



SUCCESS STORY

How Leiturinha achieved 5X ROI and a 3.5% CTR through Insider's comprehensive omnichannel marketing platform

Gamification

Architect

Web Push

5X ROI | **3.5%** increase in CTR | **3,237** new subscriptions in 2 months | **134%** goal achievement from January to May



Insider helped us seamlessly integrate our CRM and CRO strategies, enabling us to re-engage leads, launch new products, and exceed our marketing goals with a 5X ROI and a 3.5% CTR.

LEITURINHA by PlayKids **Gabriela Petrucci**
CRM Lead

Executive summary

Leiturinha, a leading Brazilian children's book subscription service, partnered with Insider to overcome challenges in re-engaging inactive leads and launching a new product, LeituVerso. Through strategic use of Insider's solutions like Architect and Gamification, Leiturinha saw a 5X ROI, a 3.5% increase in CTR, and 3,237 new subscriptions within two months.

About Leiturinha

Founded in 2014, Leiturinha is a Brazilian subscription service offering carefully curated children's books, promoting early childhood reading. As part of the Sandbox Group, Leiturinha provides personalized book selections and educational activities to foster the cognitive and emotional growth of Brazilian children.

Why Insider?

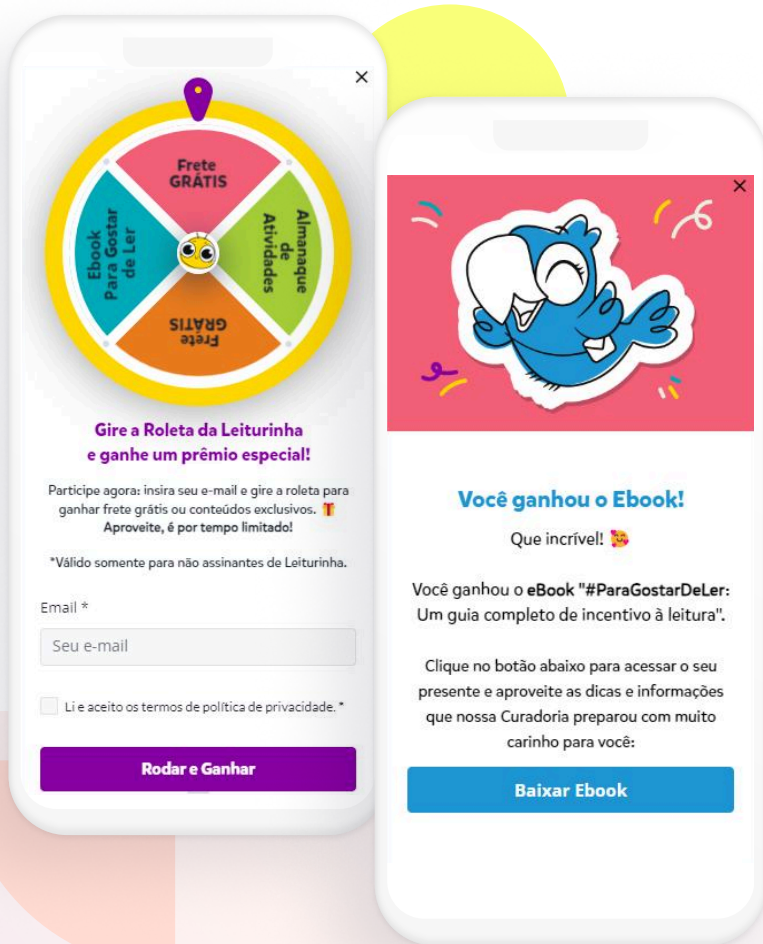
Leiturinha started the partnership with Insider for CRO purposes, while maintaining their CRM with Salesforce. However, due to the ease of use, close customer support, and the results from the first initiatives with Insider, they decided to also migrate the CRM to Insider - finding a single-partner for their martech stack needs. Now, Leiturinha seamlessly executes marketing strategies through Insider's integrated platform, achieving exceptional results in engagement, lead generation, and campaign performance.

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Revitalizing Leiturinha's lead base with gamification



The challenge

Leiturinha's existing lead base had become less active, with a significant portion of contacts showing reduced engagement.

The solution

Insider proposed using the "Wheel of Fortune" gamification feature to re-engage inactive leads. This interactive tool revitalized interest, making it easier to re-capture and incentivize the existing database.



We couldn't believe how quick and easy it was to set up the Wheel of Fortune campaign. It was live within hours and quickly brought inactive leads back into the fold.

Gabriela Petrucci

CRM Lead

LEITURINHA
by PlayKids

The results

5X
ROI

3.5%
increase in CTR

USE CASE #2

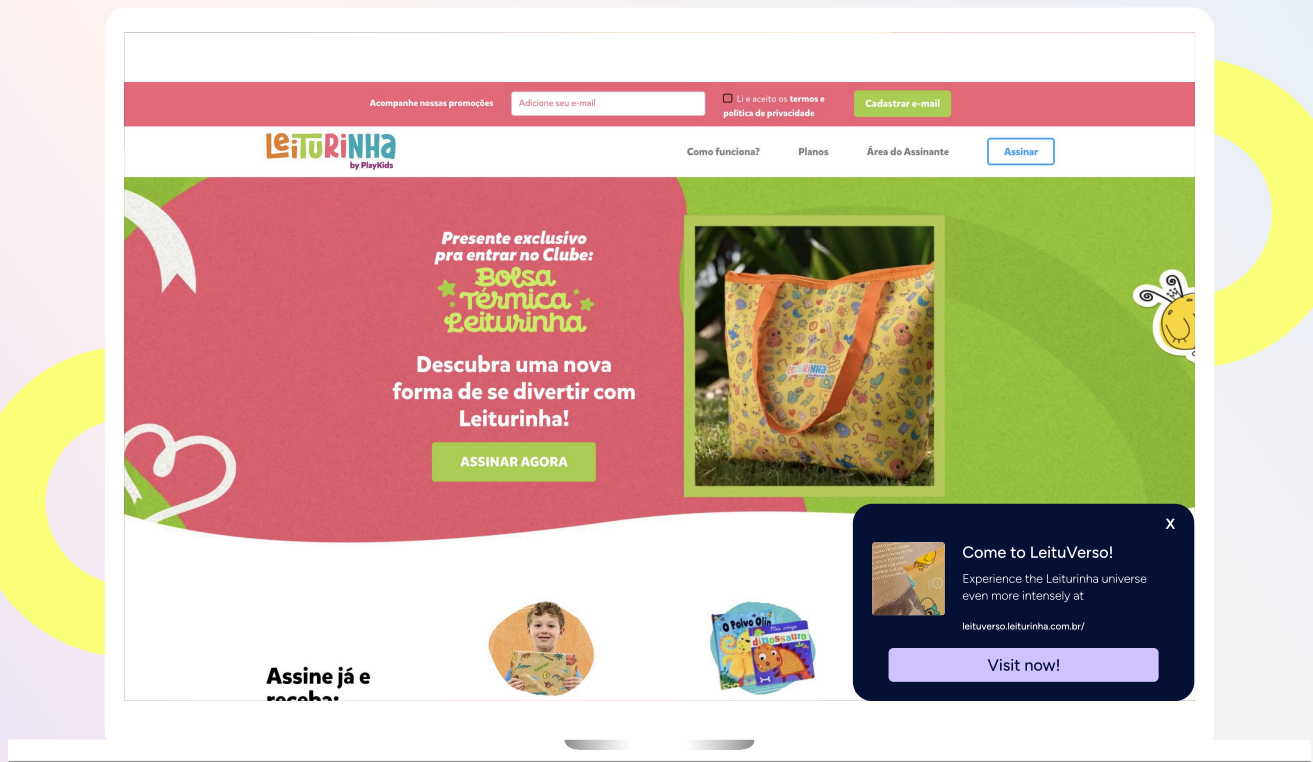
Launching LeituVerso with omnichannel precision

The challenge

Leiturinha needed to drive interest and conversions for its new product, LeituVerso, in a short period.

The solution

Insider's omnichannel approach, using email, SMS, WhatsApp, and web push notifications, enabled Leiturinha to target potential subscribers effectively. Personalized content and timely messaging through Insider's Architect tool optimized the customer journey, driving conversions.



The results

3,237
new subscribers
within just two months

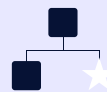


Summary

Leiturinha needed to re-engage inactive leads and successfully launch their new product, LeituVerso. Using gamification and omnichannel marketing, Insider helped them achieve these goals. The result? A 5X ROI, 3.5% CTR, and 3,237 new subscriptions in 2 months.

Looking ahead

Leiturinha plans to expand its campaigns, focusing on its online store, with Insider's WhatsApp Commerce and continued use of personalization to grow customer loyalty and drive more sales.



Favorite feature **Architect**

Leiturinha's favorite feature is Architect, which allowed them to orchestrate a unified customer experience across various channels, significantly boosting productivity and ensuring that no touchpoint was overlooked.

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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