

SUCCESS STORY

How Solopress gained a 360-degree customer view and achieved a 99.3% delivery and 50% email open rate with Insider

Architect

Email

SMS



99.3% email delivery rate

50% email open rate

22,000 opt-ins for Email and SMS



Insider's innovative solutions have hugely helped us elevate our marketing strategy at Solopress. By consolidating our data into Insider's CDP, we've removed siloes and gained a comprehensive understanding of our customers. With a 99.3% delivery rate and a remarkable 50% email open rate, Insider is not just helping us send messages, but craft personalized experiences that resonate deeply with our audience.

Head of Marketing
solopress

Executive summary

By leveraging Insider's **CDP**, Solopress successfully managed data for over 1 million user profiles within a single platform, unlocking insights to deliver a more personalized marketing strategy. It then expanded its communication channels with Insider's **Architect** and **Call an API** features to include **Email**, **SMS**, and offline touchpoints.

About Solopress

Solopress is the UK's most trusted printer with more 5-star Trustpilot reviews than any other UK print company. It has provided high-quality print since 1999, with a team of experts dedicated to delivering outstanding results. Solopress prides itself on its commitment to customer service and the environment.

Why Insider?

The brand chose Insider because of its comprehensive personalization solutions. Insider consolidates Solopress data from various sources like the website, production data, and customer information to create a unified customer profile in a single platform. With Insider, Solopress can analyze marketing opportunities and create segments based on different criteria. It can also run marketing campaigns seamlessly across multiple channels, including **Email** and **SMS**, and use Insider analytics to understand campaign performance.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

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USE CASE #1

Unifying siloed data to gain a 360-degree view of every customer in one place



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Type

Small Business

Likelihood to Purchase

High

Discount Affinity

Low



Last Visited Product
Circle Sticker Sheets



Last Purchased Product
Fabric Lanyards



Top Category
Brochures & Books

The challenge

Solopress struggled with data scattered across different platforms. This fragmented data landscape hindered its ability to understand customers holistically and deliver personalized experiences effectively.

The solution

Solopress unified its data with Insider's **Customer Data Platform** (CDP). By easily integrating Insider with its existing systems, it was able to create a single customer profile on a single platform. This allowed the marketing team at Solopress to aggregate data from multiple touchpoints and achieve a comprehensive understanding of their customer's behavior, preferences, and interactions.

Insider's **CDP** allowed Solopress to successfully store data for over 1 million user profiles, gaining access to detailed information such as job roles, NPS scores, account manager assignments, company types, as well as website engagement metrics like pages visited, emails opened, and clicked. This consolidated view of customer data empowered Solopress to personalize its marketing efforts, improve customer segmentation, and enhance engagement.

The results

A 360-degree view of customers



By consolidating our customer data into Insider's **CDP**, we're finally able to remove data siloes and get a true understanding of our customers.

Paul Garrett
Email and ECRM Manager

 solopress
Creating 2D print at print

USE CASE #2

Leveraging Insider's advanced Email suite to drive a 50% open rate and 99.3% delivery rate

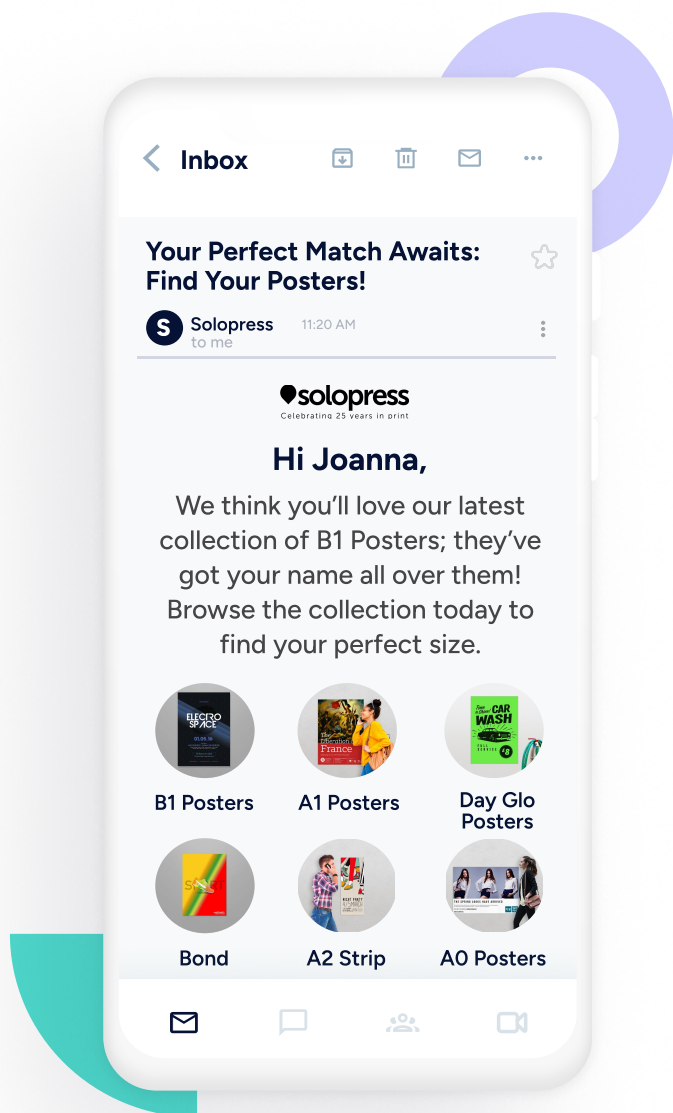
The challenge

Solopress knew that sending generic, one-size-fits-all communications due to its limited email segmentation capabilities was damaging customer engagement. It needed a martech partner that could effectively segment customers at scale and send personalized emails based on specific needs and intent.

The solution

Using Insider's **CDP**, Solopress was able to categorize customers into distinct segments, such as Solopro (for pro customers) and high-value customers, and deliver tailored experiences for each. For example, for high-value customers with orders over £250, Solopress leveraged Insider's **Call an API** feature within **Architect** to seamlessly route them to the accounts team for a personalized follow-up. Insider helped Solopress process 379 high-value users with a 0% drop rate.

Solopress then used Insider's advanced **Email** capabilities to personalize emails based on engagement levels and customer segments, conducting A/B tests on content variations to determine which messages resonated best with each customer segment.



By segmenting customers effectively and delivering personalized emails tailored to their needs, we've seen remarkable results, including a **50%** open rate, **1.6%** click-through rate, and a **99.3%** delivery rate. Insider has empowered us to connect with our audience more meaningfully, which shows in these impressive results

Paul Garrett

Email and ECRM Manager

The results

50%

open rate

1.6%

CTR

99.3%

delivery rate

USE CASE #3

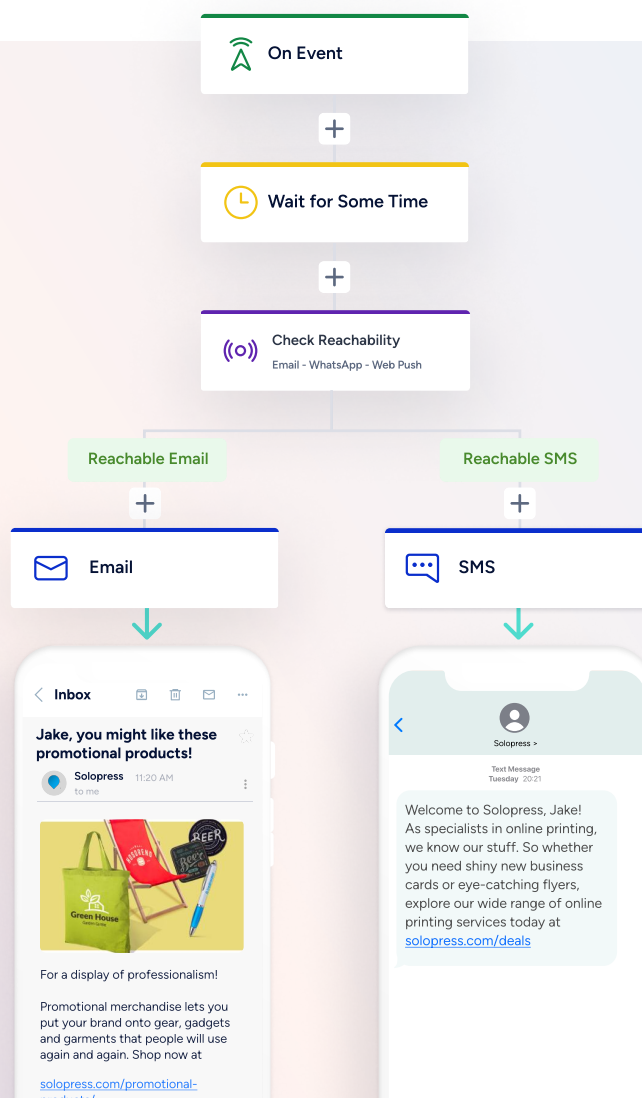
Boosting engagement with a multi-channel approach powered by Architect and Call an API

The challenge

Solopress had been relying solely on emails for customer communication, limiting its ability to engage with customers across multiple touchpoints and channels. This approach hindered its efforts to effectively reach and connect with its audience, potentially missing out on opportunities for personalized interactions and relationship-building.

The solution

By leveraging **Architect**, Insider's journey orchestration tool, Solopress expanded its communication channels to include **SMS**. It also integrated additional offline touchpoints thanks to Insider's **Call an API** feature to collect and trigger offline interactions, such as assigning key clients to account managers for personalized follow-up calls.



The results

22,000
customers now reachable
via Email and SMS

SMS now makes up
50%
of the overall
reachable database

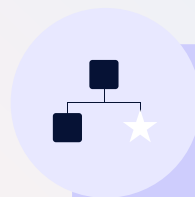


Summary

Solopress' multi-channel approach of incorporating **Email**, **SMS**, and offline touchpoints into its journey orchestration strategy enabled the brand to better connect with customers and build more personalized interactions. This has helped the team build stronger customer loyalty by ensuring every interaction is relevant, timely, and perfectly tailored to the recipient.

Looking ahead

Solopress is exploring **Smart Recommender** to enhance its onsite recommendation strategy and improve conversion rates and product discovery. It also wants to expand to more channels, such as paid ads, and add even more SMS customer journeys to its marketing strategy.



Favorite feature **Architect**

The brand's favorite Insider feature is Architect, which has allowed the marketing team to seamlessly automate customer journeys across **Email**, **SMS**, and **Call an API**.

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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