



SUCCESS STORY

MAXAROMA generated \$2.3 Million in incremental revenue through personalization program using Insider

InStory

Personalization

Beauty & Cosmetics

\$2.3M

incremental revenue generated from the personalization program

75% ROI

specific to personalized product recommendations



"Insider's InStory solution has been a game-changer for MAXAROMA. The AI-powered recommendations and immersive fullscreen experiences have significantly boosted our product discovery and customer engagement. We've seen remarkable results, including \$2.3 million in incremental revenue. InStory has truly transformed how we connect with our customers and showcase our products. Our partnership with Insider has been instrumental in achieving these successes, and we look forward to continuing this collaborative relationship.



Hamed Arefin
VP & Co-Founder

Executive summary

MAXAROMA partnered with Insider to enhance product discovery, boost onsite engagement, and increase time spent on their site by implementing Insider's InStory solution. By integrating AI-powered recommendations using InStory and engaging fullscreen experiences across their website and mobile channels, MAXAROMA significantly enhanced product discovery and customer engagement. This innovative approach led to impressive results, including \$2.3 million in incremental revenue, and a 75% ROI specifically from personalized product recommendations.

About MaxAroma

MaxAroma.com, founded in 2010 by a husband and wife in New York City, was born from their shared passion for fragrances. The company has earned an international reputation for delivering high-quality cosmetics and exceptional customer service. Catering to today's fashion-conscious and value-driven consumers, MaxAroma.com offers top-notch products at significant savings. Their trained fragrance consultants provide personalized service and expert advice on popular, classic, and hard-to-find fragrances, ensuring a tailored shopping experience that meets diverse customer needs.

Why Insider?

MAXAROMA collaborated with Insider to enhance product discovery, boost onsite engagement, and increase time spent on their site. MAXAROMA appreciates the Insider platform's low development requirements that are easy to set up and use, which allow for quicker ROI. They also value our ability to engage anonymous traffic and our strong visual storytelling features.

Trust by 1,200 global brands

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USE CASE #1

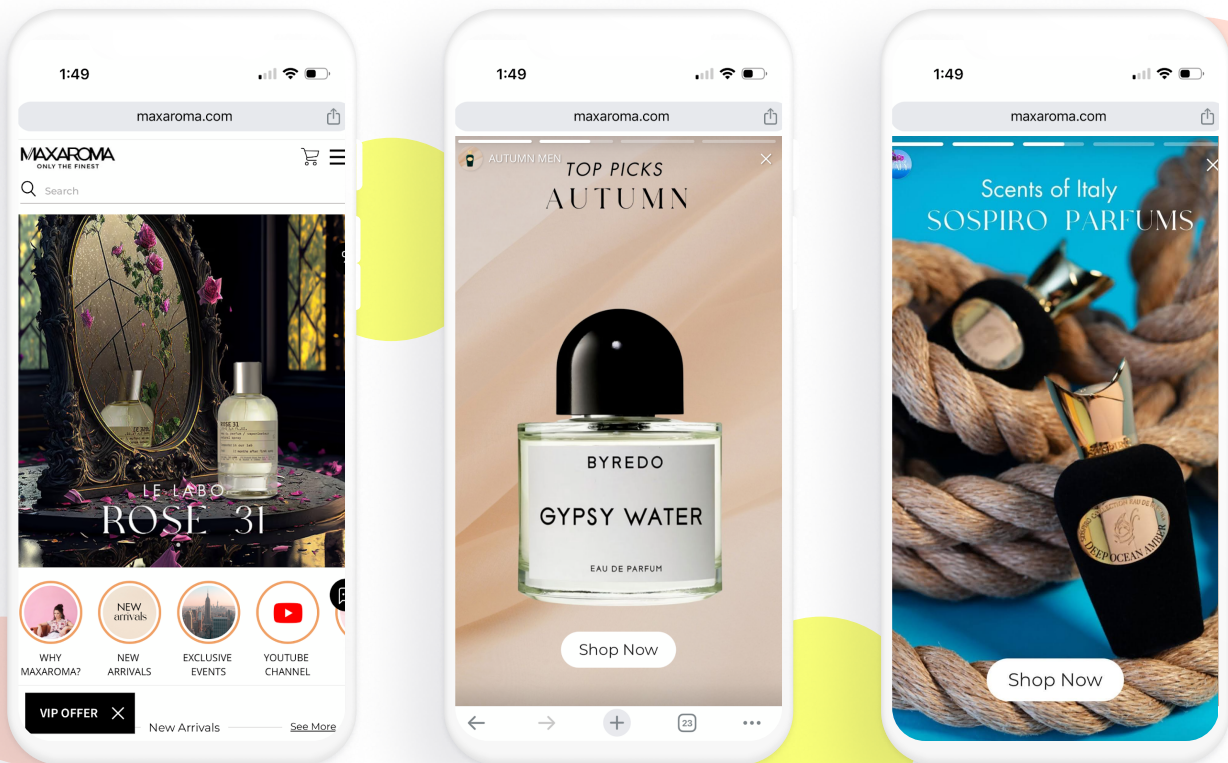
Boost ROI and incremental revenue using AI-powered InStory across website and mobile channels

The challenge

MAXAROMA encountered challenges due to its small team size and the requirement for a low-dev, quick ROI solution. The company sought a visual storytelling tool to effectively promote products and highlight their social activities on Instagram and YouTube podcasts. Personalizing the customer experience was a critical goal, alongside improving onsite engagement, increasing time spent on the site, and enhancing product discovery. MAXAROMA also aimed to educate customers in visually appealing ways, showcase product collaborations, and build brand awareness through compelling storytelling—all within a resource-efficient framework that could be swiftly implemented.

The solution

MAXAROMA implemented Insider's InStory solution on its website and mobile channels to enhance customer experience and achieve its goals. InStory uses AI-powered recommendations and fullscreen visuals to help shoppers quickly discover personalized products, boosting onsite engagement and time spent on the site. It also allowed MAXAROMA to use visual storytelling to promote products and highlight social activities on Instagram and YouTube podcasts. By adopting InStory, MAXAROMA personalized the customer journey, educated shoppers, showcased collaborations, built brand awareness, and optimized resources, leading to a swift return on investment.



The results

75%
ROI specific to
personalized product
recommendations

\$2.3M
incremental revenue
generated
from the program

7%
increase
in CTR

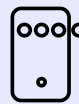


Summary

Implementing Insider's AI-powered InStory on its website and mobile channels enabled MAXAROMA to generate \$2.3 million in incremental revenue, and see a 75% ROI specifically from personalized product recommendations.

Looking ahead

MAXAROMA is exploring ways to enhance personalization by integrating advanced analytics and machine learning for more tailored customer experiences. The plan includes an omnichannel approach to ensure a consistent experience across mobile apps, email, and social media, aiming to boost customer satisfaction and loyalty by aligning online and offline interactions. Leveraging visual storytelling will enable dynamic, personalized content in real-time, optimizing user experiences and driving higher engagement and conversions. These initiatives aim to strengthen MAXAROMA's leadership in the fragrance industry and deliver a unique shopping experience.



Favorite feature **InStory**

MAXAROMA's favorite feature is InStory, which combines AI-powered recommendations with engaging fullscreen experiences to enhance product discovery and customer engagement.

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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