



SUCCESS STORY

# How Leroy Merlin used Architect to increase ecommerce revenue by 8.8%

Architect Email



**8.8%** increase in ecommerce revenue



Partnering with Insider and using their Architect tool has been transformative for our ecommerce strategy. By implementing strategic journeys and personalized notifications, we've reduced user abandonment, achieved significant revenue growth, and improved customer satisfaction. Insider has proven to be the right choice for meeting our customers' expectations and driving results."



Marketing Director

## Executive summary

To combat high user abandonment and low conversion rates, Leroy Merlin partnered with Insider. Using Insider's Architect tool, it implemented strategic journeys and personalized price drop notifications. This led to an 8.8% revenue increase, re-engaging users and boosting customer satisfaction and conversion rates.

## About Leroy Merlin

Leroy Merlin is a multinational home improvement company specializing in products for construction, renovation, decoration, gardening, and DIY. Since 1998, it has established a significant presence in Brazil, boasting over 50 physical stores nationwide and a robust ecommerce platform. The company's success stems from its extensive range of quality products at competitive prices, coupled with exceptional customer service and the offer of complete solutions for homes. Its strong online presence ensures that consumers can conveniently access its products and services.

## Why Insider?

Leroy Merlin was looking to enhance its personalization capabilities for customers on its ecommerce platform. After reviewing successful case studies from the region's retail sector, the company discovered that Insider, an enterprise-ready platform and a recognized leader by Gartner, Forrester, and G2, was the ideal solution. The implementation of Insider's technology quickly improved product discovery and personalization for different customer segments on Leroy Merlin's website.

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## USE CASE #1

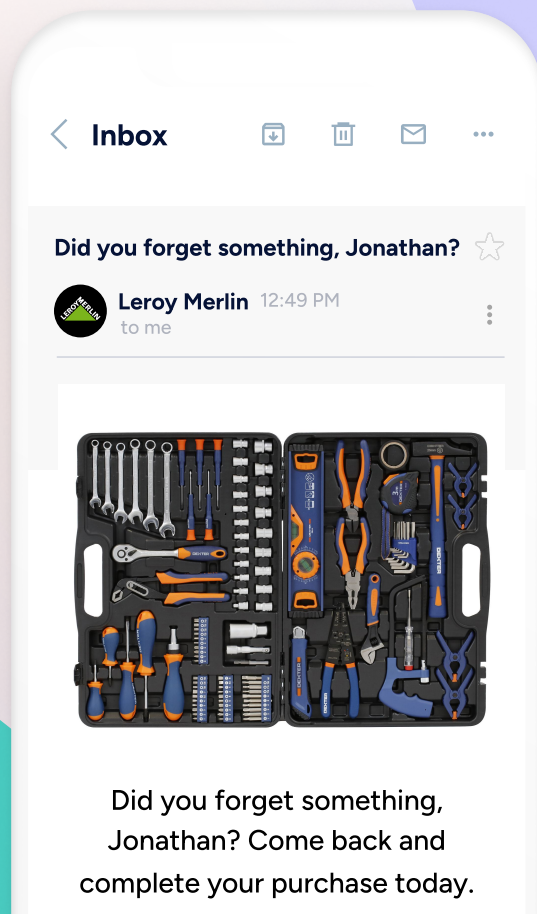
# Reducing user abandonment with Architect

## The challenge

Leroy Merlin faced a significant challenge with a high number of users abandoning their website before completing a purchase. This issue was impacting the company's overall online revenue and customer engagement.

## The solution

To address this challenge, Leroy Merlin implemented Architect and built a strategic journey designed specifically to combat navigation abandonment. This approach focused on identifying points where users were most likely to leave the site and implementing targeted interventions to retain them. Personalized recommendations, timely reminders, and seamless navigation enhancements were key components of this solution.



## The results

**8.8%**  
increase in  
ecommerce revenue

## USE CASE #2

# Enhancing CVR and revenue with personalized price drop alerts

## The challenge

Leroy Merlin aimed to improve its conversion rates and overall revenue from its website. The challenge was to effectively engage users who had previously navigated the site but had not completed a purchase.

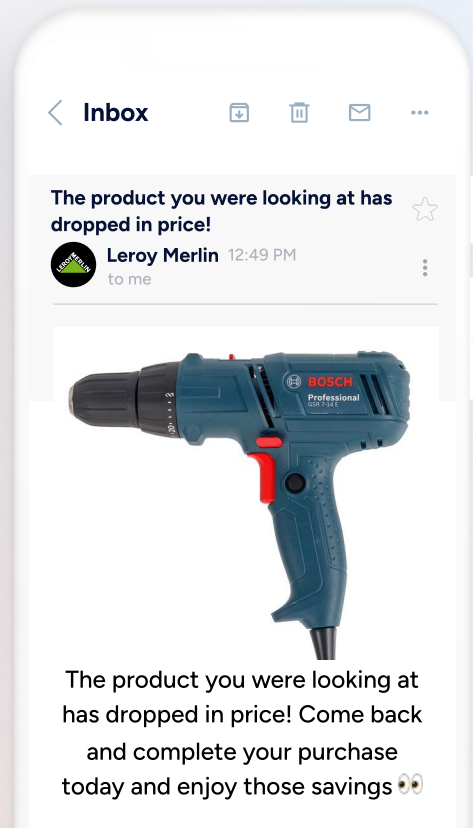
## The solution

To address this challenge, Leroy Merlin implemented a strategy to announce automatic price drops. Using Architect, they crafted price drop journeys that specifically targeted users who had already visited the website. These tailored notifications informed potential customers of recent price reductions on products they had shown interest in, encouraging them to return and complete their purchases.



We were so impressed by the results we were able to achieve with Insider. The tool allowed us to quickly and easily launch personalized user journeys that are powered by AI."

Growth, Media, and SEO Manager



## The results

# 8.8%

increase in  
ecommerce revenue

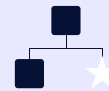


## Summary

The targeted approaches that Leroy Merlin was able to implement with Insider, such as personalized recommendations and timely notifications, effectively re-engaged users, improved product discovery, and enhanced overall customer satisfaction and conversion rates.

## Looking ahead

Leroy Merlin aims to advance its personalization strategies to a hyper-personalization level, ensuring that each customer is treated uniquely. Additionally, Leroy Merlin is exploring the extension of these personalization strategies from its website to its app, aiming to provide a seamless experience for consumers across all digital touchpoints of the brand.



### Favorite feature **Architect**

Leroy Merlin's favorite feature is Architect, which has enabled the brand to reach its customers with timely, relevant messages to boost ecommerce revenue by 8.8%.

## 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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[useinsider.com](https://useinsider.com) | [info@useinsider.com](mailto:info@useinsider.com)