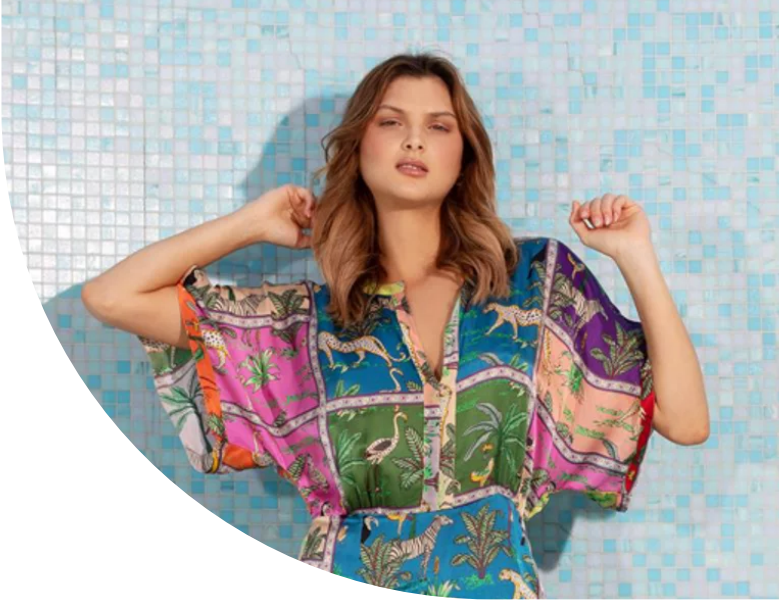


SUCCESS STORY

# How OZSALE achieved 6.25X ROI per SMS send and a 6.07% increase in CVR with Insider



- Architect
- Email
- Web Push

**6.07%** increase in CVR

**3.71%** increase in "Add to Cart" actions

**6.25X** ROI per SMS send



Thanks to Insider's innovative tools, we've dramatically enhanced engagement and conversions across product pages, SMS, and automated journeys, achieving remarkable results with precision and efficiency."

OZ/SALE Nitin Bajaj  
CFO

## Executive summary

By leveraging Architect to automate customer journeys, OZSALE achieved substantial business growth, significantly boosting ROI and efficiency. Insider's solutions were pivotal in driving these outcomes, with strategic optimizations—such as improved product page experiences and effective SMS campaigns—further helping to enhance conversion rates and cart recovery. These efforts not only streamlined customer engagement but also demonstrated the transformative power of Insider.

## About OZSALE

An Australian online marketplace, OZSALE, offers a vast selection of top-branded products at significantly discounted prices. Shoppers can enjoy savings of up to 80% on popular brands across fashion, lifestyle, and luxury categories. Established in 2007, OZSALE is now a proud member of the Frasers Group.

## Why Insider?

As an online marketplace with a focus on daily deals, OZSALE recognized the need for a robust platform to manage messaging and personalization across multiple touchpoints, ensuring maximum reach and efficiency. Insider's expertise in omnichannel marketing and database management, combined with its ability to unify customer journeys and deliver targeted messaging across all channels, aligned perfectly with OZSALE's objective of providing a seamless shopping experience, no matter how customers engage with the brand.

Trust by 1,200 global brands



[Book a demo](#)

## USE CASE #1

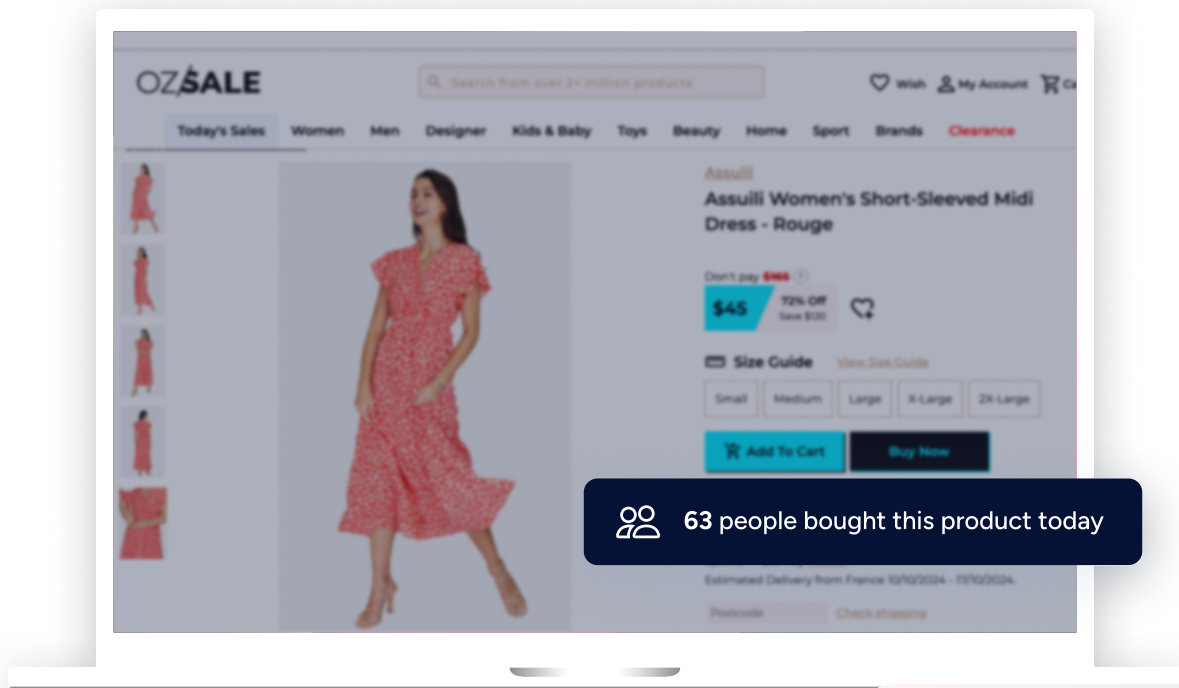
# Enhancing product pages to drive a 6.07% increase in CVR

### The challenge

OZSALE faced a challenge in boosting conversion rates and "Add to Cart" actions on its product pages, crucial touchpoints in the mid-funnel where customers decide to make a purchase. The brand needed an effective strategy to encourage more customers to take the next step toward completing their purchases.

### The solution

To address this, OZSALE implemented a series of A/B tests focused on enhancing the product page experience. They used **Social Proof** to emphasize key messages, instilling confidence in potential buyers. Additionally, strategic changes were made to the presentation of discount prices, including adjusting their size, color, and location on the page to draw more attention and urgency.



### The results

6.07%

increase  
in CVR

13.96%

increase  
in CTR

3.71%

increase in  
"Add to Cart" actions



These optimizations not only enhanced user engagement but also delivered substantial improvements in key metrics, driving more customers to complete their purchases."

OZSALE CFO

## USE CASE #2

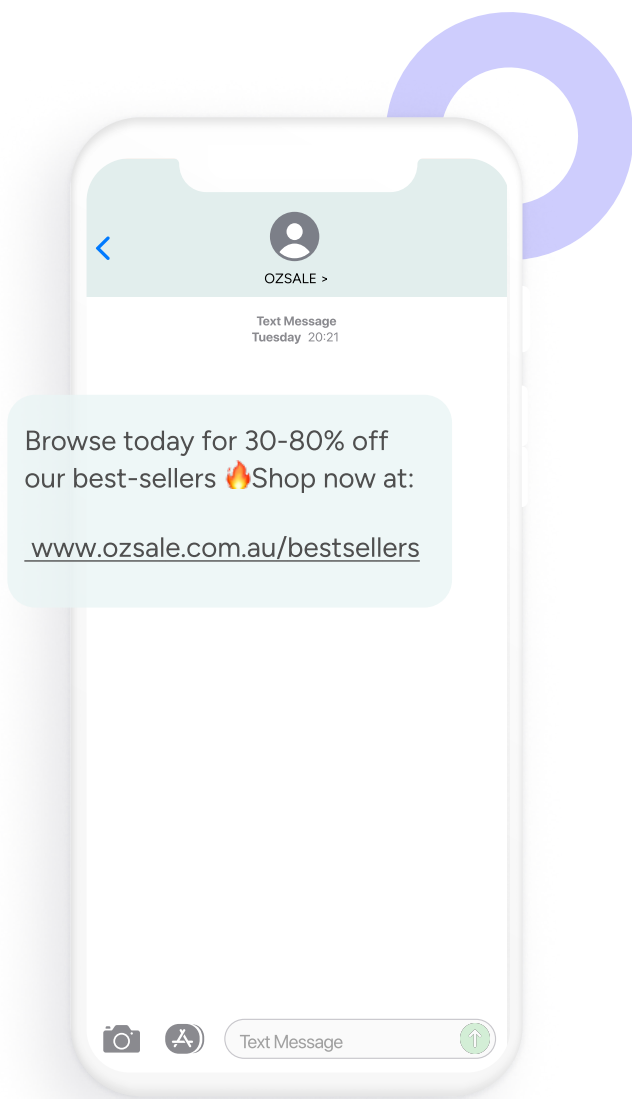
# Achieving 6.25X ROI per campaign with Insider's intuitive SMS solution

## The challenge

OZSALE needed a reliable and efficient way to reach customers through SMS, ensuring that promotional messages were delivered in a timely manner while keeping the process easy to manage.

## The solution

To address this challenge, OZSALE implemented an SMS tool to send out major promotional messages, typically once a week. The tool allowed the brand to quickly set up and deploy these campaigns, making it a seamless part of its marketing strategy.



Our SMS campaigns have proven incredibly effective, delivering a significant return on investment with minimal effort. It's a powerful tool that allows us to engage customers quickly and efficiently."

**OZSALE** Nitin Bajaj  
CFO

## The results

# 6.25X

ROI per send

# Minimal

setup time:  
5 minutes per send

## USE CASE #3

# Using Architect to recover 16.8% of abandoned carts and enhance customer engagement

## The challenge

OZSALE needed an efficient way to continuously engage with customers who abandoned their carts or browsing sessions, using automated journeys across reachable channels without requiring manual intervention.

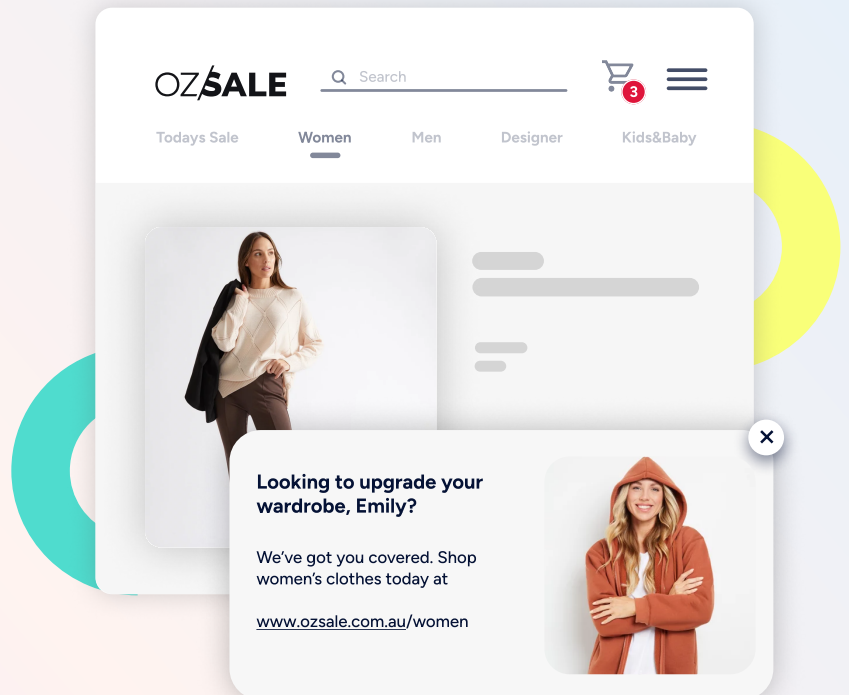
## The solution

To address this, OZSALE implemented **Architect** across both **Email** and **Web Push** channels to recover abandoned carts and browsing sessions. By leveraging a combination of these channels based on customer reachability, the brand ensured that each customer received the most relevant message in the most appropriate channel. This approach also eliminated the risk of customers receiving duplicate notifications via both **Web Push** and **Email**.



By using Architect, we've streamlined our customer engagement, ensuring that our messages are timely, relevant, and delivered through the right channels. This approach has not only improved our click-through rates but also significantly increased our cart recovery rate."

**OZSALE** Nitin Bajaj  
CFO



## The results

# 9.73%

CTR across  
Web Push and Email

# 16.8%

of abandoned carts recovered  
after click with Web Push

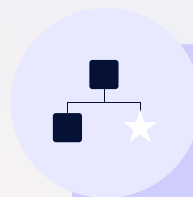


## Summary

OZSALE implemented targeted strategies to overcome challenges in customer engagement and conversion. By optimizing product pages, leveraging **SMS** for timely promotions, and automating customer journeys with **Architect**, OZSALE significantly improved key metrics, including conversion rates, click-through rates, and cart recovery. These efforts not only enhanced the shopping experience but also drove substantial growth across their digital channels.

## Looking ahead

With Insider, OZSALE aims to enhance site traffic and engagement by using **Architect**, enabling the automation of personalized messaging flows across multiple channels. By leveraging machine learning, OZSALE can identify the most effective channel for each customer interaction, ensuring a tailored experience. Additionally, the focus on on-site personalization campaigns will optimize customer journeys, contributing to the overarching goal of delivering a seamless and engaging shopping experience. Looking ahead, OZSALE plans to expand its **App** offering and further integrate Insider's capabilities within that channel to improve CX.



### Favorite feature **Architect**

OZSALE's favorite Insider feature is **Architect** which has enabled the brand to send timely and relevant messages to its customer base.

## 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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