

SUCCESS STORY

How Riviera Maison Achieved a 2.53X Increase in Revenue per Visitor and Transformed Customer Engagement with Insider



Marketing Automation

CDP

Cross-channel

21% increase in ROI

2.53X increase in revenue per visitor

7.38X increase in conversion rate



Our partnership with Insider is a significant step in shaping how we engage with our customers—not just today but well into the future.

RIVIÈRA MAISON

Elisabeth Hovius

Head of Marketing & Digital Commerce

Executive summary

Riviera Maison partnered with Insider to tackle key challenges across their customer journey, from improving engagement and simplifying product discovery to boosting conversions and re-engaging users. Leveraging Insider's AI-driven personalization, omnichannel capabilities, and tailored solutions like personalized overlays, cart recovery messages, and pre-filled forms, the brand enhanced user experiences and achieved impressive results, including increased AOV, higher conversion rates, and stronger customer retention.

About Riviera Maison

Riviera Maison, a leading home décor and furniture brand, blends elegance with a warm, welcoming ambiance. Renowned for high-quality, unique furnishings and accessories, it creates personalized, cozy living spaces. With a focus on innovation and exceptional customer experiences, Riviera Maison continues to captivate homeowners seeking everyday luxury.

Why Insider?

Riviera Maison switched from Salesforce to Insider for its AI-driven personalization, real-time data analysis, and ability to deliver highly targeted customer experiences. Insider's comprehensive tools enabled effective omnichannel strategies, boosting engagement, conversions, and revenue—perfectly aligning with their goal of enhancing customer journeys.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

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USE CASE #1

Boosting Website Conversions with Personalized Experiences

The challenge

Riviera Maison aimed to improve engagement and conversion rates on its website to enhance the overall customer experience and drive growth.

The solution

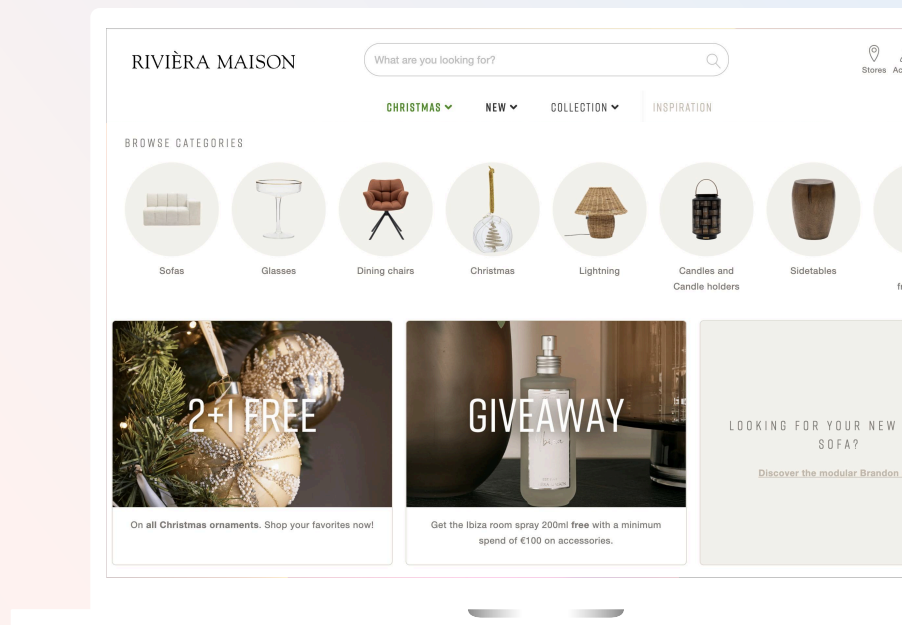
Riviera Maison implemented Insider's advanced personalization tools to transform their website experience. The brand tailored user journeys based on individual visitor behavior and preferences by leveraging AI-driven content and product recommendations. This approach ensured that customers were presented with highly relevant products and messages, creating a seamless, engaging, and enjoyable shopping experience that aligned with their needs.



By using personalized content and product recommendations on our website, we were able to increase user engagement significantly.

Elisabeth Hovius
Head of Marketing & Digital Commerce

RIVIÈRA MAISON



The results

7.38X

increase in
conversion rate

USE CASE #2

Increasing Online Revenue with AI-Driven Personalization

The challenge

Riviera Maison aimed to boost the revenue generated from its online visitors by improving the effectiveness of its website and driving more conversions.

The solution

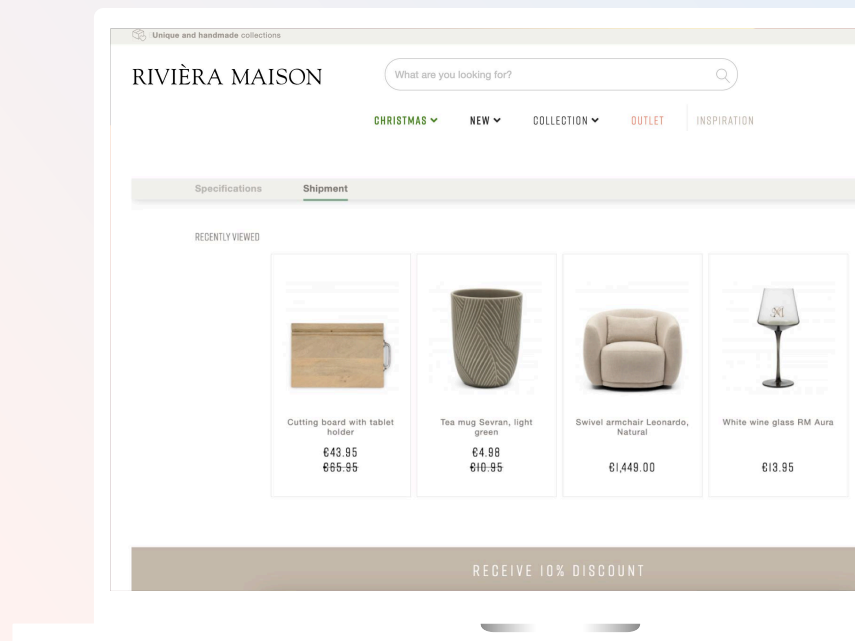
The brand leveraged Insider's AI-driven personalization to optimize product recommendations and messaging, effectively guiding visitors through their shopping journey. This tailored approach boosted engagement, leading to higher conversions and increased revenue from their digital channels.



The AI-driven personalization tools helped us guide visitors effectively, leading to a noticeable increase in our revenue per visitor.

Elisabeth Hovius
Head of Marketing & Digital Commerce

RIVIÈRA MAISON

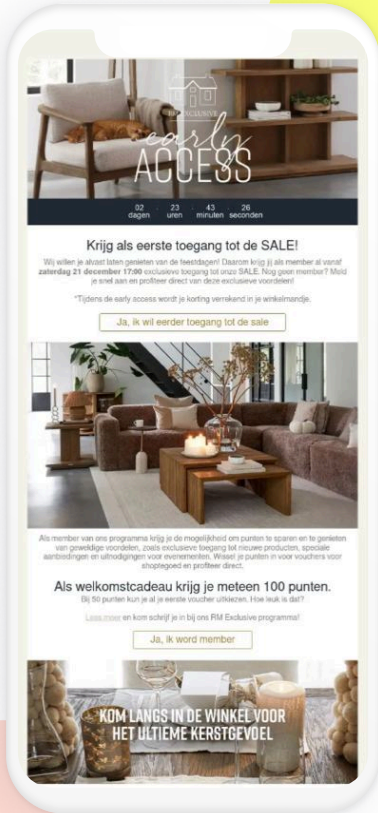


The results

2.53X

increase in
revenue per visitor

USE CASE #3



Capturing Customer Interest and Increasing Engagement

The challenge

Riviera Maison aimed to enhance customer interest and engagement on its website to create more meaningful interactions and improve conversions.

The solution

The brand leveraged Insider's tailored email campaigns and targeted Onsite messages to deliver relevant content that resonated with individual customers, keeping them engaged and encouraging further interaction.



With tailored email campaigns and targeted messaging, we kept our customers engaged and significantly improved our click-through rates.

Elisabeth Hovius

Head of Marketing & Digital Commerce

RIVIÈRA MAISON

The results

4.6X

increase in
click-through rates

USE CASE #4

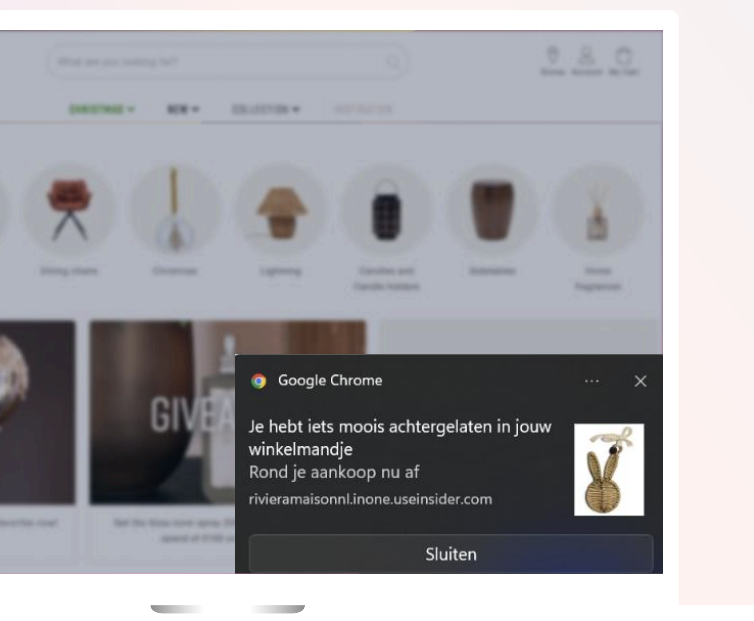
Transforming Website Performance with A/B Testing and Personalization

The challenge

Riviera Maison faced challenges in re-engaging customers who abandoned their shopping carts, resulting in lost sales opportunities.

The solution

The brand leveraged Insider's omnichannel capabilities to send personalized cart recovery messages via Email, SMS, and WhatsApp, effectively reaching customers through their preferred channels and encouraging them to complete their purchases.



We implemented an omnichannel approach to send personalized cart recovery messages, which led to a remarkable increase in our ROI from those efforts.

Elisabeth Hovius

Head of Marketing & Digital Commerce

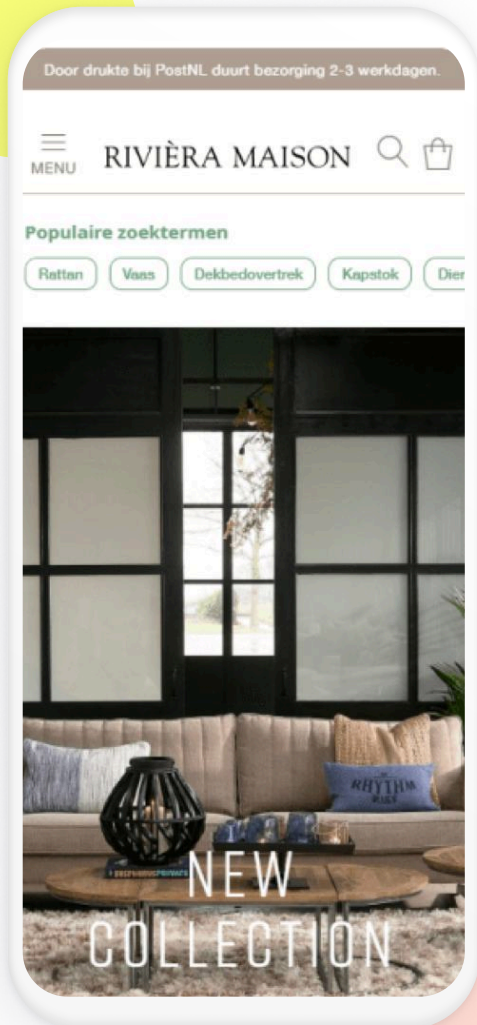
RIVIÈRA MAISON

The results

21%

increase in return on investment (ROI) from recovery efforts

Simplifying Onsite Navigation Directing Users to Popular Products



The challenge

The Home and Furniture segment offers a large range of products, making it difficult for users to find popular products on the website. Rivièra Maison wanted to simplify product discovery and site navigation, making it easier and faster for their customers to find the perfect products.

The solution

Insider's AI-powered capabilities helped identify different user behavior patterns and recommend relevant product categories, making it easier to navigate the site. Personalized "top searches" were added to the main navigation.

The results

17.08%

uplift in
Average Order Value

USE CASE #6

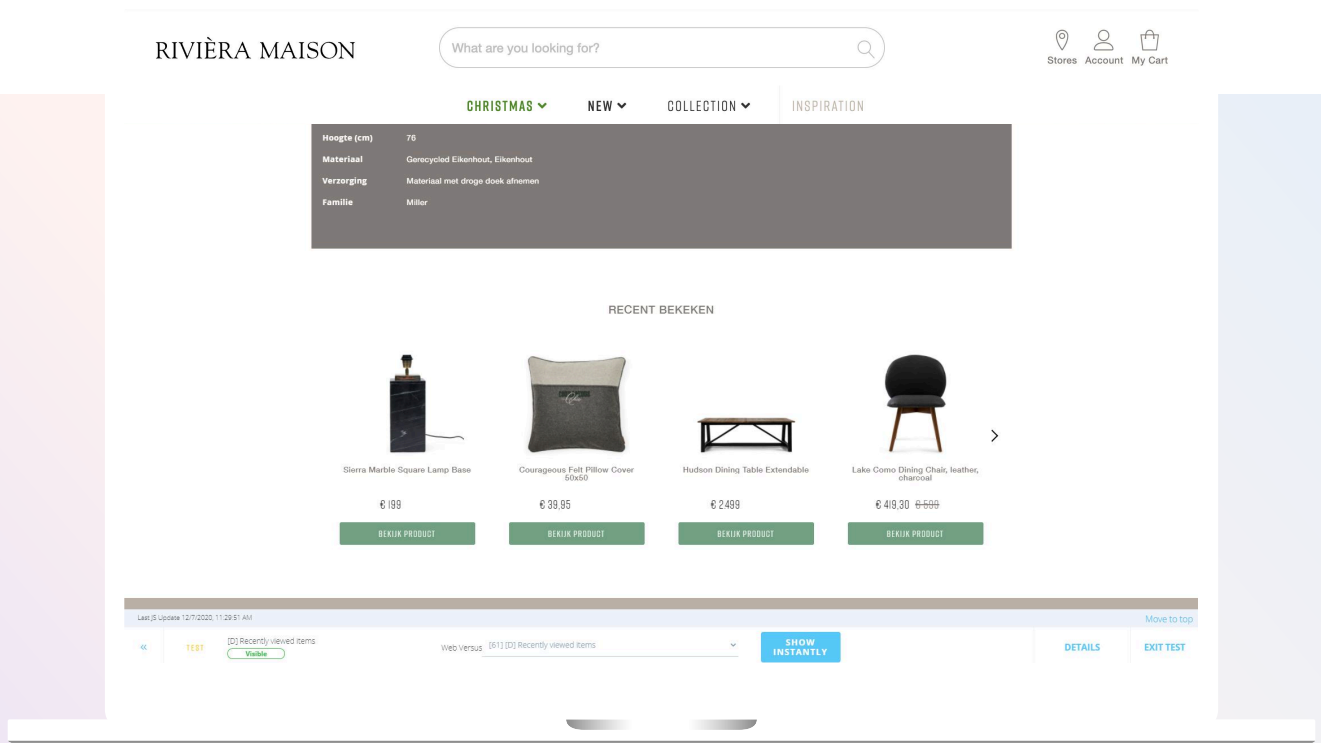
Promoting Recently Viewed Products to Prompt Customers to complete their Purchase

The challenge

Rivière Maison observed that their average customer would search for multiple product categories in multiple visits, before abandoning their search. The brand needed to find a way to engage users off-site and direct users back to the products they'd forgotten to complete their purchase.

The solution

With Insider, the Rivière Maison were able to create a personalized and convenient overlay for returning visitors, highlighting their "Recently Viewed Products". This powerful tactic shortcuts the time a user takes to navigate to the Product Detail Page to help them complete their purchase with the minimal number of clicks.



The results

12.25%
uplift in
AOV

USE CASE #7

Reducing Check-out Drop-off using Pre-filled Forms for Faster Checkout

The challenge

Rivière Maison observed that numerous users dropped off at the checkout page, before completing their purchases. The brand wanted to arrest user drop-off by identifying the pain points and exploring ways to deliver better onsite experiences.

The solution

Insider suggested implementing pre-filled forms to improve the checkout experience and reduce manual effort by the customer. Additionally, these pre-filled placeholders gave users direction, positively impacting their checkout experience.

Door drukte bij PostNL duurt bezorging 6-7 werkdagen.

RIVIÈRA MAISON

1 Aflevering 2 Overzicht & betalen

BEZORGADRES

E-mail adres *
 ?
U kunt een account maken na het afrekenen.

Voornaam * Achternaam *

Land *

Postcode * Huisnr. * Toevoeging

The results

7.38%
uplift in
conversion rate



Summary

Riviera Maison leveraged Insider's AI-driven personalization to enhance engagement, simplify product discovery, and re-engage customers. With tailored solutions like personalized overlays, cart recovery messages, and pre-filled checkout forms, the brand optimized customer journeys and delivered a seamless, satisfying shopping experience.

Looking ahead

Riviera Maison plans to expand its use of Insider's personalization and AI-driven strategies to enhance customer engagement. They aim to deepen data-driven marketing, optimize communication for higher CLTV and conversion rates, and explore even more innovative ways to connect with their audience across multiple channels using Insider's technology.



Favorite feature **AI**

Riviera Maison's favorite feature with Insider is its powerful AI capabilities. By analyzing customer behavior in real-time, Insider's AI enables Riviera Maison to deliver highly personalized experiences, from tailored product recommendations to seamless re-engagement strategies.

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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