



SUCCESS STORY

HP boosts personalized targeting and conversion rates with Insider

- Push Notifications
- Web Suite
- Personalization

11.64% conversion rate



Partnering with Insider has transformed our online customer journey. By leveraging their platform, we can analyze customer data, create targeted recommendations, and re-target anonymous users with personalized offers. This strategy has significantly enhanced our engagement and sales, achieving higher conversion rates.



Mark Loosschilder
Ecommerce Business Manager

Executive summary

HP, a leading technology company, was looking to target anonymous website visitors on order increase customer engagement and drive sales. Insider's platform enabled HP to analyze customer data and behavior, creating targeted recommendations and offers. Insider's **web push notifications** allowed HP to re-target anonymous users with personalized coupon codes upon their return visits via **Web Suite**. This strategy bridged the customer journey gap, resulting in a more engaging online experience and achieving an impressive **11.64% conversion rate**.



About HP

HP is a leading global technology company with a rich history of innovation. Founded in 1939, HP's mission is to create technology that makes life better for everyone, everywhere. They are known for a wide range of products, from personal computers and laptops to printers and 3D printing solutions. In this case study, we focus on HP's journey to improve its online customer experience and engagement in the ANZ region.

Why Insider?

HP chose Insider to address key business challenges including a lack of engagement with its anonymous online visitors and a need to drive improve return on ad spend (ROAS). They needed a way to better understand and engage with the visitors to their site, particularly the anonymous shoppers. Insider's web personalization capabilities and anonymous-powered web push notifications provided the perfect solution, improving both engagement and performance. Through these innovative strategies, HP could finally gain valuable insights and boost their ROAS, making Insider the ideal partner for their needs.

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USE CASE #1

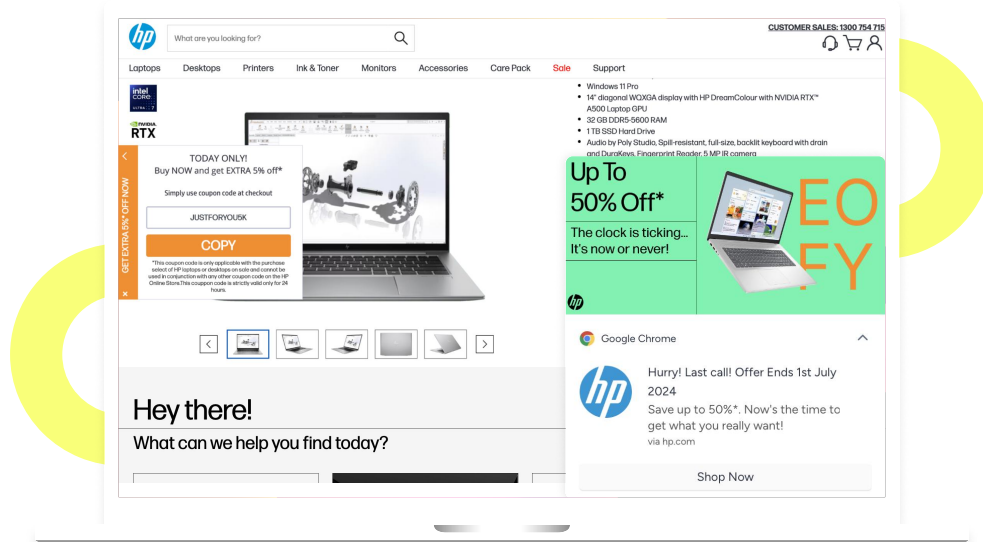
Personalized recommendations and web push notifications for anonymous users

The challenge

Siloed data made personalizing experiences difficult, and anonymous website visitors weren't being effectively targeted. This resulted in lower online sales and engagement than desired.

The solution

Insider's platform enables HP to analyze customer behavior and deliver personalized product recommendations, even for anonymous users, using Web Suite. Before partnering with Insider, HP couldn't identify or retarget anonymous visitors based on product views. Now, returning users receive targeted offers like coupon codes. Additionally, Insider's Web Push Notifications have become essential for re-engaging anonymous users. By obtaining visitor permission, HP can send personalized messages and promotions without requiring them to log in or create an account, driving engagement and conversions effectively.



Our key challenges included the need to drive greater return from finite marketing resources and a need to engage with anonymous shoppers. Partnering with Insider allowed us to leverage their web personalization capabilities and web push notifications, effectively addressing these issues and enhancing our overall performance

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Ecommerce Business Manager

The results

11.64%

conversion rate



Summary

HP struggled to engage anonymous website visitors, impacting sales. By leveraging Insider's platform for personalized recommendations and push notification re-targeting, HP achieved a more engaging experience and boosted its conversion rate to 11.64%.

Looking ahead

With Insider's proven track record in anonymous user personalization, the brand is now ready to explore more programs that will impact overall, customer loyalty, retention, and revenue.



Favorite feature **Web Suite**

HP's favorite capability is Web Suite because it allows them to begin building profiles and intelligently build relationships with website visitors through personalized experiences from day one.

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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