

SUCCESS STORY

How Tactics transformed its digital marketing strategy with Insider: achieving seamless omnichannel integration and rapid ROI

- Onboarding
- Email
- Omnichannel



3 week email and SMS onboarding | **1 month** activation for 10 email automations | **2 week** implementation for short codes



The seamless integration of Insider’s email, SMS, and architect tools has allowed us to create a truly cohesive and personalized omnichannel experience for our customers. The rapid onboarding and exceptional support from Insider enabled us to quickly pivot and enhance our digital strategy, driving engagement and fast ROI. With Insider, we’ve not only addressed our immediate challenges but also set the foundation for scalable growth and innovation in our marketing efforts.

TACTICS Kevin Adams, Director of eCommerce

Executive summary

Tactics, a global online retailer, faced declining email performance and disconnected marketing journeys. They partnered with Insider to address this, implementing email, SMS, and Architect tools for a seamless omnichannel experience. Insider’s rapid onboarding, including SMS short codes in two weeks and full migration in three weeks, led to quick ROI and the activation of 10+ personalized email automations within a month. This integration improved customer journey orchestration, and enhanced personalization, revitalizing Tactics’ digital marketing strategy and strengthening its market position.

About Tactics

Tactics Boardshop is a speciality skateboard and snowboard retailer. With a rich history that spans over two decades, Tactics has evolved into a leading online retailer. Its journey began with a small brick-and-mortar store in Eugene, Oregon, serving the local skateboarding and snowboarding community. As its reputation for quality products and exceptional customer service grew, so did its reach. Today, Tactics proudly serves customers from around the world, offering an extensive range of products from the most trusted brands in the industry.

Why Insider?

Tactics chose Insider for its intuitive UI, seamless integration with its website, and ability to scale for future personalization needs. They valued Insider’s homegrown approach, strong support, and fast implementation—setting up SMS short codes in two weeks and completing full SMS and email migration within three weeks—resulting in a quick ROI.

Trusted by 1,200 global brands



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Fast onboarding leading to fast ROI

The challenge

Tactics, evolving from a small brick-and-mortar store in Eugene, Oregon, to a leading global online retailer, has upheld a commitment to quality products and exceptional customer service for over two decades. However, the company recently encountered challenges that required a fresh look at its digital strategy. The disconnection between their email and SMS marketing journeys, which operated on separate platforms, disrupted cohesive communication with customers. Tactics realized the need for a more integrated and innovative approach to its marketing efforts to continue serving its global audience and stay competitive.

The solution

Tactics tackled digital marketing challenges by implementing Insider's suite of solutions, including email, SMS, and Architect tools, to create a seamless omnichannel experience. This integration allowed Tactics to better manage customer journeys, ensuring consistent messaging across channels and enhancing engagement. The onboarding process was swift, with SMS setup in just two weeks and full integration in three weeks, enabling rapid ROI. Insider's solutions helped Tactics strengthen its marketing strategy, delivering personalized experiences for its global audience.



The results

2 weeks

Implementation of SMS short code

3 weeks

Onboarding for SMS and email migration

4 weeks

10+ personalized email automations activated

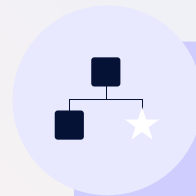


Summary

Tactics enhanced its digital marketing strategy by utilizing Insider's tools for email, SMS, and Architect solutions, creating a seamless omnichannel experience. The swift onboarding and integration process, coupled with data-driven personalization, led to increased user experience, delivering rapid ROI.

Looking ahead

Looking ahead, Tactics plans to leverage Insider's capabilities to scale their personalization efforts, focusing on enhancing search and merchandising experiences. They see Insider as a strategic partner to drive their future growth through advanced, personalized customer interactions across channels.



Favorite feature **Architect**

Tactics' favorite feature is Architect, Insider's journey orchestration tool, which allows them to create seamless and personalized customer journeys across multiple channels.

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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