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SUCCESS STORY

How flyadeal Leveraged Insider's Journey Orchestration, Web, and WhatsApp Capabilities to Achieve a 378X ROI

Web Channel

WhatsApp

Architect

378X ROI

30% increase in conversion rate

7% user conversion rate on WhatsApp



Partnering with Insider has revolutionized our approach to customer engagement. By leveraging onsite personalizations, automated email and web push journeys, and WhatsApp campaigns, we've been able to deliver highly relevant and timely content to our users. This strategic shift has not only enhanced our user experience but also significantly boosted our ROI. Insider's solutions have empowered us to connect with our customers in a more meaningful way, driving loyalty and growth.

 Ecommerce Manager

Executive summary

flyadeal boosted ROI, user engagement, and conversion rates through a comprehensive strategy. They personalized the website to highlight optimal flight options and ancillary products, enhancing visibility and conversions. Using Insider's Architect, Flyadeal automated user journeys with personalized email and web push notifications, re-engaging users at various funnel stages. To further connect with Saudi Arabian users, they launched WhatsApp campaigns, sending timely, personalized messages that increased engagement and click-through rates. These efforts resulted in a 378x ROI, a 30% rise in conversion rates, and significantly improved user experience and revenue.

About Flyadeal

flyadeal is Saudi Arabia's new low-fare airline. Based in Jeddah, they are a sister company of Saudia Airlines that focuses on providing low-cost air travel to customers. flyadeal began operations on September 23, 2017, Saudi Arabia's National Day.

Why Insider?

Flyadeal, one of Insider's longest-standing clients in the Middle East, has transformed its approach to personalization since partnering with Insider. Previously reliant on technical teams for onsite personalization, which hindered effective A/B test measurement, flyadeal now easily conducts A/B tests and delivers clear, measurable results to management. This partnership has also enabled a seamless cross-channel experience, ensuring consistent and personalized customer journeys across all touchpoints, significantly enhancing flyadeal's strategy and customer service.

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USE CASE #1

Personalizing the website experience to increase conversions and average order value

The challenge

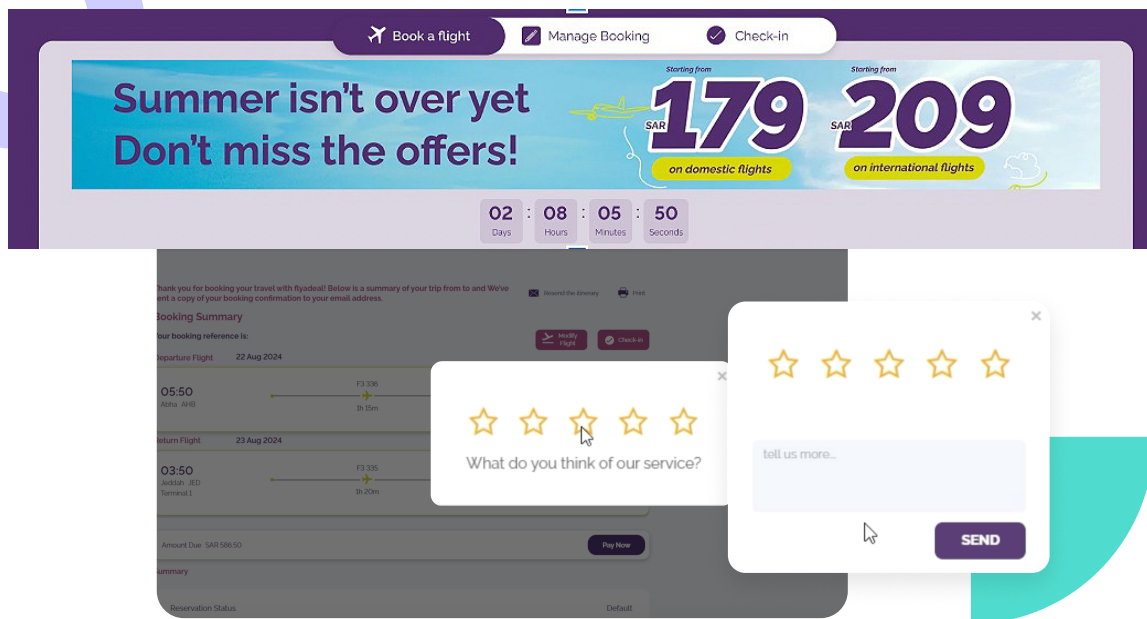
Flyadeal was facing significant challenges in providing a personalized experience on their website. Despite their efforts, they struggled to deliver tailored content and recommendations to their users, which impacted conversion and average order value.

The solution

By implementing onsite personalizations, flyadeal successfully tailored the user experience on their website. This approach allowed them to dynamically showcase the best flight options to each user based on their preferences and browsing behavior.

As a result, users were presented with more relevant and appealing flight choices, enhancing their overall browsing experience.

In addition to optimizing flight selections, flyadeal promoted ancillary products, such as extra baggage, seat upgrades, and in-flight services. By personalizing these offers, they were able to highlight products that matched the specific needs and interests of each user. This not only increased the visibility of ancillary products but also drove higher conversion rates, as users found these tailored offers more compelling.



The results

Increase

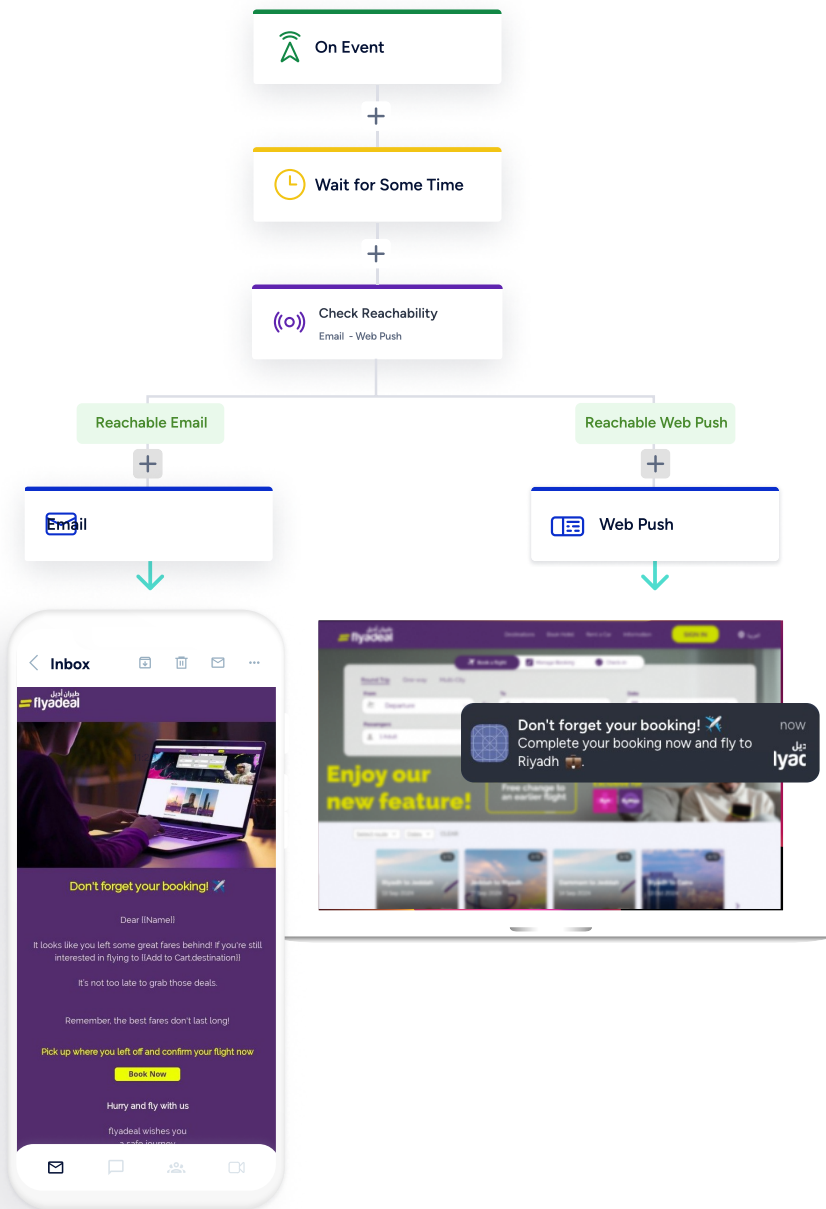
in onsite
incremental revenue

Increase

in AOV
by 20%

USE CASE #2

Increased ROI with personalized email and web push journeys using Insider's Architect



The challenge

flyadeal struggled to target users effectively via email and web push notifications. They relied on one-time campaigns instead of automated journeys, resulting in a lack of personalized and timely communication. Additionally, making changes to the website to deliver web push notifications required their technical team's involvement, leading to long delivery cycles and delayed updates. These issues prevented flyadeal from delivering a dynamic, relevant, and engaging user experience.

The solution

By introducing email and web push notifications and utilizing Architect, Insider's customer journey solution, flyadeal improved user targeting at different stages of the funnel. For example, when users abandoned a trip search, automated emails and web pushes re-engaged them with personalized flight offers. For users who just booked a flight, flyadeal sent tailored recommendations for ancillary products like extra baggage and seat upgrades. This approach increased conversions and ROI while removing reliance on the technical team for quick implementation.

The results

378x

ROI

30%

increase in
conversion rate

USE CASE #3

The addition of WhatsApp adds more convenience

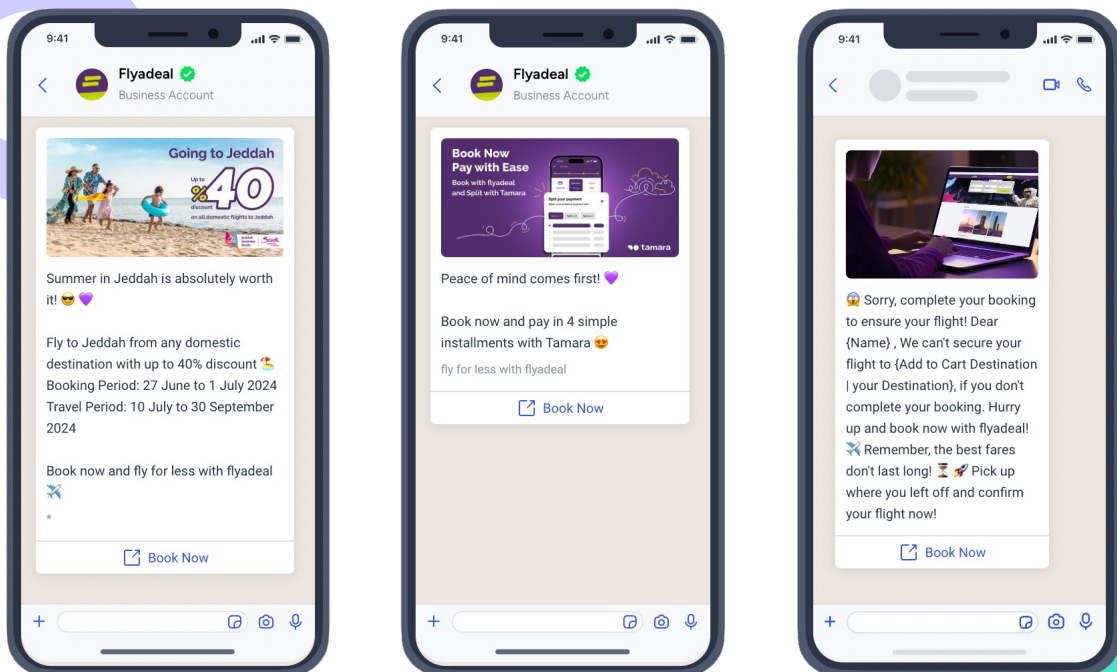
The challenge

flyadeal needed to adapt their channel and messaging strategy to meet their customers' evolving demands for convenience and immediacy. The primary issue was that a large portion of their user base preferred WhatsApp as their main communication channel.

The solution

To effectively engage users, flyadeal expanded their focus to include campaigns on WhatsApp, a highly preferred communication channel. By implementing WhatsApp campaigns, Flyadeal was able to adapt their channel and messaging strategy to meet the evolving demands for convenience and immediacy among their customers.

These campaigns included tailored content such as special promotions and flight offers. By sending these messages directly to users' WhatsApp, flyadeal ensured higher visibility and engagement compared to other channels. The convenience and familiarity of WhatsApp made it easier for users to interact with the messages, leading to increased click-through rates and conversions.



The results

8%

click-through
rate

7%

user conversion
rate

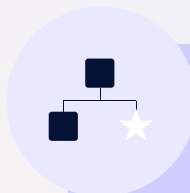


Summary

flyadeal leveraged Insider's journey orchestration, web personalization, and WhatsApp campaigns to enhance user engagement and achieved a remarkable 378X ROI and a 30% increase in conversion rate.

Looking ahead

Future plans involve using Insider to enhance their mobile app experience and ensure seamless cross-channel communication, integrating email, WhatsApp, web push, and their website. They aim to expand WhatsApp beyond marketing to include transactional and support services, reducing agent workload and offering more self-service options. Additionally, they are shifting from offer-based to product-focused communications, emphasizing features and benefits to build brand loyalty and deliver value-driven content.



Favorite feature **Architect**

Flyadeal's favorite feature is Architect, Insider's customer journey solution. Architect allows them to create automated, personalized journeys that effectively engage users at different funnel stages, significantly improving their targeting, engagement, and conversion rates. This powerful tool has been instrumental in streamlining their marketing efforts and achieving impressive results.

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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