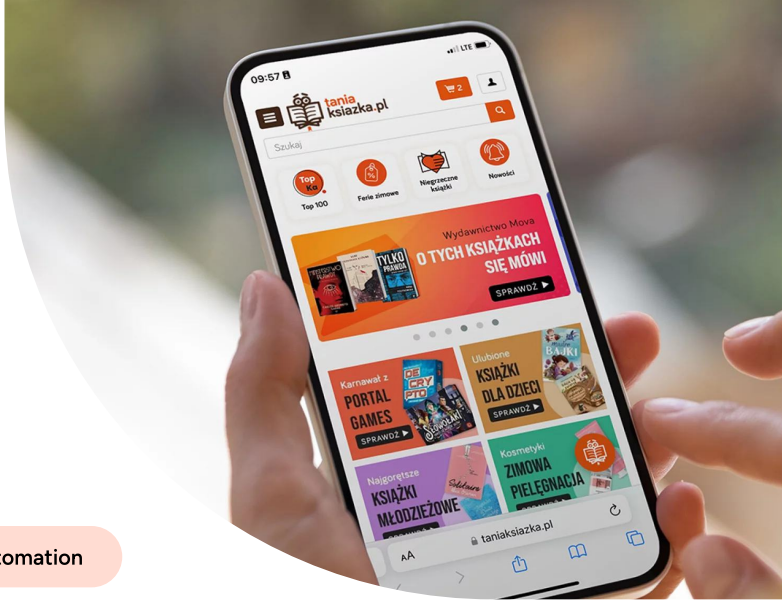


SUCCESS STORY

How Glosel increased conversions to achieve ROI with Insider's unified CDP and onsite personalization suite

- Personalization
- Unified customer data
- Campaign automation



Achieved ROI within days of campaign launch

Increased conversions with personalization



Many of Insider's features were not accessible by default with our previous vendor. Our campaign kick-off and ROI generation process has been smoother and faster than ever. Insider will make our lives easier and our future goals more achievable."

Executive summary

Glosel began looking for a new cross-channel marketing platform to improve personalization and build seamless customer experiences for its brands, Taniaksiążka.pl and Bee.pl. With data siloes across other platforms, the company wanted to unify its data to build 1:1 shopping experiences. The team found Insider offered the fastest time to value without IT support, and within days of migrating data and building powerful personalized experiences with Insider, Glosel achieved ROI and an increase in conversions.

About Glosel

Glosel oversees two key brands: Taniaksiążka.pl, an online bookstore that fosters a love for reading, and Bee.pl, an FMCG brand advocating wiser consumption choices for an improved life. The corporation's emphasis across both brands is on supporting people to choose the best products for themselves and their families, and smart shopping is the foundation of this.

With easy shopping at its core, Glosel knew the same old customer journeys wouldn't cut it. The team sought a platform to unify data to power personalized customer journeys, enhance shopping experiences, and make customers' lives easier.

[Book a demo](#)

USE CASE #1

Unifying customer data to build personalized experiences, increase CVR, and achieve ROI

The challenge

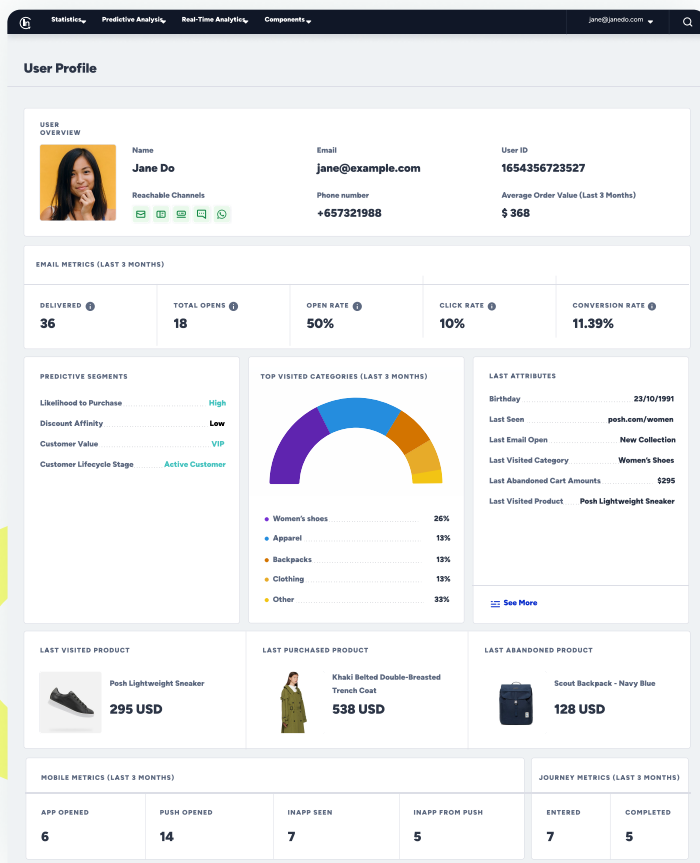
Glosel was struggling to create tailored, seamless buying experiences that feel one-to-one without taking up too much time. The main challenge was in collecting customer information from different channels and touchpoints into a singular platform which could then power the campaign personalization. By partnering with a platform that offered both unified customer data and journey orchestration, Glosel could start developing personalized customer experiences to help hit business goals, drive customer loyalty, and increase onsite engagement.

The solution

Insider's personalization suite provided the necessary tools to gather user information seamlessly from different online interactions, such as website visits, email interactions, social media ads, and more. Insider worked closely with Glosel to ensure a smooth migration process, and the data was then consolidated into Insider's centralized CDP, which offered deep analysis of user behavior and preferences.

Insider's advanced analytics enabled the marketing team to segment their users and build personalized campaigns from these insights, ranging from user preferences to purchasing patterns. With Insider's personalization suite, the team created customer journeys to help increase traffic, and created onsite personalization campaigns to drive conversions and achieve ROI.

Watch the video to hear Glosel's Chief Strategy Office discuss their partnership with Insider



Insider enables us to track data, analyze it, prepare segmentations and build personalized journeys, which has allowed us to optimize our traffic and increase our conversion rate."

Chief Strategy and Customer Value Officer





Summary

“Since the beginning our partnership in early 2023, Insider has managed to fully integrate our data and launch personalized campaigns. We’ve already generated our first ROI and are looking forward to the impact of further channels and deeper segmentation.”

**Chief Strategy and
Customer Value Officer**



Looking ahead

Glosel is looking forward to a continued partnership with Insider. Its aim is to build customer journeys across more channels with Architect, Insider’s cross-channel customer journey orchestrator. The aim is to ensure complex customer journeys require very little work to maintain, and Architect’s drag-and-drop and templated journeys enable marketers to achieve this.



Favorite feature **CDP**

Insider’s intuitive customer data platform has been a game-changer in how Glosel strategizes and builds campaigns. Glosel’s marketing team can now design informed, data-driven campaigns without requiring coding skills.

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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