

SUCCESS STORY

How Multinet Up Leveraged a Robust Data-Driven Strategy to Drive 299% Growth in Qualified Leads with Insider



- Onsite
- Push Notifications
- Cross-channel Marketing (Architect)

268% increase in leads

299% increase in qualified leads

Highest qualified leads of all time in Insider



Partnering with Insider has been transformative for Multinet Up. Their personalized strategies have delivered exceptional results, including a 268% increase in leads and a 299% boost in qualified leads. We've achieved our highest number of qualified leads ever, setting a new benchmark for success.

 **Onurcan Acar**

Executive summary

At Multinet Up, we were struggling with a low number of Qualified Leads (QLeads) due to several factors such as fluctuations in advertising channels and market demands. When we decided to find a solution by choosing a business partner that aligned with our own competencies, we saw that Insider was the most suitable option. Thanks to Insider's personalized strategies and Architect tool, we increased leads by 268% and Qualified Leads by 299%, reaching our highest QLead numbers ever. We are now focused on further expanding our customer network with Insider's 360-degree solutions.

About Multinet

Founded in 1999, Multinet Up provides innovative payment solutions and value-added services for institutions, card users, businesses, and suppliers. As part of the French-Turkish Up Group since 2010, it operates across Turkey with 570 employees, over 1.5 million card users, 74,000+ partner points, and 40,000+ corporate customers. Multinet Up offers modern solutions for managing employee benefits, incentives, fuel, and accommodation expenses, helping companies streamline costs efficiently.

Why Insider?

Multinet Up has confidently chosen Insider's advanced solutions to drive lead generation and effectively convert those leads into sales. This decision stems from Multinet Up's trust in Insider's proven expertise and consistent track record of delivering impactful results.

Trust by 1,200 global brands



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USE CASE #2

Boosting Qualified Leads with Personalized Engagement

The challenge

The brand faced a significant challenge with a low volume of Qualified Leads. Despite having multiple lead collection points on their site, a detailed analysis revealed a major issue: a high drop-off rate on form pages, with many users exiting without completing any information. This problem hindered the brand's ability to effectively capture and qualify potential leads.

The solution

To address the drop-offs, Multinet Up implemented product-specific personalized strategies using Architect and Onsite. Dynamic lead forms and messages were tailored to the products users viewed, targeting their genuine interests. We also guided users to detailed product content, boosting their knowledge and form completion rates. These targeted efforts significantly increased both Leads and Qualified Leads.



The results

268%

increase
in leads

299%

increase in
qualified leads

54%

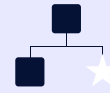
increase in daily
qualified leads

Summary

Multinet Up partnered with Insider to overcome low Qualified Leads (QLeads), achieving a 268% increase in leads and a 299% boost in QLeads through personalized strategies and the use of Architect. With its highest QLead count ever, Multinet Up plans to further expand its customer network using Insider's 360-degree solutions.

Looking ahead

Multinet Up plans to further expand its success with Insider by increasing the number of qualified leads and growing its customer networks and portfolios. The focus will be on leveraging Insider's 360-degree features, particularly Architect, to precisely segment and target users at the right time through the right channels. Multinet Up also aims to use A/B testing to refine strategies, optimizing designs and messages to capture user attention and drive engagement effectively. These efforts will ensure continued growth and enhanced lead quality.



Favorite feature **Architect**

Multinet Up's preferred feature from Insider is Architect, a tool that enables precise segmentation and targeted engagement. By utilizing Architect, Multinet Up can effectively reach the right audience through the appropriate channels at optimal times, thereby enhancing the quality and quantity of their leads.

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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