

How by.U boosted onboarding conversions with Insider's personalized solutions



Architect

Push Notifications

Journey Orchestration

40% of the first time purchases driven by Insider capabilities

19X Greater Open Rate compared to regular pushes

Increased ROI



Partnering with Insider transformed our SIM card onboarding process. With personalized App Surveys and real-time feedback, we boosted user engagement, achieved 19x higher open rates, and increased first time purchases. Insider's dedication to understanding our needs and optimizing strategies has significantly impacted our growth. We value this collaboration and look forward to more success together."

by.U Growth Hack Leader

Executive summary

by.U faced high drop-off rates during SIM card onboarding, impacting growth. To tackle this, they used App Surveys in Architect for personalized messaging, achieving 19x higher open rates than standard push notifications. By designing six tailored onboarding journeys based on user feedback, by.U reduced drop-offs and improved user experience. Insider's efforts drove nearly 40% of first time purchases, highlighting the power of targeted engagement strategies.

About by.U

Established in 2019, [by.U Indonesia](#) is the country's first digital telecommunications provider. Backed by Telkomsel, they strive to offer experiences that go beyond traditional telco services

Why Insider?

As part of Telkomsel Group, by.U needed better customer engagement. Finding Salesforce Marketing Cloud lacking for local needs in Indonesia, by.U chose Insider, inspired by Telkomsel's positive experience. After a competitive RFP and successful POC, by.U partnered with Insider. Over the last three years, by.U has engaged the young generation using real-time marketing and modern strategies like gamification using Insider.

Trusted by 1,200 global brands



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USE CASE

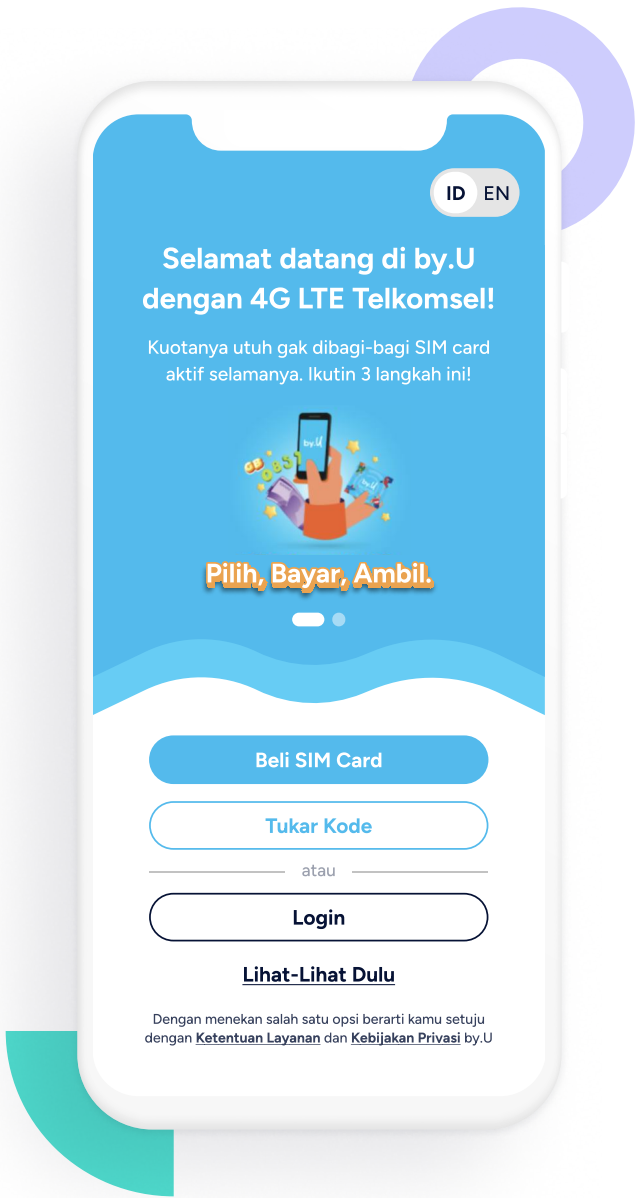
Overcoming high drop-off rates in onboarding

The challenge

by.U encountered significant challenges with its SIM card onboarding process. Although there was strong initial interest from users, a high drop-off rate occurred at multiple stages of the onboarding journey. This resulted in a substantial gap between the number of users who began the process and those who completed it, adversely affecting by.U's acquisition rates and overall customer growth. The lack of effective communication at critical moments during the onboarding process further contributed to user frustration and abandonment.

The solution

by.U leveraged App Survey within Architect to personalize messaging, resulting in significantly higher engagement rates compared to users who did not receive the App Survey. By using the feedback collected, by.U continuously refined the onboarding journey. They implemented six distinct journeys specifically tailored to the onboarding process, each designed to address and mitigate drop-offs at every stage, ensuring a smoother and more engaging user experience.



At by.U, connecting with our users and listening to their feedback is core to our approach.

By leveraging surveys through Insider, we gain valuable insights from our young customers, enabling us to respond quickly and continuously refine our strategies to boost retention. We know that young people can easily lose interest and trust, so adapting and evolving based on their needs is essential. This focus has allowed us to enhance our onboarding process and significantly drive conversions.”

Growth Hack Leader



The results

19X

Greater Open Rate
compared to
Normal Pushes

40%

of the first time
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Insider capabilities

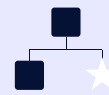


Summary

by.U faced significant drop-off rates during their SIM card onboarding process, which affected user acquisition and overall growth. By leveraging personalized messaging through App Surveys in Architect and tailoring six distinct onboarding journeys, they successfully addressed drop-offs at each stage, with Insider contributing in nearly 40% of the loyalty program purchases.

Looking ahead

by.U's current automation efforts are heavily focused on the onboarding process. However, they plan to expand these use cases to cover the entire customer lifecycle, including retention, reactivation, and upsell/cross-sell strategies. Additionally, by.U aims to incorporate new channels like WhatsApp in a more sustainable and effective way.



Favorite feature **Architect**

What stands out as by.U's favorite feature is the ability to use App Surveys within Architect to personalize the user experience. This feature not only allows them to gather direct feedback from users but also enables them to adjust and optimize the onboarding journey based on real-time insights, leading to higher engagement and reduced drop-off rates.

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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