



SUCCESS STORY

World's Largest Insurance Company Allianz Used Insider's AI-Led Segmentation to Deliver ROI within Days and Achieved 80% Opt-In Rate

- App Push
- Smart Recommender
- Cross-Sell

80% opt-in rate via App Push Notifications

Unified view of customer data

Increase in CLTV



"Data privacy rules and complex sales cycles made it hard for us to get a complete customer view. Insider solved this with real-time server-to-server integration and encrypted IDs, letting us securely build precise segments and deliver more effective customer journeys. We were also delighted to find that Insider lived up to their promise of a fast and effortless integration. It was so easy to get up and running, with the platform delivering ROI within days."

Vice President, Digital Banking



Executive summary

With customer experience now surpassing price and product as a differentiator for insurers, Allianz partnered with Insider to transform fragmented data into a unified profile powering every digital touchpoint. Insider's AI-driven platform lets Allianz build real-time 360° views of each customer, predict intent and preferences, and activate hyper-relevant engagement strategies across channels. As a result, Allianz quickly delivered standout experiences and generated measurable results, setting new standards for personalization and ROI in insurance.

Why Insider

Allianz is a global leader in digital financial innovation, always ahead in adopting technology to deliver truly personalized, timely, and secure experiences. They chose Insider for its unified data platform and AI segmentation, enabling seamless omnichannel personalization and marketing autonomy. Insider's robust security and encryption features allowed quick onboarding, empowered marketing teams, and ensured compliance – accelerating ROI while maintaining full control over customer data.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

[Book a demo](#)



About Allianz

Allianz is one of the world's leading financial services providers, with a vast network across 4,000 agencies, 1,500 branches, and 7,200+ contracted institutions in over 60 countries. The company is committed to securing customers' financial futures with a focus on agility, digital innovation, and exceptional service.

USE CASE #1

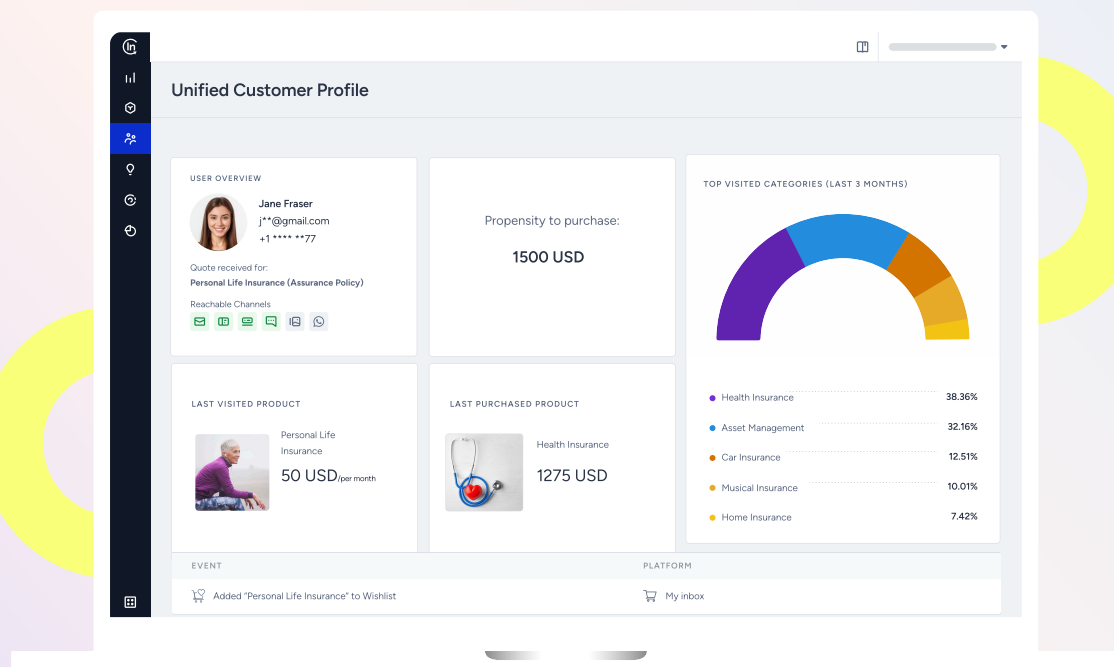
Using Insider's Customer Data Platform for a 360-Degree View of Each Customer

The challenge

Insurance marketers face complex sales cycles, strict privacy rules, and fragmented data, making it hard to deliver personalized experiences fast. Allianz needed a unified, marketer-friendly platform that could centralize customer data and support agile, data-driven strategies.

The solution

Allianz implemented Insider's Customer Data Platform to unify data from all digital touchpoints into a single actionable profile. The CDP's AI interpreted behavioral data in real time, identifying needs and predicting next best actions. Marketers could now create precise segments on their own, launch targeted campaigns, and immediately apply insights – all without heavy IT involvement. This streamlined setup quickly unlocked personalization at scale and accelerated ROI.



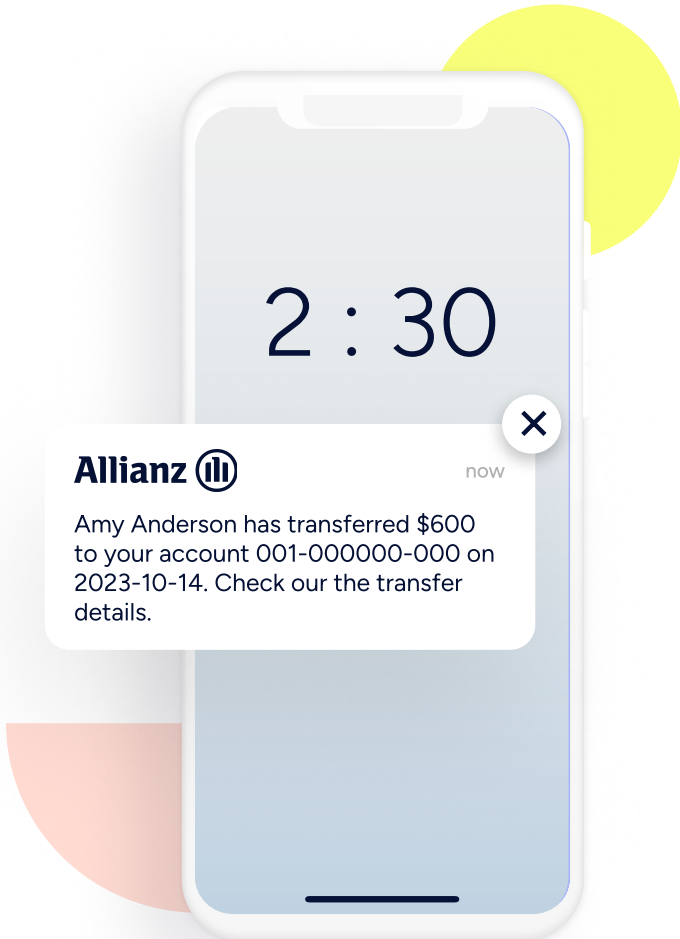
Driving Engagement and CLTV with AI-Powered Opt-Ins and Segmentation

The challenge

To maximize CLTV, Allianz needed to reach customers with timely, relevant updates - especially at moments like renewals. The team wanted to drive opt-ins for push notifications and re-engage policyholders using hyper-personalized, behavior-based messaging.

The solution

Allianz collaborated with Insider's growth experts to launch an App Push Notification strategy powered by AI segmentation. Using unified customer profiles and predictive analytics, they identified the right moment and message for each user to encourage opt-ins and drive repeat engagement. Personalized push campaigns reminded policyholders about upcoming renewals and introduced relevant offers, ensuring communications matched each customer's interests and maximizing the likelihood of action.



The results

80%

opt-in rate
via App Push

20%

higher opt-in rate
than industry average

Increase
in CLTV



"Insider gives us the unified customer view we were searching for. The platform offers real-time server-to-server integration and an encrypted identification approach, which gives us the security and freedom to create precise AI-powered segments and use them to build better customer journeys."

Marketing and Service
Design Group Head

Allianz (logo)

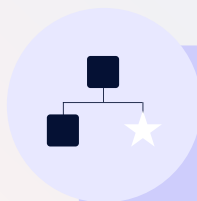


Summary

By switching to Insider, Allianz overcame data silos and technical complexity, gaining a unified, real-time view of every customer. AI-powered segmentation unlocked advanced personalization and engagement strategies, resulting in an 80% opt-in rate and industry-leading marketing performance - all with rapid, low-friction implementation.

Looking ahead

For the last six years, Allianz has trusted Insider to help them deliver incredible digital experiences for their customers. The leading insurance brand continues to innovate with Insider, exploring new channels like **WhatsApp Commerce** and journey orchestration with **Architect**. These initiatives deepen personalization, enhance engagement, and boost customer value across the entire insurance lifecycle.



Favorite feature AI-powered segmentation

Allianz's favourite feature is Insider's **AI-powered segmentation**, which enables precise targeting and relevance by utilizing a unified, real-time customer profile. This empowers their marketing teams to act fast, personalize easily, and achieve outstanding conversion results.

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](#).

SAMSUNG

GAP

Virgin

TOYOTA

MAC

L'ORÉAL

CNN

Santander

Book a demo

useinsider.com | info@useinsider.com