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## SUCCESS STORY

# How Stratco increased CVR by 4.4% and CTR by 4.3% in just one quarter with Insider's Web Suite

Personalization

Web Suite

Social Proof

**4.4%** increase in CVR

**4.3%** increase in CTR



Partnering with Insider has transformed our online presence. The platform's smart, quick-to-implement solutions have allowed us to significantly boost engagement and conversions without the usual IT headaches. The results speak for themselves—higher click-through rates, increased revenue, and a more personalized shopping experience for our customers. Insider has been a game-changer for Stratco.



Digital Marketing Manager

## Executive summary

Stratco partnered with Insider to optimize its online store and boost engagement. Facing issues with fragmented customer data and slow website development processes,

Stratco leveraged Insider's intuitive **Web Suite** to implement quick, effective changes without heavy IT reliance, resulting in a 4.4% CVR increase, 4.3% CTR increase, and additional click revenue in just one quarter.

## About Stratco

Stratco is an Australian leader in home improvement products, providing quality materials, expert guidance, and innovative solutions for DIY enthusiasts and builders.

From patios to sheds and fencing, the brand is passionate about outdoor transformations and positions itself as the ultimate reliable partner for all things home improvement.

## Why Insider?

Stratco chose Insider for its innovative Web Suite capabilities, rapid migration process, and dedicated service-focused team. Thanks to Insider's platform, tasks that would usually take weeks or months are now completed in minutes. This efficiency allows Stratco to create an online experience as exceptional as its in-store service, driving incremental revenue and enhancing customer satisfaction.

Trust by 1,200 global brands

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## USE CASE #1

# Elevating online engagement and driving incremental revenue with Insider's intuitive Web Suite



## The challenge

Stratco wanted its online store to be just as helpful as walking into one of its physical locations. But with customer data left ineffective in silos, it was impossible to personalize the web experience and assist users. With Stratco's previous solution provider, the development process for website changes took ages, slowing down go-live timelines and negatively impacting website sales and customer engagement.

## The solution

Insider's personalization capabilities helped Stratco revolutionize its website. With Insider's intuitive **Web Suite**, the team was able to quickly launch website optimizations, including:

- Relocating Checkout and Add-to-Cart CTAs higher up the fold
- Adding a Scroll to Top feature for improved navigation
- Implementing a persistent Checkout button during cart scrolling
- Conducting color tests on elements such as CTAs
- Implementing a Sticky Nav bar for seamless mobile browsing

What's more, the team implemented these changes without needing to rely on its IT team for support, making them more agile and quick to market. By leveraging 140+ ready-made onsite templates for every business objective, industry metric, or goal, Stratco was able to quickly and easily personalize its website experience—tweaking every template to ensure it aligned to brand guidelines.



Currently, we're running 82 onsite campaigns using Insider's Experimentation and Web templates tools. These campaigns tweak, change, and personalize content and messages across the site, addressing all funnel points. What would typically take weeks or months of development work is now accomplished in a matter of minutes thanks to Insider's platform."

 Digital Marketing Manager

## The results

4.3%

CTR

66,155

campaign clicks

## USE CASE #2

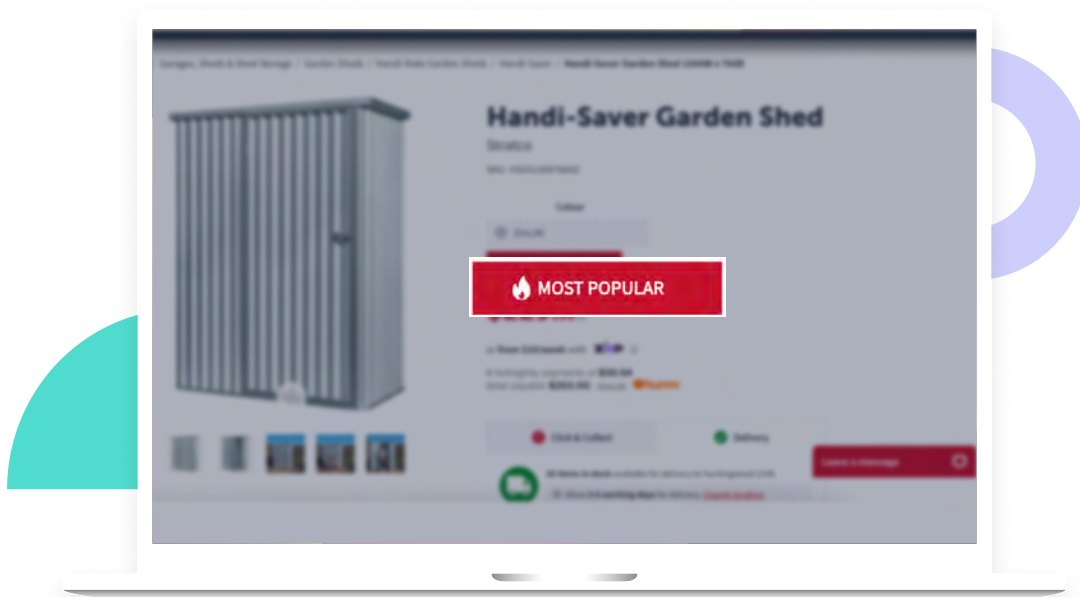
# Boosting conversions by 4.4% by highlighting trending products with Social Proof

## The challenge

Stratco wanted to increase conversions and decrease bounce rates. However, the ecommerce team didn't want to risk spending a lot of time launching expensive, timely campaigns that were ineffective. They needed a quick solution that could drive conversions while at the same time testing out what customers engaged with most to achieve stronger conversion rates.

## The solution

The Insider team recommended adding **Social Proof** to its Product Listing Pages (PLPs) on desktop and mobile to highlight top-selling and most popular products and give visitors a sense of urgency to purchase. Insider's customizable templates enabled Stratco to customize the **Social Proof** widget with its own branding and launch onsite in just minutes.



With Insider's easy-to-use templates, we quickly launched a branded campaign that immediately boosted our conversion rate. It just goes to show how smart, flexible solutions can really make a difference fast.



Digital Marketing Manager

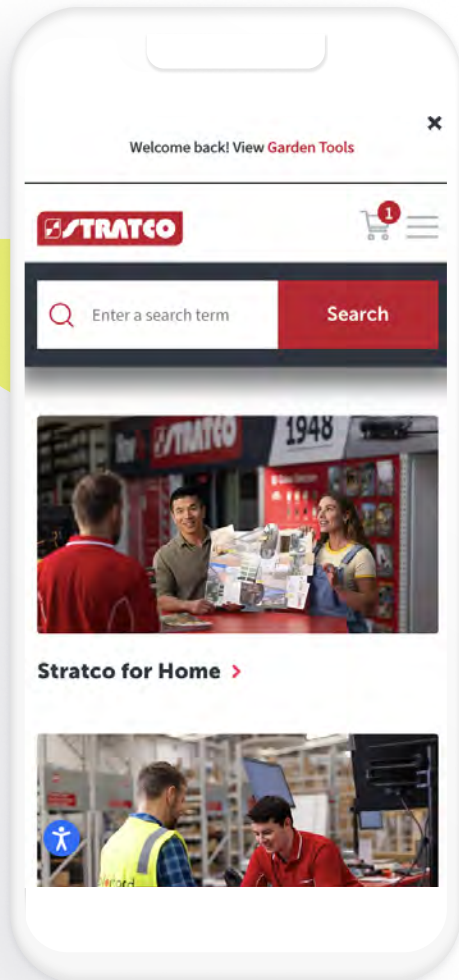
## The results

# 4.4%

increase in CVR

## USE CASE #3

# Creating more personalized experiences for returning users to boost customer loyalty



## The challenge

Stratco wanted to improve engagement and brand loyalty by delivering personalized experiences to every customer. It knew that the best way to improve key metrics was to ensure that every customer felt understood and catered for throughout their shopping experience.

## The solution

Using Insider's advanced personalization platform, Stratco was able to tailor campaigns and web experiences for new vs returning users, including personalized banners and hello bars for specific promotions. For example, for returning users, Stratco leveraged its unified data in Insider's **CDP** to scrape the customer's last viewed category and display it as an inline banner on the homepage with "Welcome back! Continue shopping for garden sheds" messaging.

## The results

**Increase**  
in customer lifetime value



## Looking ahead

We're excited to explore more of Insider's generative AI capabilities to increase productivity and remove guesswork from our campaigns and initiatives. Plus, we're keen to expand into more digital channels"



Digital Marketing Manager



### Favorite feature **Web Suite**

Stratco's favorite feature is Insider's **Web Suite** which helped the team drive more website revenue and deliver a personalized experience to increase CVR by 4.4% in just one quarter.

## 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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