging across all channels. Instead, it wanted to deliver a more advanced communication strategy that considered channel preferences, browsing history, and the brand's previous communication history. NA-KD's marketing team wanted to deliver a fully optimized omnichannel customer experience, and they wanted to do this at scale.

The solution

Insider had just the thing: its advanced journey orchestration solution, **Architect**. Architect allowed NA-KD's marketing team to create data-driven, personalized customer journeys for thousands of customers across multiple channels, including **Web Push**, **App Push**, and **Email**. This meant that whether NA-KD's customers were browsing online, chatting on WhatsApp, or checking their emails, **Architect** could reach them where they were, with the right message on the right channel at the right time. Insider's powerful AI-native capabilities—such as Next Best Channel, Send Time Optimization, and Auto Winners—helped NA-KD build tailored messaging based on behavioral data and predictive intelligence to make every message count.



The results

25%
increase
in CLTV

72X ROI
in 12
months

5X
increase
in CLTV



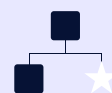
Summary

Insider has supported NA-KD on its journey to becoming one of the fastest-growing fashion brands in Europe.

Architect has helped the brand build data-driven and consistent customer experiences across multiple channels including **SMS**, **Web Push**, **App Push**, and **Email** to increase CLTV and ROI.

Looking ahead

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



Favorite feature **Architect**

NA-KD's favorite Insider feature is **Architect**, which has helped the brand engage with customers across multiple channels from a single platform and achieve **72X ROI** in just 12 months.

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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