



SUCCESS STORY

How Slazenger gained 49x ROI in only 8 weeks thanks to Insider's omnichannel marketing solution and Sirius AI

Architect

Cross-Channel Marketing

Personalization

49X ROI within two months

700% increase in customer acquisition

12% productivity gains with Sirius AI



Insider enabled us to build relevant and timely campaigns across nearly 30 different customer segments. With the help of Generative AI tools under Sirius AI, we created personalized, multi-channel user experiences more efficiently. This combination, along with on-site gamification, helped us achieve a remarkable 700% increase in customer acquisition and 49X ROI within just two months thanks to Insider.

Ecommerce Director



About Slazenger

As one of the world's most established sports brands, Slazenger is well-known for its stylish sportswear covering cricket, tennis, swimming, hockey, golf, and much more. With over 150 years of experience, Slazenger offers a range of both amateur designs and professional-grade products.

Founded in 1881, the brand rose to global fame when champion tennis players requested Slazenger tennis balls for the Grand Slam event. Since then, Slazenger has become famous for having the longest-running sports sponsorship in history by providing tennis balls for Wimbledon since 1902. Slazenger also produced the official match ball for the 1966 FIFA World Cup.

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virginia

TOYOTA

MAC

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Executive summary

Slazenger sought a cross-channel solution to enhance customer engagement and maximize ROI from its marketing tech stack. After exploring options, they chose Insider for its proven results, advanced tools, and reliable support.

Using Architect and Sirius AI, Slazenger personalized customer experiences with tailored cart reminders and price drop notifications, achieving an impressive 49X ROI in just eight weeks and a 700% increase in customer acquisition. Sirius AI also boosted team productivity by streamlining campaign creation.

With additional tools like the Desktop and Mobile Web Suites, Slazenger successfully delivered personalized, multi-channel experiences that drove engagement and conversions.



We couldn't believe how quick the cart abandonment campaign was to set up, and the results have been incredible. Architect, combined with the Smart Journey Creator, enabled us to design an optimized journey with the best-performing channels, wait times, and send times. This helped us tap back into engaged shoppers and convince them to complete their purchases – a simple but incredibly effective tactic for increasing revenue. We've seen a phenomenal return on investment already!

Ecommerce Director



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USE CASE #1

Recovering lost revenue with individualized, cross-channel cart abandonment messaging

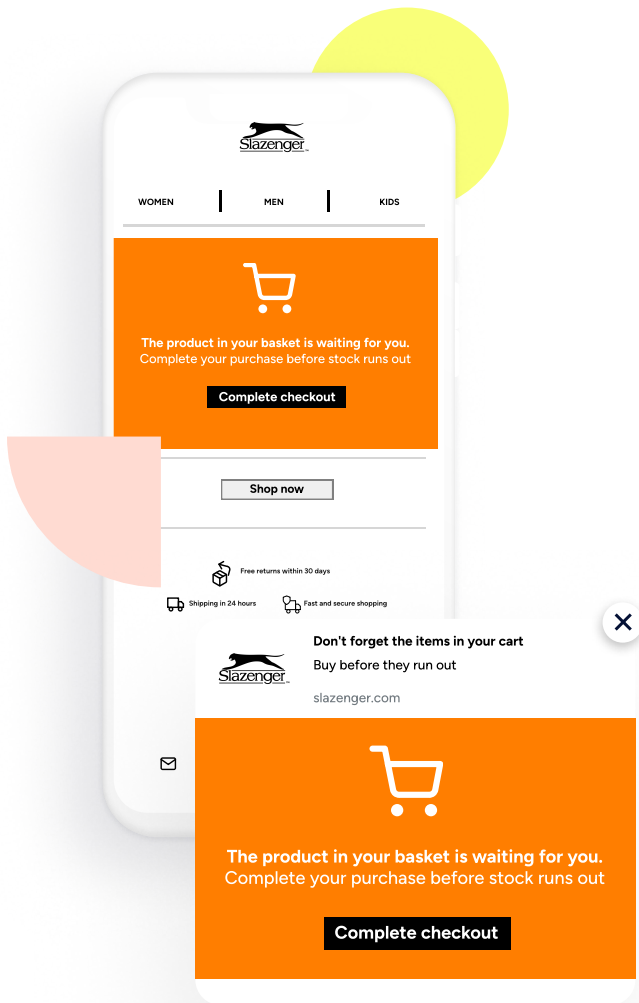
The challenge

Slazenger was looking to improve its cart abandonment rate. Cart abandoners represent an engaged audience that has completed most steps in the sales funnel, so they needed a customer experience solution that could effectively nudge these shoppers to complete their purchases. This strategy aimed to boost conversions and generate a stronger return on investment from their marketing technology stack.

The solution

Slazenger used Insider's Architect and Smart Journey Creator under Sirius AI to design an optimized cart abandonment journey, identifying the best channels, wait times, and send times for maximum performance. Automated reminders were sent via Email, Web Push, and SMS, with coupon codes delivered through SMS to incentivize purchases.

All interaction data was synced with the Unified Customer Database (UCD) for offline use by sales teams. Slazenger also leveraged the Journey Live Stats feature to monitor customer interactions in real time and optimize performance proactively. These tools enabled Slazenger to re-engage cart abandoners effectively and boost conversions.



The results

30%
productivity gains with
Smart Segment Creator

49X
ROI in eight
weeks

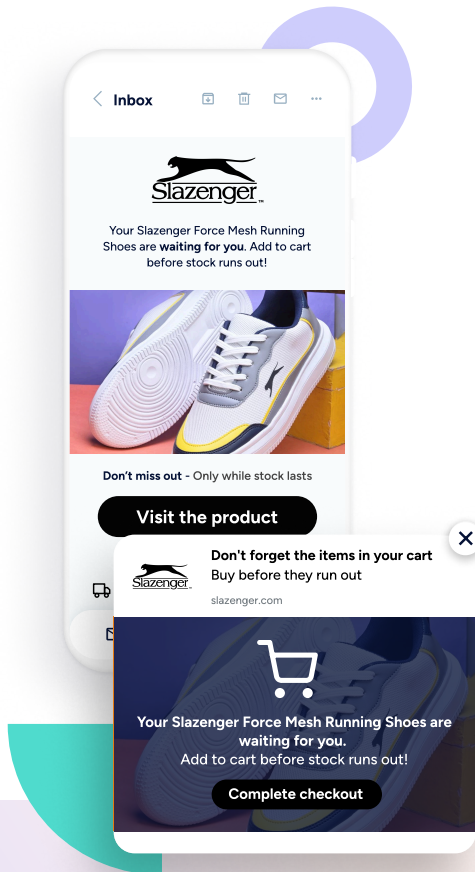
40%
abandoned revenue recovered in a
single campaign

USE CASE #2

Enticing shoppers to return with targeted price drop notifications

The challenge

Slazenger aimed to enhance its email click-through rate (CTR) and conversion rate (CVR) by ensuring that their email messaging effectively captured users' attention. Many customers browsed products without making purchases, often due to price sensitivity. Recognizing that discounts significantly influence buyer behavior, Slazenger sought to deliver relevant and targeted discount messaging that highlighted specific products of interest, maximizing the chances of conversion.



The solution

Slazenger used Insider's Architect and Smart Segment Creator powered by Sirius AI to identify price-sensitive browsers through the High Discount Affinity predictive segment. This ensured that price-related incentives were targeted only at discount-conscious buyers, protecting overall profitability.

Price drop notifications were sent via Email and Web Push within 24 hours whenever the price of a product a user viewed, wishlisted, or abandoned in their cart dropped by 10% or more. This strategy created urgency, re-engaged hesitant shoppers, and converted them into buyers while maintaining profitability.



Architect helped us build a truly omnichannel marketing experience for our customers, enabling us to engage them on the right channels and at the right time. The tools under Sirius AI not only enhanced our marketing performance but also significantly boosted our team's productivity. This resulted in a 12.1% increase in average click-through rate, demonstrating how effectively our messaging resonates through advanced segmentation and predictive AI capabilities."

Ecommerce Director



The results

7.2%

boost in overall ROI

54%

increase in CR from price-sensitive segment

12.1%

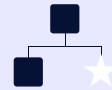
increase in click-through rate compared to other campaigns



Looking ahead

Slazenger plans to elevate its customer experience by adopting more Insider products and capabilities. The team aims to improve conversions, reduce cart abandonment, and deliver timely, relevant messages to boost ROI.

They also plan to experiment with back-in-stock campaigns, expand price drop notifications, and leverage Sirius AI to generate copy and images, enhancing team agility and productivity. Their ultimate goal is to deliver seamless 1:1 cross-channel experiences that drive engagement and revenue.



Favorite feature Architect

Slazenger's favorite feature is the Smart Segment Creator because it empowers them to harness the power of data-driven insights. This tool allows them to create highly targeted audience segments based on customer behavior and preferences, ensuring that their messaging resonates effectively.

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).

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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