

SUCCESS STORY

How Cogna Educação Leveraged Insider's CDP, Architect, and Web capabilities to achieve a 7X ROI and 52% faster lead conversion in three months for Anhanguera brand.

Architect

CDP

Web Channel



7X ROI in 3 months

52% faster lead conversion

30% CVR uplift



Our investment in Insider has indeed paid off significantly. The ROI from this investment is evident, and we continue to see value from the partnership. Insider's contributions have dramatically transformed our business.

Bruno Martos, Marketing Manager



Executive summary

Insider, along with its implementation partner, [Lima Consulting](#), enabled Anhanguera, an educational brand for young adults within the Cogna Educação group, integrate online and offline data through its CDP and provide a unified view of customers. This allowed them to deliver personalized, real-time campaigns across multiple channels, including their website, WhatsApp, SMS, email, Google, Meta, and TikTok. With Insider's Web Suite, Anhanguera implemented numerous personalizations and continues to add more as they learn about their users. The results have led to 7X ROI in 3 months and 52% faster lead conversion.

About Cogna

Cogna Educação is the largest and most diversified educational group in the country, with a complete portfolio of services and solutions to meet students' needs in a personalized and flexible way. With more than 55 years of experience, Cogna is present in all states of Brazil and in more than 2 thousand municipalities, offering solutions and services in the B2B, B2C and B2G markets, covering everything from basic education to postgraduate studies. The group impacts 22 million students, directly and indirectly, across the country, from basic education to higher education.

Why Insider?

The decision for Cogna Educação to implement Insider for the Anhanguera brand was based on two crucial points. Firstly, there was a need for organized data and automation, which Insider's CDP could provide to bring together online and offline data. Secondly, their previous marketing automation vendor was inadequate, failing to support real-time editing, adapting, and activating the customer experience. Insider not only resolved this but also offered ease of use in campaign and audience building for the marketing team. The decision was further reinforced by Insider's transparent pricing and independently verified user reviews from Gartner and G2.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

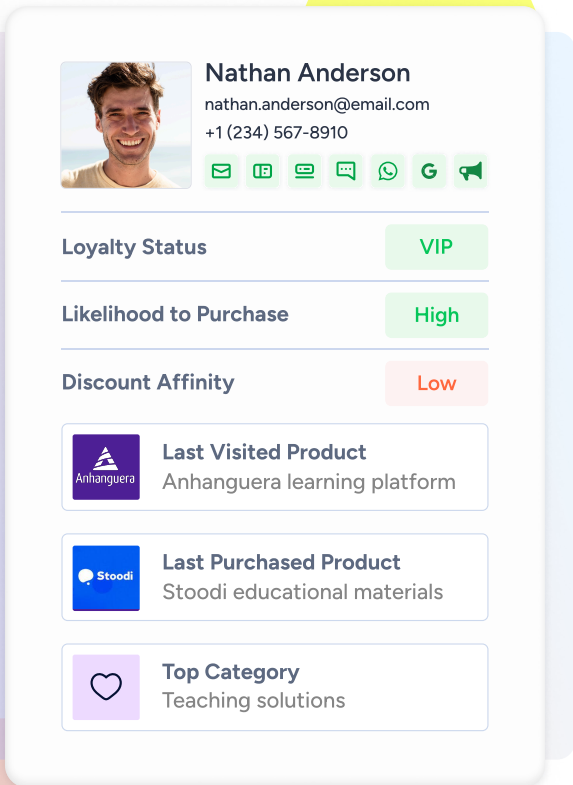
Virgin

TOYOTA

MAC

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Unify Cogna Educação Anhanguera Brand online and offline data onto a single platform



A user profile card for Nathan Anderson. It features a profile picture, name, email (nathan.anderson@email.com), and phone number (+1 (234) 567-8910). Below this are social media icons for email, calendar, chat, messages, WhatsApp, Google, and a speaker icon. The card also displays three key metrics: Loyalty Status (VIP), Likelihood to Purchase (High), and Discount Affinity (Low). At the bottom, it lists three product categories: Last Visited Product (Anhanguera learning platform), Last Purchased Product (Stoodi educational materials), and Top Category (Teaching solutions).

Nathan Anderson
nathan.anderson@email.com
+1 (234) 567-8910

Loyalty Status VIP

Likelihood to Purchase High

Discount Affinity Low

Last Visited Product
Anhanguera learning platform

Last Purchased Product
Stoodi educational materials

Top Category
Teaching solutions

The challenge

Previously, data stored in Google's BigQuery required repetitive and manual intervention from a data engineering team with limited resources, creating bottlenecks and slowing down processes. This issue was exacerbated by concerns about data loss due to the impending phase-out of third-party cookies in Chrome. Cogna Educação needed a way to eliminate data siloes and activate valuable online and offline customer data for the marketing team.

The solution

With Insider's CDP, Cogna Educação is able to bring together online and offline data into a single platform. Now, the company is able to maintain unified profiles for all of its users, aggregating information from different sources. With this information, Cogna is able to have a better view of its users, knowing who they are and their historical and current behaviors. This facilitates the creation of much more advanced segmentation and personalization in marketing campaigns across channels, such as on its website, WhatsApp, SMS, email, Google, Meta, or TikTok.

The results

360-degree

view of customers

Data is usable

by the marketing team



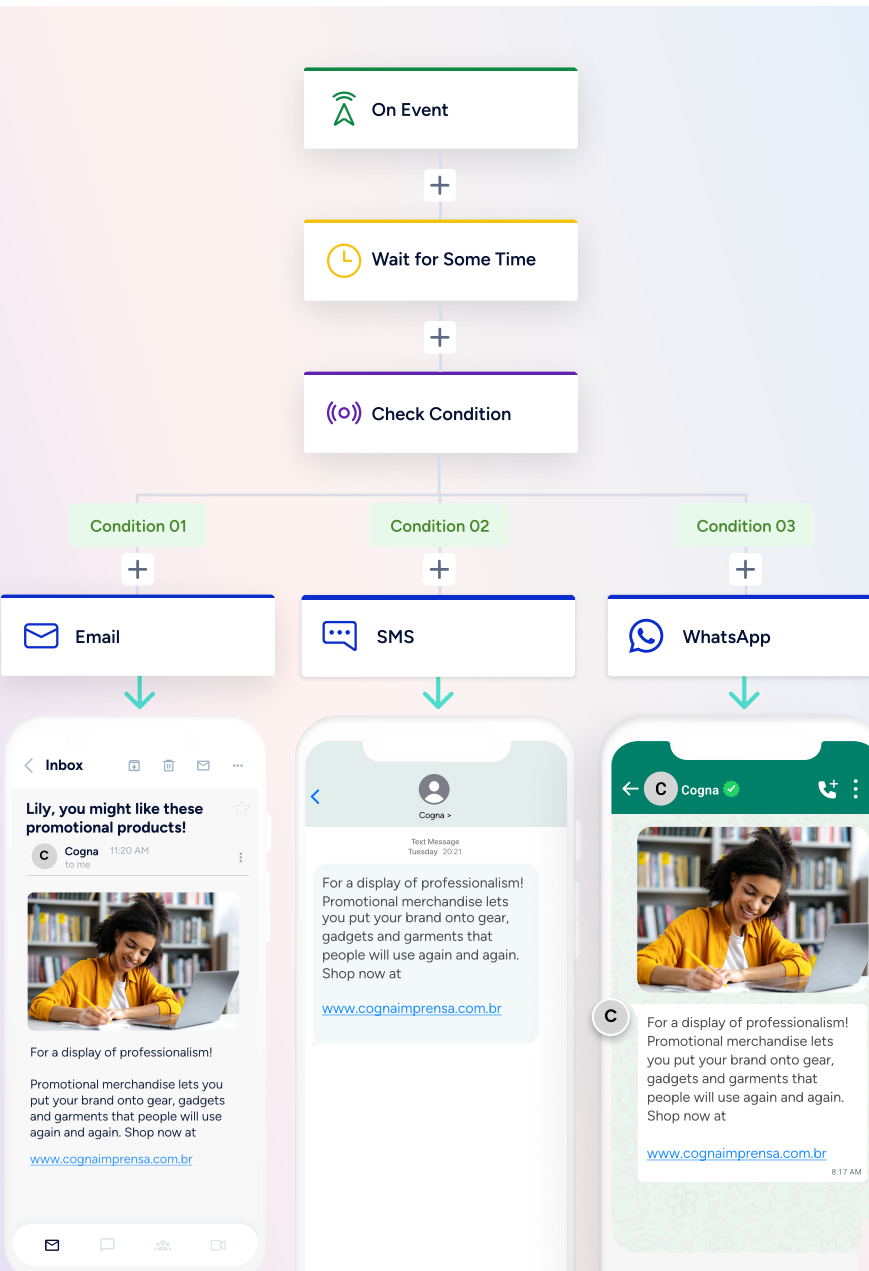
From data cleaning to activation, whether online or offline, ensuring that these data are truly connected across different technology stacks is a highlight, both business-wise and strategically.

Bernardo Marotta
Marketing Director

cogna

USE CASE #2

Deliver real-time journeys across channels



The challenge

Even when Cogna Educação had manually imported data into its former marketing automation tool, it failed to support real-time editing, adaptation, and activation of the customer experience once the data was there. In best-case scenarios, all communications were sent a day behind the desired send day, which was too slow in terms of making a positive impact on the customer experience.

The solution

Cogna Educação was able to connect Anhanguera's real-time events on Insider, allowing them to build a complete, start-to-finish user journey in real-time using Architect, enhanced by Next Best Channel, including Onsite, Push Notifications, SMS, WhatsApp, Email, App, and Ads (Meta/Google/TikTok)

When an event occurs, communication immediately follows. This brings obvious benefits to the user experience and conversion rates. An example is the critical time between user registration and enrollment. With Insider, Cogna Educação converts leads 52% faster.

The results

52%

faster lead conversion

99.3%

delivery rate



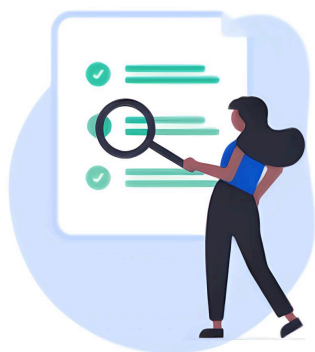
With Insider, the amount of time for a user to go from registration to enrollment into Anhanguera was reduced by 52%. I attribute much of this to the real-time experience because, previously, it took up to a day to send a confirmation after registration. The rest of the journey also took more than a day for the correct communications to be sent. Now, everything is real-time.

Bernardo Marotta
Marketing Director

cogna

USE CASE #3

Personalize the website experience according to each user's funnel status



Termine já sua matrícula!

Acesse agora o portal do aluno
e dê o aceite no contrato.

Acessar portal

The challenge

One of the main struggles of Cogna Educação was to truly understand the context of users visiting its website and, based on this, know how to personalize a real-time experience and provide a better user journey.

The solution

Using Insider's Web Suite, Anhanguera now offers numerous personalizations and adds more as it intelligently learns about its users. For example, if a user visits a course page and returns to the website later, the experience will be customized to show the course from the prior visit. If the user abandons a step and returns, they are guided to pick up where they left off.



Using Insider solution we could grow our conversion rate from visitors to registered users by 83%. We nearly doubled our site's conversion rate. I attribute this to the extensive personalization we've implemented on the site, which delivers a more streamlined and fluid experience for users.

Bernardo Marotta
Marketing Director



Summary

Insider's CDP allowed Cogna Educação to unify online and offline data for Anhanguera Brand to unify online and offline data, enabling personalized, real-time campaigns across channels. As a result, they achieved a 7X ROI in 3 months and a 52% faster lead conversion.

Looking ahead

Cogna Educação sees substantial potential for further growth within the business unit for more Insider capabilities as team capacity allows. Additionally, there are opportunities for Insider solutions to be adopted in other business units.



Favorite feature **CDP**

Cogna Educação's favorite feature is CDP because it has helped them remove reliance on a data engineering team and put execution in the hands of the marketing team. This has made it possible to execute real-time campaigns across channels in the fastest time ever.

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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