



## Using urgency to drive incremental sales across a wide range of sports products

“Running a promotion across such a large number of products was a daunting prospect. But with Insider, it was easy. We were really impressed by the results, and also by the insights and support from the whole Insider team. It truly is a partnership; we were able to bounce ideas off each other and find the perfect solution to our challenge. There are so many more areas of opportunity with this technology, and we can't wait to work with Insider and expand our optimization program.”

**Mariya Zelenkova**

## About Traektoria

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Specialist action-sports retailer Traektoria sells clothing, equipment, and accessories from leading industry brands in snowboarding, kiteboarding, surfing, and more. The company prides itself on being always on-trend, and has a regular presence at leading sporting events where they get the chance to watch their customers in action.

## Running a Promotion Across a Wide Range of Products

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Traektoria was looking to boost sales on a selection of around 200 high-margin, out of season products in their warehouse. They planned to offer a 10% discount on these items, and were looking for a simple way to implement the promotion. This would require showing the promotion on more than 200 product pages across their site.

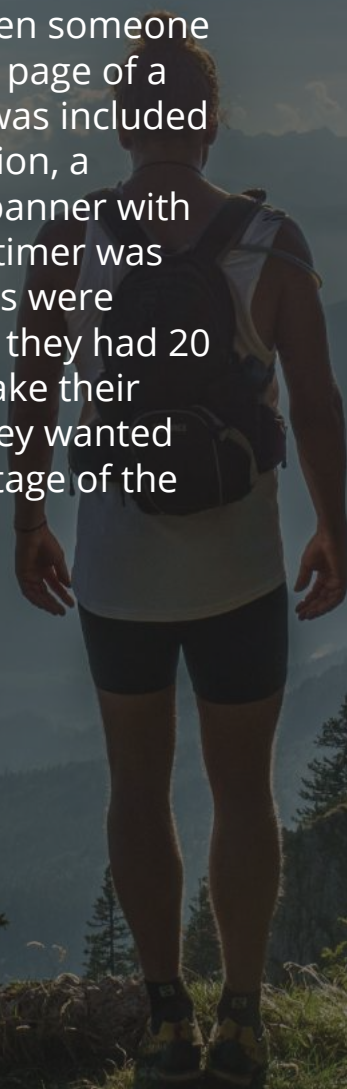


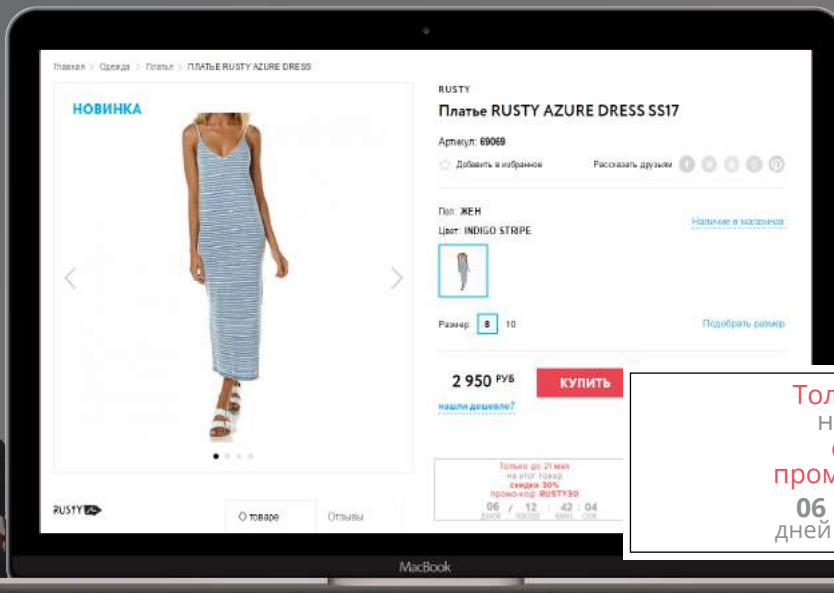
## Introducing a Sense of Urgency

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Together with Insider, Traektoria was able to easily implement this promotion across all selected products. A countdown timer was used on the product pages to create a sense of urgency on the customer's path to purchase. When someone landed on the page of a product that was included in the promotion, a promotional banner with a countdown timer was shown. Visitors were informed that they had 20 minutes to make their purchase if they wanted to take advantage of the 10% discount.

The visitors were not given a coupon code at this stage. Instead, the coupon was applied automatically at checkout when they went to complete their purchase. This meant that no copy/pasting was necessary and the customer's journey was uninterrupted.





Только до 21 мая  
 На ЭТОТ ТОВАР  
 скидка 30%  
 промо-код: RUSTY30  
 06 / 12: 42: 04  
 дней часов мин. сек.

## Result

The promotion resulted in a 100% increase in the conversion rate for the selected products.

## About Insider

Insider is a digital experience delivery platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage predictive segmentation and real-time personalization technologies to boost loyalty and digital growth. Insider is a technology company with offices in London, Moscow, Singapore, Dubai, Warsaw, Istanbul, Kuala Lumpur, Jakarta, Sydney, Seoul, Tokyo, Ho Chi Minh City and Bangkok.

