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## SUCCESS STORY

# How Adidas increased AOV by 259% and revenue per user by 18.5% in one month with Insider

Web Suite

Mobile

Smart Recommender

# 259%

increase in AOV in one month via Web Suite

# 67.3%

increase in products viewed per session via Category Optimizer

# 18.8%

increase in revenue per user via Smart Recommender



Our traffic grew exponentially during lockdown, but we were ill-equipped to engage and retain these visitors. We needed a solution that would help us deliver personalization at scale to boost engagement and drive conversions. Insider had just the right set of tools.

Senior eCommerce Manager



## Executive summary

Adidas partnered with Insider to improve its online experience and increase conversion rates by delivering highly targeted and individualized customer experiences. Thanks to Insider's AI-backed tools (including Category Optimizer and Smart Recommender), Adidas was able to **increase AOV by 259% and revenue per user by 18.5%** in just one month.

## About Adidas

Adidas is a German multinational corporation founded in 1949 and headquartered in Herzogenaurach, Germany. It is the largest sportswear manufacturer in Europe and the second-largest in the world (after Nike). The company designs and manufactures shoes, clothing, and sporting accessories for men and women worldwide.

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## USE CASE #1

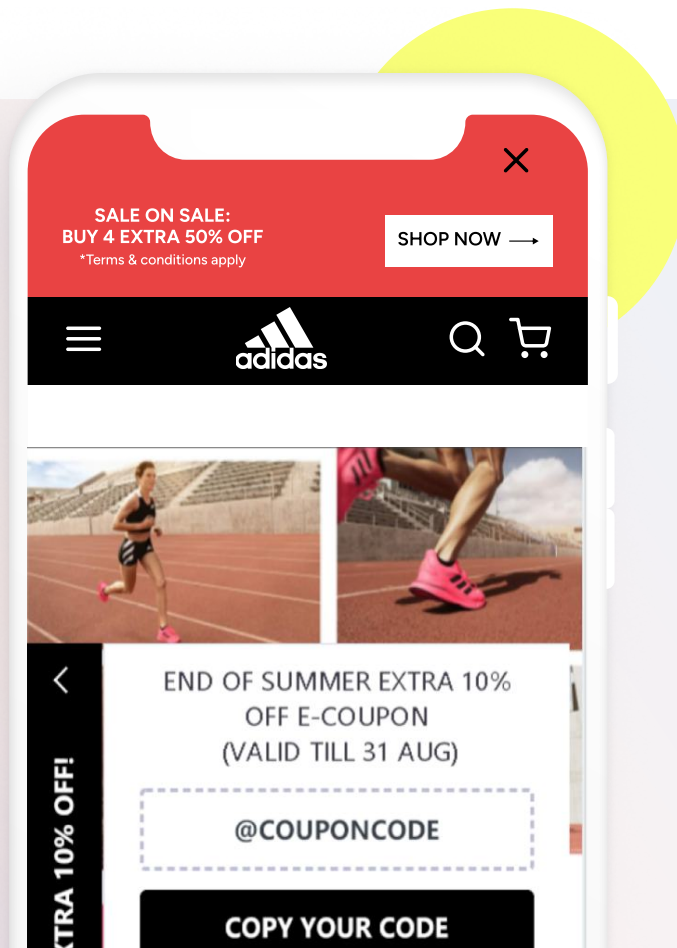
# Boosting profitability by 42.1% with highly-targeted coupon codes tailored for discount sensitivity

## The challenge

Adidas wanted to improve profit margins by A/B testing how different customer segments—new users and returning users with varying levels of discount sensitivity—responded to incentives. This analysis was crucial for refining their discount strategy.

## The solution

Using Insider's Web Suite, Adidas leveraged predictive segments to easily identify users with high and low discount affinity. They then A/B tested varying discount levels using the side menu coupons for three segments: new users, returning users with high discount sensitivity, and returning users with low sensitivity. This approach helped Adidas understand how purchasing behavior adjusted across different scenarios, allowing them to formulate a strategy that maximized profitability.



## The results

**259%**

increase in AOV from new users in one month

**82%**

increase in first purchase conversion rate

**35.3%**

increase in conversion rate from returning users

**42.1%**

increase in profitability from returning users

## USE CASE #2

# Increasing products viewed per session on mobile by 67.3% with Category Optimizer

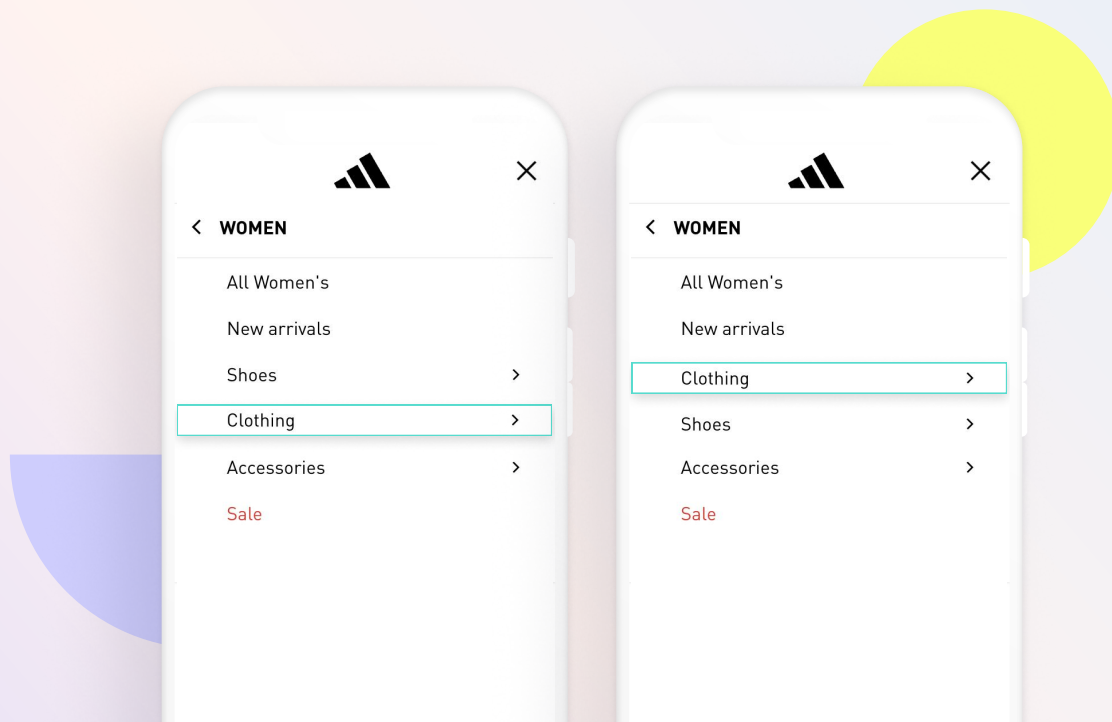
## The challenge

Adidas wanted to improve its product discovery experience on mobile by addressing the challenge of site navigation on a smaller screen. In particular, the static category dropdown lacked the personalization Adidas aimed for, often presenting categories that customers rarely engaged with, instead of highlighting their preferred 2-3 categories.

## The solution

Insider's growth experts recommended Category Optimizer, a tool which rearranges the mobile menu based on personalized browsing history, showing the user's most frequently searched category at the top and removing clutter from the menu.

Category Optimizer made it easy for customers to discover relevant products on mobile quickly, leading to a much better customer journey with reduced friction.



## The results

**50.3%**

increase in conversion  
rate on mobile

**67.3%**

increase in products viewed  
per session on mobile

## USE CASE #3

# Boosting revenue per user by 18.8% with Smart Recommender

## The challenge

Adidas wanted to transform their homepage from a generic landing page into a truly personalized experience by leveraging AI and machine learning. They sought to enhance the product discovery experience, helping every user find relevant products faster based on their browsing history, intent, and behavior.

## The solution

With Insider's Smart Recommender, Adidas harnessed the power of machine learning and AI to convert shoppers into customers at every stage of their purchase journey.

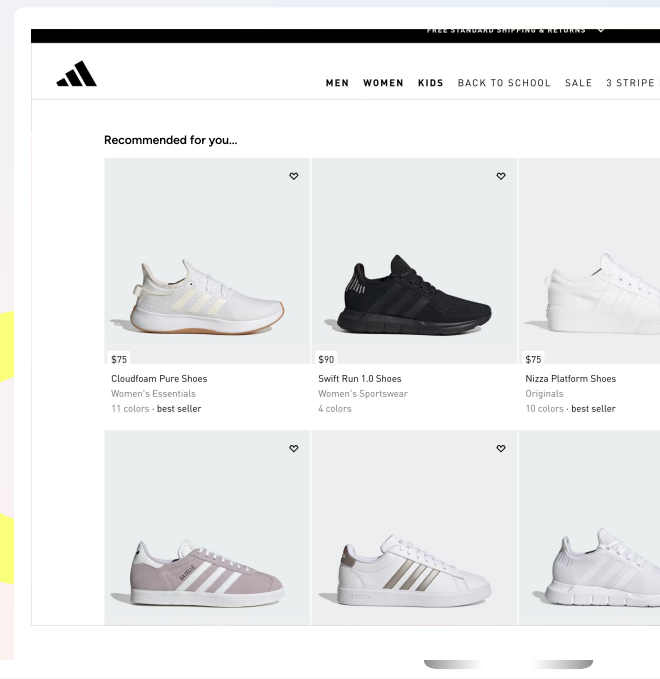
For new users, the tool highlighted best sellers, while frequent browsers received personalized recommendations tailored to their browsing behavior and preferences. Additionally, it suggested frequently bought together products for recent purchasers, enhancing the overall shopping experience.



Insider's growth experts suggested exactly which tools to use to achieve our objectives. We implemented personalized product recommendations on the homepage and this helped us generate a 18.8% increase in revenue per user in one month. Insider's tools are amazing."

**Sam Hau**

Senior eCommerce Manager



## The results

**76.5%**

decrease in time to add-to-cart

**13%**

increase in conversion rate on the homepage in one month

**7%**

increase in conversion rate on product pages

**18.8%**

increase in revenue per user



## Summary

With Insider's comprehensive range of personalization tools and advanced segmentation capabilities, the Adidas team significantly enhanced their website's performance across both Mobile and Web platforms. They effectively engaged their audience through relevant, timely, and personalized messaging, which improved product discovery and ultimately boosted their bottomline.

## Looking ahead

Adidas aims to further boost sales by extending personalized product discovery to the search bar with Eureka, Insider's AI-powered site search and merchandising tool.



### Favorite feature Smart Recommender (Attribute Affinity)

Adidas' favorite feature is Attribute Affinity because it enables precise user targeting and allows the brand to deliver highly personalized recommendations based on customers' affinities towards specific categories, products, or attributes, enhancing engagement and driving conversions.

## 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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