



**How a leading shoe retailer leveraged  
Facebook Messenger to drive 22%  
uplift in the cart recovery rate**



“Facebook Messenger integration by Insider opened up a whole new world of possibilities for us. We can now directly reach out to our customers with relevant messages and offers on their Messenger chat while they are already active. We can also effectively bring back cart abandoners with enticing and personalized messages, which is a prominent revenue driver for our business.”

**VP of Marketing & Growth**



## About the Company

A leading European shoe retailer brand, with a wide presence across Europe, is a brand known for international styles and quality. The company boasts an annual revenue of EUR 4.7 million and also owns one of the largest retail footwear showrooms in Europe.

## Broken Flow: Cart Abandonment

Cart abandonment is a grave concern for shoe retailers primarily because of stiff competition and the cost involved in acquiring new visitors. Every purchase contributes to one of its top metrics: Return on Ad Spend (ROAS). Customers are easily tempted by the multitude of options out there and can easily change their minds, jumping from brand to brand. Therefore, it is vital to have a robust retention strategy in place and improve loyalty.

The leading shoe retailer brand wanted to discover a new solution to engage and convert customers while improving their cart recovery rate. Their existing engagement efforts revolved around sending web push notifications, rich mobile app push, personalized emails and retargeting through advertising channels.

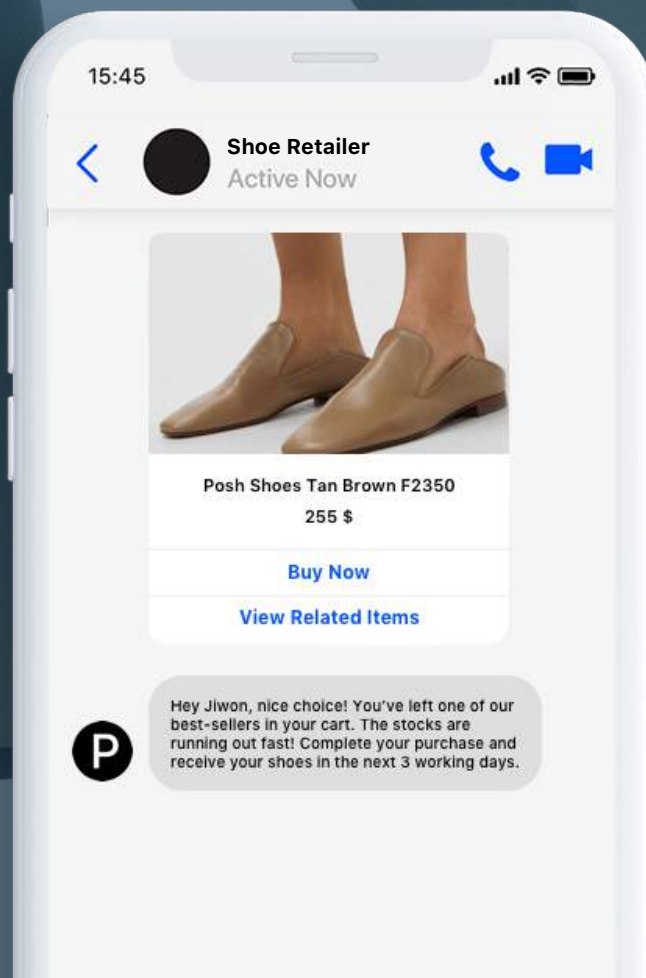




# Fixing the Flow with Messenger Marketing

That's when the brand came across Insider's new messaging channel, Facebook Messenger, which helps brands directly interact with their customers on one of the most popular messaging platforms out there. The brand decided to adopt a Messenger marketing strategy to bring back cart abandoners.

Customers who added an item to their carts but left the site without making a purchase were sent an automated reminder message on their Messenger chat. Messages were personalized to each individual and included the visuals and details of those products they have left in their carts. The timing and frequency of these messages were set through Insider's Campaign Editor for Facebook Messenger.





## 22% Uplift in Cart Recovery

By delivering visually appealing and personalized cart recovery messages on Messenger chat, the shoe retailer brand was able to improve engagement significantly. Users were motivated to interact with these messages as:

messages were sent on a platform they are already active on  
the layout, visuals and ease of completing the transaction were  
seamless

Messenger also provided opportunities for customers to message the  
brand directly

As a result, the brand observed a significant increase in the click-through-rate (CTR), improved conversions and saw a 22% uplift in cart recovery.



# Messenger Marketing Powered by Insider

Facebook Messenger integration by Insider is a simple and no-fuss process that enables marketers to quick start their Messenger Marketing engagements.

The integration is designed to help marketers grow their subscribers through Messenger opt-in templates which can be personalized and placed on the product page with a DIY drag & drop editor.

Marketers can also send messages to users on their Messenger chat, including automated messages (cart abandonment), promotional and non-promotional broadcast messages (coming soon).

Join the conversation on Facebook Messenger.

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