

SUCCESS STORY

# How ECCO achieved 7.4x ROI and 95% CVR Uplift with Insider's AI Personalization Solutions



- Personalization
- CDP
- Cross-Channel Journeys

**7.4X** ROI on recommendations | **95.6%** CVR uplift | **32%** higher CTR



Insider's platform impressed us with available tools, mechanism in scenarios that are ready to use. Implementation was fast and seamless, enabling us to achieve ROI fast. The intuitive interface helps us launch personalized campaigns efficiently across six European domains with minimal reliance on our IT team. We were also able to launch customized campaigns, tailored to our brand, with the support of the Insider team. Extensive analytics help measure and understand the impact of our actions on the business. They are helping us drive growth at a whole new level.

**ECCO** **Karol Kowalski**  
E-commerce Content Manager

## Executive summary

ECCO increased its e-commerce website performance, driving more revenue and boosting website engagement metrics with Insider. By delivering a personalized and engaging digital experience for all customers, including both first-time and returning users, through Insider's AI capabilities, the brand increased product discovery and saw an uplift in conversion rates and engagement metrics across six main European websites. Insider's ease of use and quick setup allowed ECCO to go live and launch campaigns efficiently and see results rapidly.

## About ECCO

ECCO is one of the world's leading footwear brands, known for delivering premium comfort, durability, and timeless Danish design. Founded in Denmark in 1963, ECCO's success is built on top-quality leathers and innovative technology. Unique in the industry, ECCO owns and operates its own tanneries and shoe manufacturing, ensuring full control over quality and sustainability. This heritage of craftsmanship and commitment to excellence makes ECCO a trusted name worldwide.

## Why Insider?

ECCO chose Insider because of its easy to use and intuitive interface, rich offering of functions and features, and its award-winning customer service and technical support. The platform's easy-to-use interface and pre-configured but customizable templates also reduced complexity and IT dependence, fostering the e-commerce team's DIY culture, and enabled teams to go live with campaigns faster. Insider also proved how quickly and accurately its AI algorithms and large language models (LLMs) could deliver personalized recommendations to drive revenue growth, even during peak seasons and with a high volume of first-time visitors.

Trusted by 1,200 global brands



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## USE CASE #1

# Delivering personalized product recommendations with AI, even for new website users

## The challenge

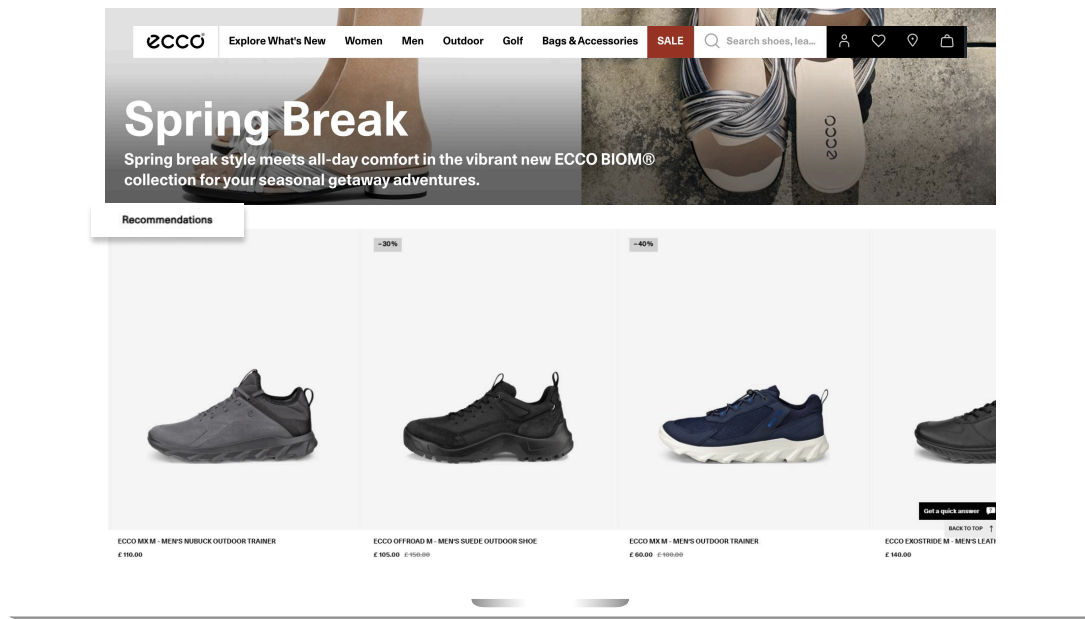
ECCO wanted to increase user-based personalization across its website to drive more revenue and boost conversion rates. With many visitors being first-time users, it needed a way to effectively showcase and recommend relevant products with limited or no historical behavioral data to drive more revenue and increase website performance.

## The solution

ECCO implemented Insiders Smart Recommender across its website in six geographies. The capability delivers AI-powered product recommendations across critical areas, including the Product Listing Page, Product Detail Page and Cart pages, based on individual user preferences and behavior.

For first-time visitors and unknown users, Insider's algorithms were trained quickly to deliver value even with limited data by showcasing trending products and best-sellers.

This data-driven personalization approach improved product discovery, increased relevance, and results to drive incremental revenue at scale.



## The results

**7.4X**

ROI achieved on  
Smart Recommender

**21.25%**

CVR uplift with Personalized  
Recommendations

## USE CASE #2

# Boosting mobile cart completion and driving revenue with optimized checkout experience

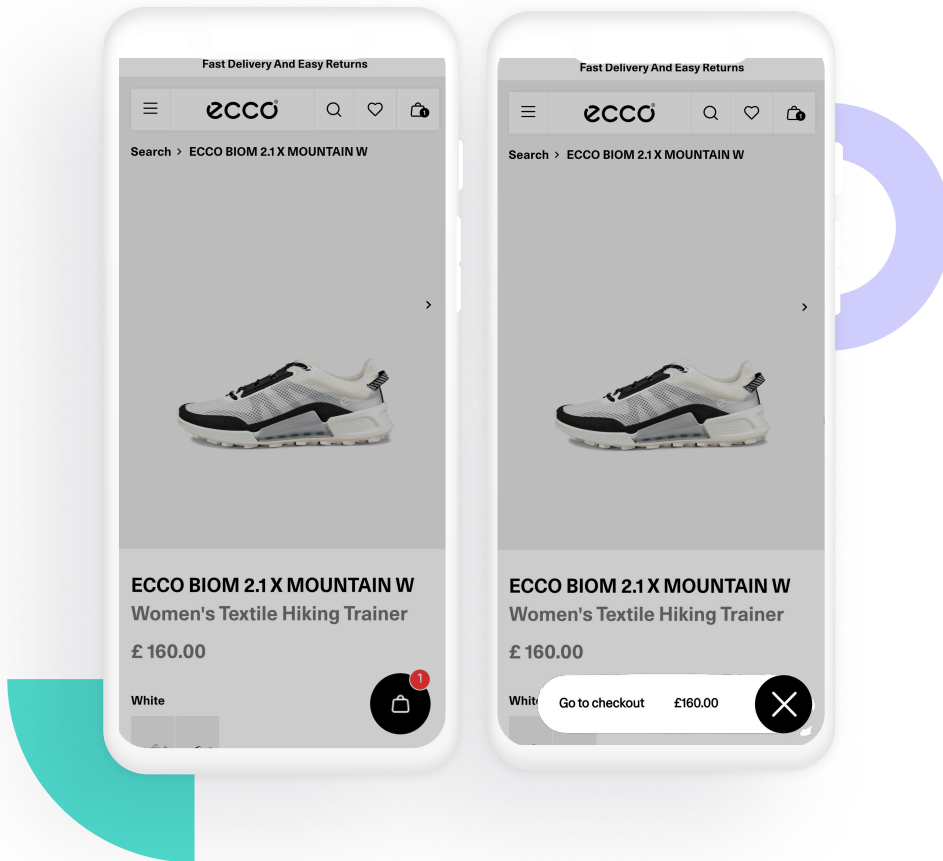
### The challenge

ECCO noticed that mobile users frequently added items to their baskets but bounced before they could complete the checkout process sessions and frequently did not return to complete the transaction. This behavior led to relatively high cart abandonment rates and missed revenue opportunities.

### The solution

Using Insider's Floating Cart Template on mobile devices, ECCO displayed an engaging message that displayed the total number of items in the basket which updated dynamically as a user added an item to the basket.

This message reminded users of the products in the cart and created urgency for users to progress with the checkout process, as well as provided another easy, strategically-placed basket entry path for users. This strategy successfully persuaded users to complete their transactions, leading to a significant incremental revenue increase from mobile users.



### The results

**23.25%**

CVR uplift on average

**41%**

CVR uplift in a single geography

## USE CASE #3

# Increasing time on site and ROAS during the Q4 peak season with targeted exit-intent personalization

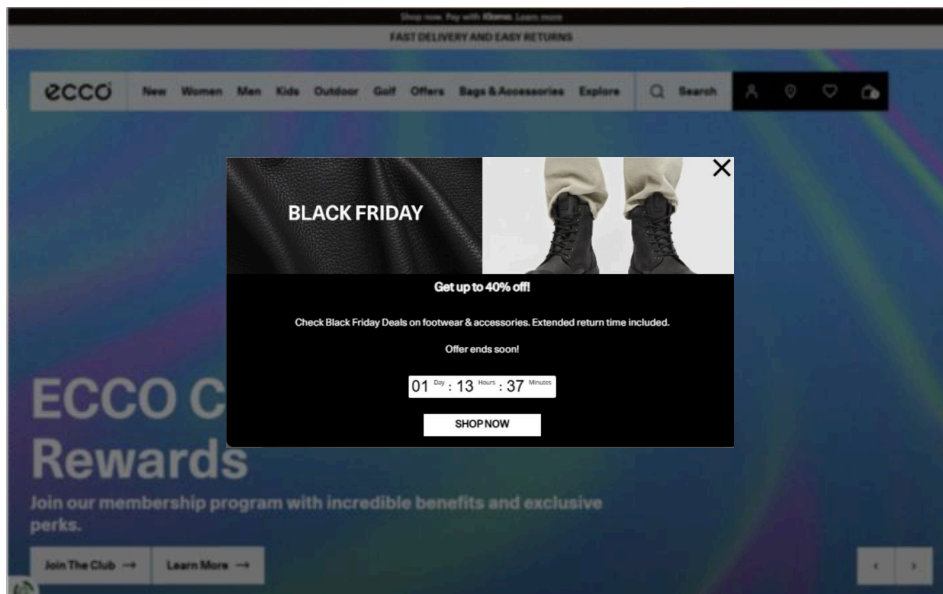
## The challenge

During the peak holiday season, ECCO anticipated an increase in website traffic due to increased acquisition efforts. This raised concerns about how to maximize website performance to drive higher ROAS from those investments, reduce bounce rates, and protect opportunities to drive revenue.

## The solution

Using Insider's library of 100+ ready-made personalization templates, ECCO deployed a personalized exit-intent overlay to users who exhibited exit intent after spending 10 seconds on the site.

One overlay directed users to a dedicated and optimized landing page to capture their engagement and encourage product discovery. A second overlay used a countdown timer combined with a personalized offer to incentivize the user to make a purchase and drive immediate action.



## The results

**7%**

reduction in  
bounce rate

**32%**

higher CTR using the  
interactive countdown timer



## Summary

With Insider's comprehensive range of personalization tools and advanced segmentation capabilities, ECCO significantly enhanced its website's performance across both Mobile and Web platforms. They effectively engaged their audience through relevant, timely, and personalized messaging, which improved product discovery and ultimately boosted their bottom line.

## Looking ahead

ECCO aims to further enhance customer engagement by leveraging Insider's tools to create more personalized experiences across all touchpoints. This involves expanding AI-driven personalization beyond web and mobile platforms, and utilizing advanced segmentation capabilities to better understand customer journeys and create targeted campaigns.



Favorite feature

## Smart Recommender

ECCO's favorite feature is the Smart Recommender due to its ability to deliver highly personalized product recommendations, enhancing user engagement and driving conversions.

## 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.

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