



Using urgency messaging to drive engagement and increase conversions



Working with Insider to learn more about our customers and unlock the value of our website has been a fascinating journey so far. We were delighted to see such a positive response to our coupon offer, and are looking forward to running further optimization activities in the near future.

Aksinya Resnyanskaya



About Lenovo

Fortune 500 company
Lenovo manufactures
laptops, PCs,
smartphones, tablets,
and more for consumers
and businesses
worldwide.

Turning High Value Visitors into Customers

Lenovo's website attracts a high volume of visitors, but they noticed that engagement and conversion rates were relatively low. The company was searching for an easy-to-implement promotion that would help drive sales and get visitors converting.

Time-Limited Discounts to go Beyond the Conversion Limit

The company understands that all consumers love a special offer, so decided to offer visitors that showed interest in their products a 10% discount. Lenovo predicted that offering visitors a time-limited discount would encourage them to make a purchase, creating an uplift in the conversion rate.

Using Insider's platform, Lenovo presented visitors with a discount coupon that was valid for 10 minutes. They decided to target visitors who had viewed three or more pages, as they believed that these visitors would have a higher purchase intention.



Countdown to Conversion

Using a countdown coupon had several benefits for Lenovo. The time limit created a sense of urgency for the customer, encouraging them to take advantage of the special offer and make their purchase.

Insider's advanced personalization technology, Lenovo was able to wait until the final purchasing stage to give the code to the customer. This meant that it couldn't be published on affiliate sites, or be shared elsewhere. This allowed Lenovo to track the exact impact of the coupon on both conversions and engagement, and ensure that the offer remained "special".

Lenovo measured significant increases across three key success metrics. The countdown coupon achieved a 13.91% uplift in conversion. They also observed an increase in engagement – visitors that were presented with the coupon spent longer time on site and viewed more pages, with a 22.08% increase in average session duration, and a 19.07% increase in pageviews.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.