



Marks & Spencer
achieved an
impressive **15.1%**
Cart Recovery Rate
with Web Push

M&S

EST. 1884

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Insider



Working with Insider has been a great process. The account management team is always really proactive and Insider web push channel complements our existing tech stack, providing a new and effective way for us to communicate with our customers. Implementation is a simple tag that you put on your site in order to go live. For many companies I can see this being a great quick win to boost traffic and conversions.

— Senior CRM, Loyalty & Channel Innovation Manager
Clothing, Home & Beauty

About M&S

Marks & Spencer (M&S) is a British value for money retailer, focused on own label businesses, including Food, Clothing & Home, in the UK and internationally. Today they operate a family of businesses, selling high-quality, great value own-brand products in the UK and in 62 countries, from 1,519 stores and 44 websites globally.

As a trusted multinational brand, it's no surprise that M&S has a large opt-in email database but when already at such scale, continuing to grow their audience can be challenging. Insider's Web Push Notifications provided the brand with a new communication channel to communicate with their customers.

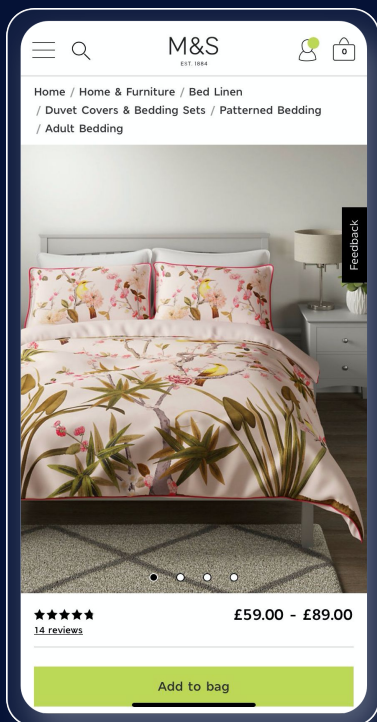


15.1% Cart Recovery Rate using Web Push Notifications

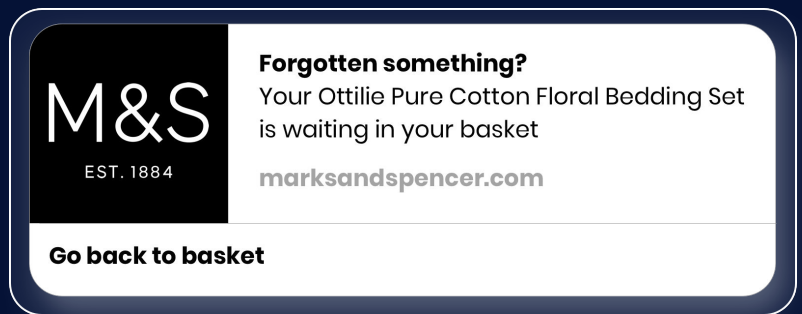
The average shopping cart abandonment rate for eCommerce hovers between 57% and 76%, meaning there is huge potential to reclaim lost revenue through cart abandonment retrieval campaigns.

M&S used Insider's cart abandonment web push notifications to bring visitors back to site with a timely message reminding them of the items they left behind. These push notifications achieved a conversion rate of 15.1%, bringing buyers back to site and completing their purchase. This is significantly higher than the industry average of 3.33% abandoned cart email retrieval rate for the fashion industry.

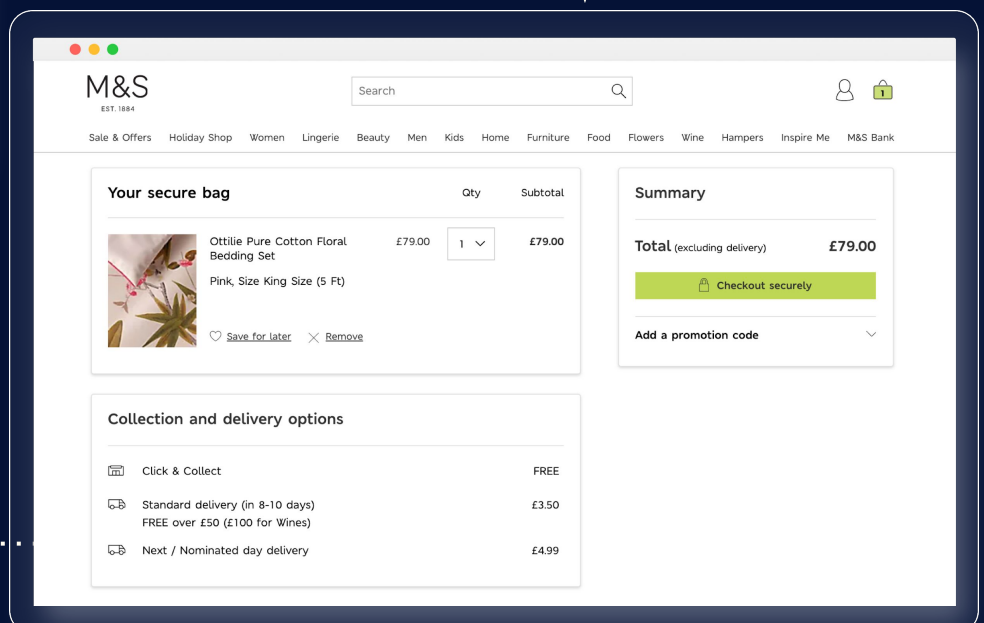
These cart abandonment push notifications complement M&S's email abandonment strategy, providing a faster, more direct communication channel for first line response. Cart abandonment notifications are M&S's most successful web push strategy so far.



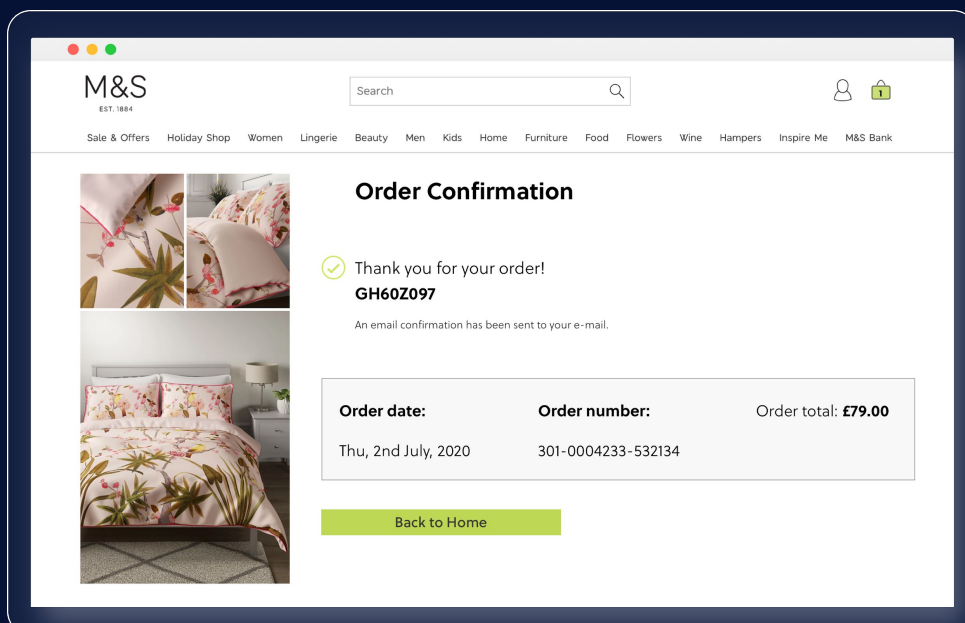
Wait for
5 mn



Customer returns
to basket



Customer
completes
purchase



15.1%
**Cart
Recovery
Rate**

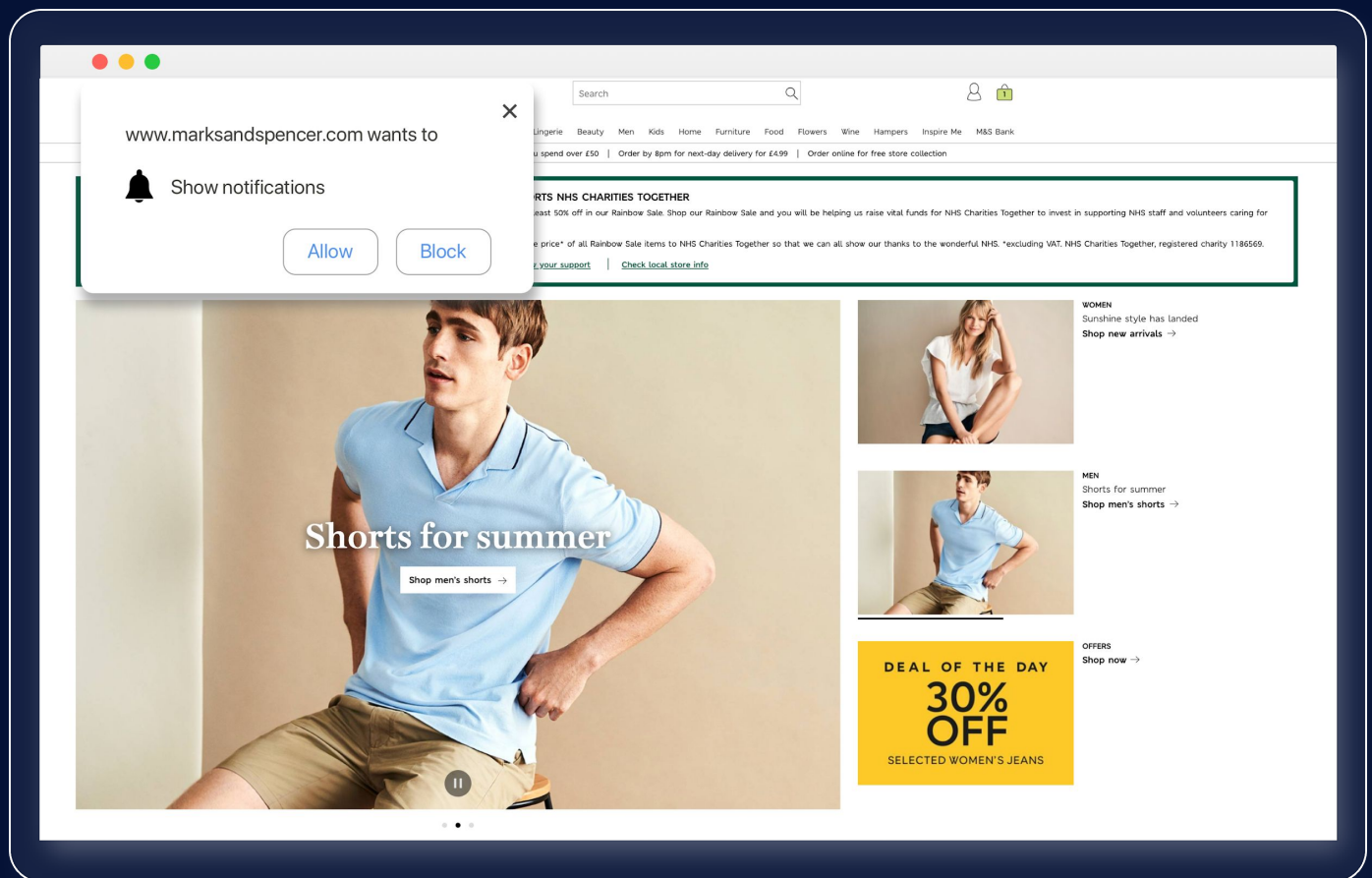
AI-powered Segmentation Combined with Classic Offers to Boost Revenue

M&S combines Insider's web push messaging and AI-powered segmentation tools with their most successful "always on" campaigns. Insider's Growth Management Platform tracks the category or collection that a visitor was most recently browsing but did not convert and entices them back with a timely promotion. A particularly successful example is M&S's long running 4 pairs for 3 women's underwear campaign, boosting lingerie conversion rates and revenue.

20% Uplift in Web Push Notification Subscribers with Native Opt-in

In order to grow their customer base further and to be able to talk to as many customers as possible via the channel, M&S decided to experiment with a move to native opt-in for web push notifications. Subscriber numbers have increased at a greater rate since the move to native opt-in, thanks to the one-step process rather than two making the process easier for M&S customers. The move has seen a 20% uplift in web push subscribers.

20%
Opt-in
uplift



Up Next for Marks & Spencer and Insider: Architect Customer Journey Automation

In the near future, M&S will be using Architect, Insider's AI-powered customer journey builder to create personalised customer journeys at scale.

Architect triggers a journey for a user based on their onsite behaviour, this could be browsing particular products, abandoning a cart, or based on predictive segments such as discount affinity or likelihood to purchase / churn. Architect then takes them through an automated personalised cross-channel buying journey, culminating in whatever goal is set by M&S, be that increased traffic, conversions or revenue.





User Subscribed to
Push Notifications

Wait for 5 mn

Customer clicks
Stand out from
the crowd

M&S

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Welcome to M&S 🍷

What's your favourite style?

marksandspencer.com

Comfy and classic

Stand out from the crowd

Wait for
1 day
+

No Purchase

M&S

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Turn Heads in this Summer

Make a statement with these bold prints.

marksandspencer.com



No Purchase

Wait for
7 days

M&S

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10% off your first online purchase

Use JUSTFORYOU at the checkout

marksandspencer.com

About Insider

Insider Growth Management Platform (GMP) helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue. Leveraging real-time predictive segmentation powered by Artificial Intelligence, Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, and ad channels. Built on a unified data layer, GMP is easy to implement and simple to use, avoiding the need for complex integrations and dependency on IT teams. Insider simplifies the life of digital marketers and helps them drive growth for their brands, with zero marketing waste.

Insider is a technology company with offices in London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara, and Kuala Lumpur. Insider has been recognized as a Leader in the G2 Grid® for Mobile Marketing for 13 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

A V O N

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