



SUCCESS STORY

Transforming Customer Engagement: How Vietnam Airlines Elevated Experiences, Conversions, and Revenue with Insider

- Personalization
- CDP
- Travel

10X ROI

1.5X increase in ticket bookings

42% increase in conversion rate



Partnering with Insider has been a game-changer for Vietnam Airlines. Their advanced technology, from AI-powered personalization to automated cross-channel Architect flows, has enabled us to deliver seamless, tailored experiences that drive engagement, conversions, and customer loyalty. Insider's innovative solutions have become integral to our digital transformation, and we're excited to continue leveraging their expertise to redefine customer journeys.

Vietnam Airlines Nguyễn Hồng Nga, Deputy Director, Digital Marketing Department

Executive summary

VInsider's deep expertise in the airline industry and proven ability to adapt to evolving needs are why Vietnam Airlines chose Insider as a trusted partner for its digital transformation journey.

Over their 8-year partnership, Insider has supported Vietnam Airlines by expanding to new channels, enabling personalized, data-driven engagement strategies that grow alongside the airline's digital ambitions.

About Vietnam Airlines

Founded on May 27, 1995, Vietnam Airlines is Vietnam's national carrier, connecting over 120 routes across 20 domestic and 30 international destinations. With a modern fleet of 100+ aircraft, it was the first in Asia-Pacific to operate both Boeing 787 and Airbus A350. Known for on-time performance, safety, and high-quality service infused with local culture, Vietnam Airlines has proudly linked Vietnam to the world, fostering trade, tourism, and cultural exchange.

Why Insider?

Vietnam Airlines chose Insider as a trusted partner for its digital transformation journey due to Insider's deep expertise in the airline industry and proven ability to adapt to evolving needs. Over their 7-year partnership, Insider has supported Vietnam Airlines by expanding to new channels, enabling personalized, data-driven engagement strategies that grow alongside the airline's digital ambitions.

Trusted by 1,200 global brands



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USE CASE #1

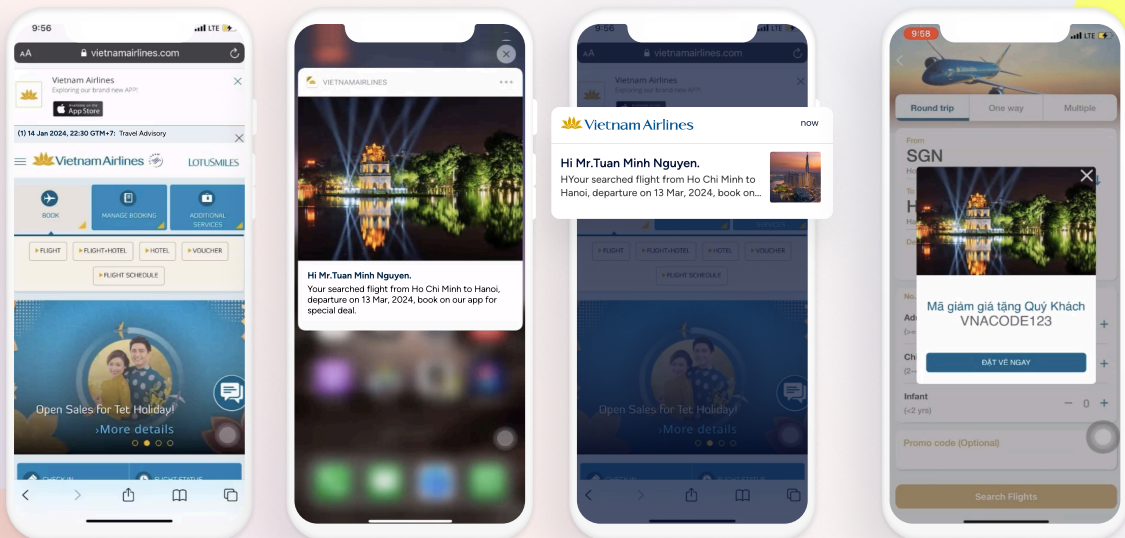
Boosting Ticket Bookings with Personalized Cross-Channel Engagement

The challenge

Vietnam Airlines faced the challenge of increasing its ticket booking completion rate, striving to convert more potential travelers into confirmed customers.

The solution

To address the challenge, Vietnam Airlines leveraged Insider's capabilities to enhance the booking experience and reduce drop-offs. Using Onsite for website personalization, the brand implemented Social Proof elements and conducted A/B testing of promotions to identify the most effective approaches for engaging customers. Additionally, Vietnam Airlines optimized its cart abandonment flow with cross-channel reminders, such as sending push notifications to customers who initiated bookings on the web. This cohesive approach ensured consistent and timely communication, encouraging customers to complete their ticket purchases.



The results

1.5X

increase in ticket completion rate

USE CASE #2

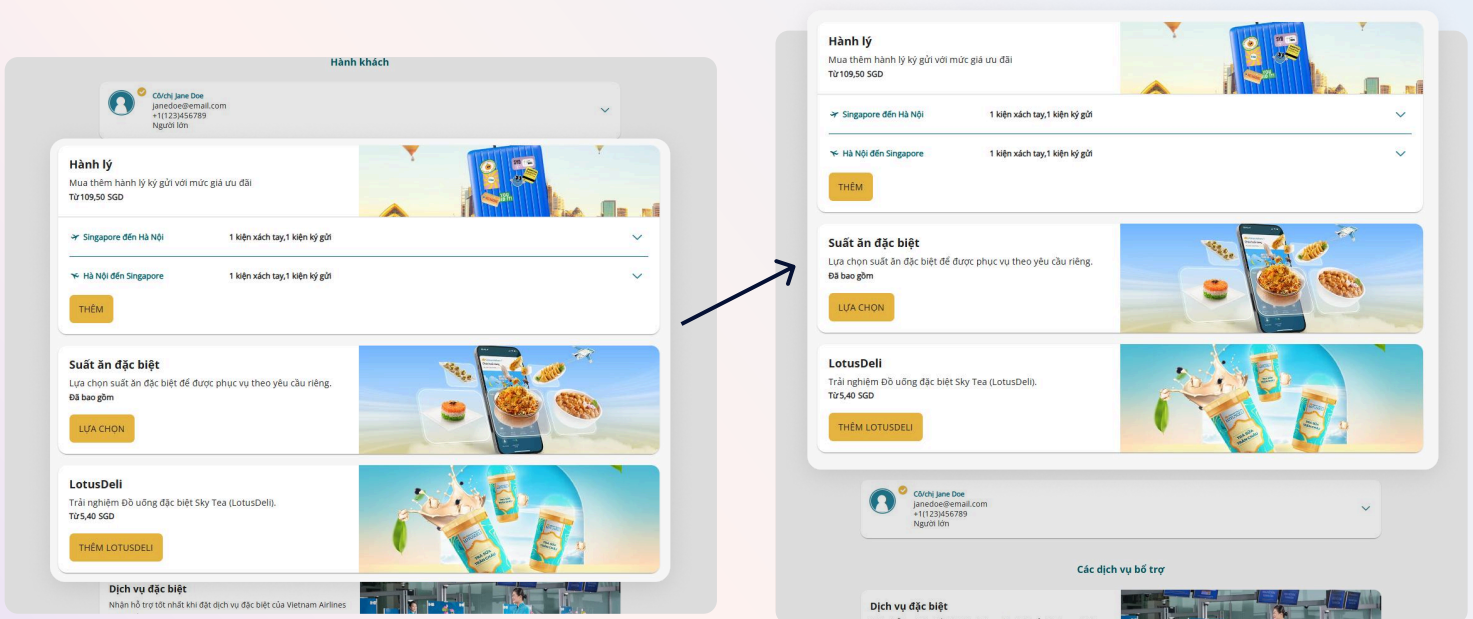
Increase Ancillary Revenue with Insider Onsite Experiment

The challenge

Vietnam Airlines faced the challenge of a low conversion rate (CVR) on its website, impacting its ability to effectively turn site visitors into customers.

The solution

To tackle this issue, Vietnam Airlines utilized Insider's Web Suite to enhance its website performance. The brand conducted A/B testing on banners to determine the most impactful designs, implemented Insider's Smart Recommender to deliver personalized product suggestions, and tested various coupon codes to drive customer engagement and conversions. These targeted efforts allowed Vietnam Airlines to refine its website experience and better cater to user preferences.



The results

10X

ROI

42%

increase in CVR

USE CASE #3

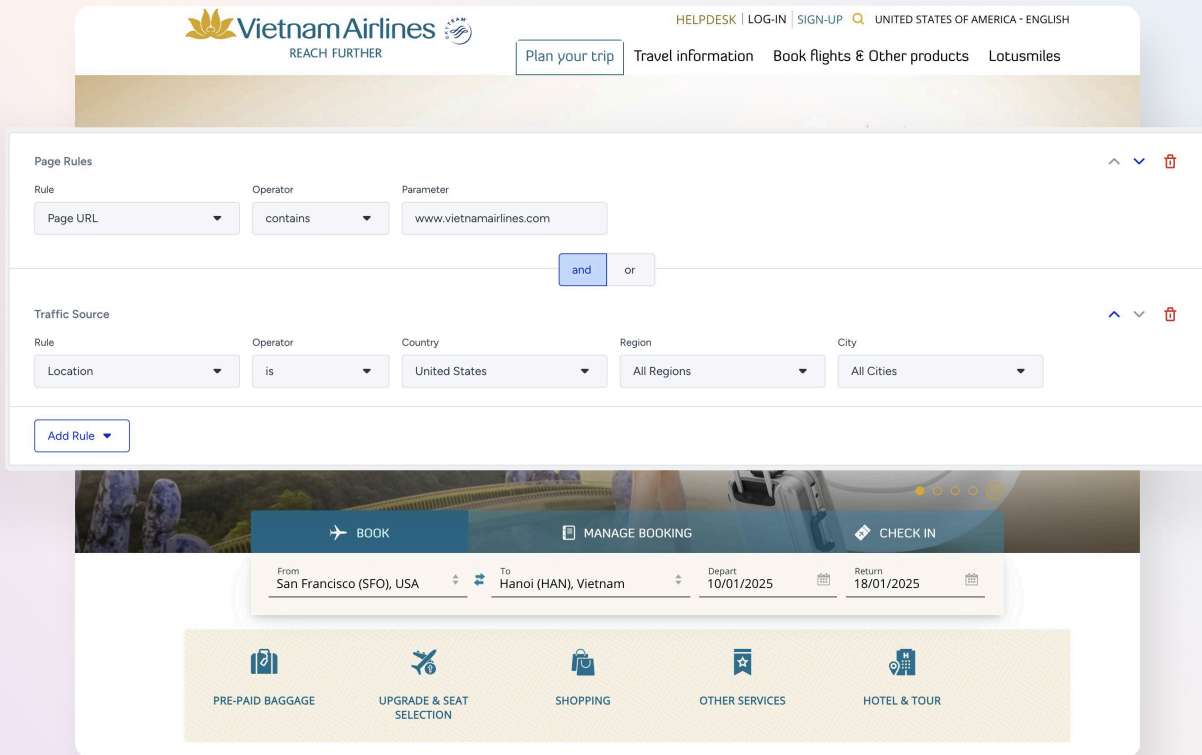
Personalize Flight Suggestions to Increase Flight Search & Bookings

The challenge

Vietnam Airlines faced the challenge of low engagement rates on its website, which hindered its ability to captivate visitors and drive sales effectively.

The solution

To address this, Vietnam Airlines utilized Insider's Architect to create personalized engagement strategies across Email and SMS. By sending targeted price drop notifications, the brand was able to re-engage customers with relevant offers, encouraging them to return to the site and make a purchase.



The results

12%
increase
in CVR

22%
increase
in sales

USE CASE #4

Amplifying Discovery of Newest Flight Offers & 5-Star Services

The challenge

Vietnam Airlines faced the challenge of low visibility for new product launches on its website, limiting customer awareness and engagement with these offerings.

The solution

To improve product discovery and awareness for new launches, Vietnam Airlines implemented Insider's InStory feature. This tool showcased engaging, story-like content on the website, drawing customer attention to new products and increasing visibility across the site.



The results

22%
increase
in CVR

21%
increase
in sales

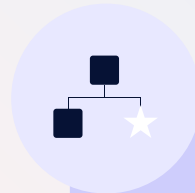


Summary

Through its partnership with Insider, Vietnam Airlines transformed its digital strategy, achieving significant gains in engagement, conversion rates, and customer trust. By leveraging innovative solutions like personalization, cross-channel engagement, and dynamic emails, the airline has set a new standard for delivering exceptional customer experiences. This collaboration showcases the power of innovation in driving growth and building loyalty.

Looking ahead

Vietnam Airlines is expanding its partnership with Insider to enhance personalization and automation. Plans include A/B testing booking flows to boost ancillary revenue, personalizing website experiences based on location and booking history, and using automated cross-channel Architect flows to increase ticket purchases and ancillary sales.



Favorite feature **Architect**

Vietnam Airlines' preferred feature from Insider is the Architect tool. This feature enables the airline to design and implement personalized, cross-channel customer journeys, enhancing engagement and conversion rates. By utilizing Architect, Vietnam Airlines can deliver tailored experiences across various touchpoints, effectively meeting the evolving needs of its customers.

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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