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SUCCESS STORY

How Paper Mart achieved a 21% increase in AOV and 95X ROI in just 3 months using Insider's AI-powered personalization tools



Personalization

Web Push Notifications

Web Push Recommendations

95X ROI in 3 months

\$182K+ incremental revenue in 3 months

57% increase in CVR in one quarter

21.7% increase in AOV



Innovation is at the heart of everything we do at Paper Mart. Our journey with Insider has reinforced this commitment. The exceptional ROI and revenue growth we've achieved in such a short time frame show the potential when two forward-thinking companies collaborate."



Allison McGuire, Vice President of Marketing

Executive summary

For over 100 years, Paper Mart has been obsessed with delivering an outstanding customer experience.

By deploying Insider's innovative solutions that combined anonymous traffic personalization, intelligent product recommendations, and cart abandonment recovery, Paper Mart achieved its objectives of enhancing customer engagement, increasing sales, and re-engaging with potential lost customers. This resulted in **95X ROI** and over **\$182K** incremental revenue within the first 3 months.

About Paper Mart

Founded in 1921, Paper Mart has evolved from a small garage operation into the largest discount packaging supply company in the United States. Despite this impressive growth, Paper Mart has maintained its dedication to its personable, family-owned brand roots. At the core of Paper Mart's values lies a deep commitment to community and people. The brand's commitment to personalization and community engagement has been central to Paper Mart's success. It's become a trusted partner for businesses and individuals alike, and was looking to emulate this experience across its website and online interactions.

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Personalizing Web Push notifications to address unknown shoppers and recover abandoned carts

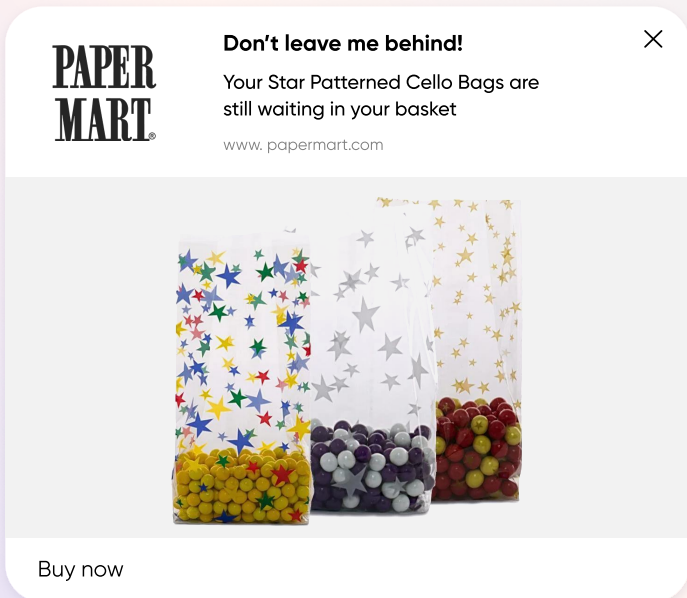
The challenge

Paper Mart needed a solution to engage their anonymous website visitors without compromising user privacy. This challenge involved not only understanding visitor behavior but also using that data to deliver personalized content to drive engagement. Adding an extra layer of complexity was their goal to specifically address abandoned carts from this unknown segment.

The solution

Insider suggested the Paper Mart team implement an anonymous traffic personalization solution, web push notifications. By leveraging Insider's industry-leading advanced machine learning algorithms, the platform analyzed user behavior without the need for personally identifiable information (PII). Based on this analysis, Insider could then dynamically generate personalized content during visitors' sessions.

The marketing team could launch a personalized cart abandonment strategy with minimal time and effort. This approach reignited the customer's interest by reminding them of the items they were about to purchase, making it more enticing to return and complete the transaction. The campaign was a huge success, increasing conversions by **57%** and heavily contributing to a **95X** ROI in just three months.



This strategy for engaging unknown abandoned shoppers has been a game-changer for Paper Mart. Through personalized notifications, we've reconnected with potential shoppers and turned abandoned carts into completed purchases. It's a testament to our commitment to optimizing the customer journey and maximizing revenue."

Allison McGuire

Vice President of Marketing



The results

57%

increase in CVR
in one quarter

95X

ROI in
3 months

Increasing sales through web push product recommendations for visitors to boost AOV by 21%

The challenge

With over a century of experience beating out competition, Paper Mart knew the key to a successful business was to maximize revenue from existing customers. Upselling and cross-selling are proven strategies to achieve this, but the brand needed to find a tool that could do so in a way that would enhance the user experience.

The team needed a platform that could analyze their customers' preferences and behavior accurately to make relevant product suggestions within web push.. They could then leverage this data to implement a recommendation tool without causing inconvenience or disruption during the purchasing process.



Our partnership with Insider and the implementation of personalized product recommendations have been transformative for Paper Mart. By harnessing the power of data-driven insights, we've not only enhanced the customer experience but also seen a significant boost in revenue. It's a testament to the impact of smart technology on our bottom line."

Allison McGuire

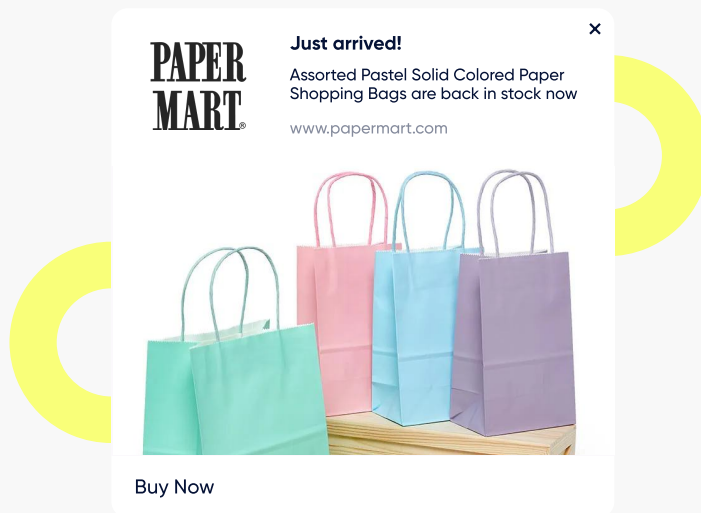
Vice President of Marketing



The solution

Insider had the answer to both problems: leveraging customer data and enhancing product discovery. The Insider team recommended going beyond segmented cart abandonment web push notifications into highly personalized web push notifications, which uses browsing history and behavioral analysis to suggest products relevant to each customer's preferences.

These personalized web push product recommendations strategically deliver cross-sell and upsell opportunities. With data-backed product recommendations, Paper Mart's customers saw only the most relevant, complementary products, resulting in a huge **21.7%** increase in AOV, contributing to the **\$182K** increase in revenue.



The results

21.7%

increase in AOV

Over \$182K

incremental revenue in 3 months



Summary

"Our collaboration with Insider has been a game-changer for Paper Mart. 95X ROI within three months is a testament to the transformative power of innovative solutions. It's not just about packaging—it's about unlocking revenue streams and improving customer satisfaction."

Allison McGuire

Vice President of Marketing

**PAPER
MART**

Looking ahead

In the future, Paper Mart is actively exploring extended platform capabilities for personalization on both desktop and mobile, alongside the integration of Insider's product discovery solution, InStory.



Favorite feature Web Push

Paper Mart found Insider's Web Push notifications to be their favorite tool as its AI capabilities enabled the team to engage anonymous traffic and recapture lost sales from abandoned carts. The platform played a pivotal role in increasing AOV and reducing cart abandonment, which contributed to the huge 95X ROI.

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 2023, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Omnichannel Marketing Platforms for B2C Enterprises 2023 Assessment.

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