



SUCCESS STORY

How Micromania boosted conversions by 64% using Insider's unified cross-channel experience

- Personalization
- InStory

20% CVR of unknown visitors

64% increase in CR



Insider's powerful personalization capabilities helped us streamline our customer experience across channels, leading to a significant uplift in conversions and long-lasting customer engagement.

MICROMANIA ZING Julien Buffa, Ecommerce Manager

Executive summary

Micromania, France's leading video game retailer, partnered with Insider to overcome eCommerce personalization and customer retention challenges. By leveraging Insider's cross-channel marketing automation and Customer Data Platform (CDP), Micromania achieved a 64% conversion rate uplift, a significant increase in ROI, and captured valuable customer data through personalized experiences. Insider's fast and simple integration played a crucial role in streamlining campaigns, making it easy for the marketing team to launch within two weeks

About Micromania

Founded in 1983, Micromania is a dominant player in the French video game retail industry. With over 350 stores and a strong omnichannel presence, Micromania has evolved to offer a broad range of consumer electronics, gaming products, and accessories. E-commerce now accounts for 20% of its revenue, and it remains dedicated to delivering personalized customer experiences both in-store and online.

Why Insider?

In 2019, Micromania sought to redesign its website and enhance its eCommerce performance for Black Friday. Its primary criteria were quick integration, flexibility, and profitability. Micromania chose Insider to deliver seamless customer experiences across channels. The decision was influenced by Insider's ability to offer personalized cross-channel experiences and its capacity for fast integration without heavy IT resources.

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Boosting product discovery and retaining customers using personalized pop-ups



Obtenez Légendes
Pokémon Arceus à
moitié prix !

The challenge

Micromania wanted to reduce cart abandonment by retaining visitors who intended to leave the website.

The solution

Insider implemented a pop-in on the website's best-sellers page featuring popular products like Harry Potter games. The personalized experience kept visitors engaged, leading to a better product discovery experience.

The results

64%

increase in
CVR



Insider's ability to implement personalized pop-ups on key product pages helped us engage customers right when they were about to leave. The impact was immediate, and we saw a substantial uplift in conversions.

Julien Buffa
Ecommerce Manager

MICROMANIA **ZING**



USE CASE #2

Driving product discovery with gamified experiences

The challenge

Micromania needed to increase product discovery in a way that aligned with the gamified expectations of its customers.

The solution

Insider's InStory feature enabled customers to discover new products in a fun and engaging manner. The interactive nature of InStory allowed Micromania to highlight featured products in a way that resonated with its audience.

The results

42%

increase
in CR



InStory added an element of fun and engagement that truly resonated with our customers. The seamless integration of this feature into our platform not only enhanced product discovery but also gave us a noticeable boost in conversions.

Julien Buffa

Ecommerce Manager

MICROMANIA **ZING**

USE CASE #3

Turning unknown visitors into customers

The challenge

Micromania wanted to convert anonymous visitors into known customers to improve engagement and drive sales.

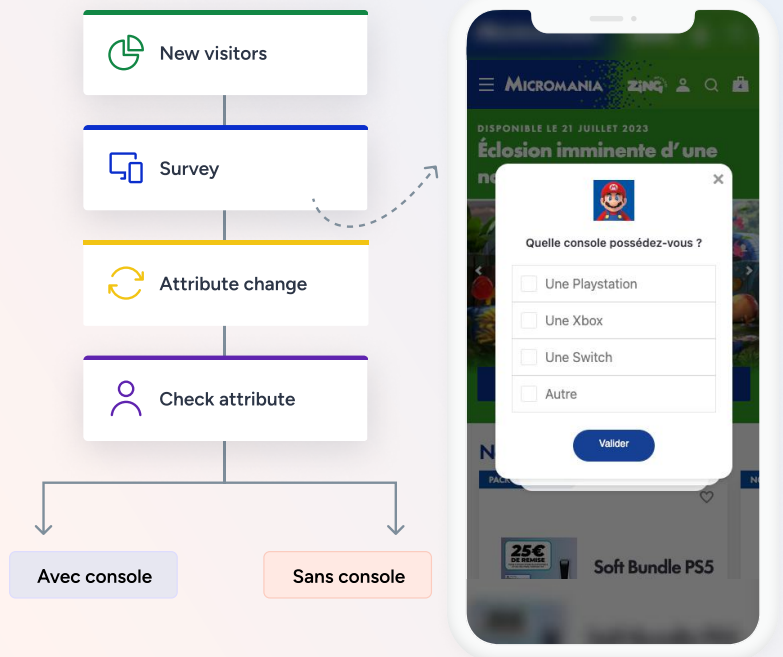
The solution

Using Insider's survey feature, Micromania collected valuable data on visitors' gaming preferences, such as the consoles they used. This data was utilized to create personalized offers and tailored recommendations, increasing conversion rates.



Insider's survey tool helped us collect critical data on our visitors. By understanding their preferences, we were able to tailor our offers more effectively, transforming unknown visitors into engaged customers.

Julien Buffa
Ecommerce Manager



The results

20%
customer survey
response rate

increased
visitor identification

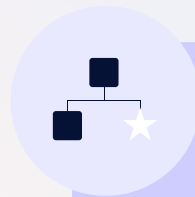


Summary

Insider has been instrumental in driving growth for Micromania, helping the brand achieve a remarkable increase in ROI and significant improvements in customer engagement and conversion rates. Through personalized customer journeys and cross-channel orchestration, we've seen a 64% uplift in conversion and a 20% increase in survey participation. Insider's technology continues to optimize our e-commerce and digital marketing efforts.

Looking ahead

Micromania is now focused on fully integrating a Customer Data Platform (CDP) to unify its online and offline data, enabling a more holistic view of customer behavior. Future initiatives include creating cross-channel journeys using zero-party data collected via surveys and continuing to expand their omnichannel marketing efforts, including offline engagement strategies.



Favorite feature **Architect**

Micromania's favorite feature is Insider's Architect, as it allows the team to create complex, data-driven customer journeys seamlessly.

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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