

#AI-Native Omnichannel Experience and Customer Engagement Platform

The end-to-end platform with an integrated CDP to fuel journey orchestration across the widest set of channels to deliver experiences as unique as each customer-with the fastest ROI, higher efficiency and better results.



INSIDER ONE

Local Presence. Global Scale.

Insider One connects data across channels, predicts future behaviour with AI, and individualizes experiences from a single platform with the fastest time to value.

30 Global Offices

2000+ Customer across the Globe

1500+ Team Members



SEQUOIA

GENERAL ATLANTIC

RIVERWOOD CAPITAL

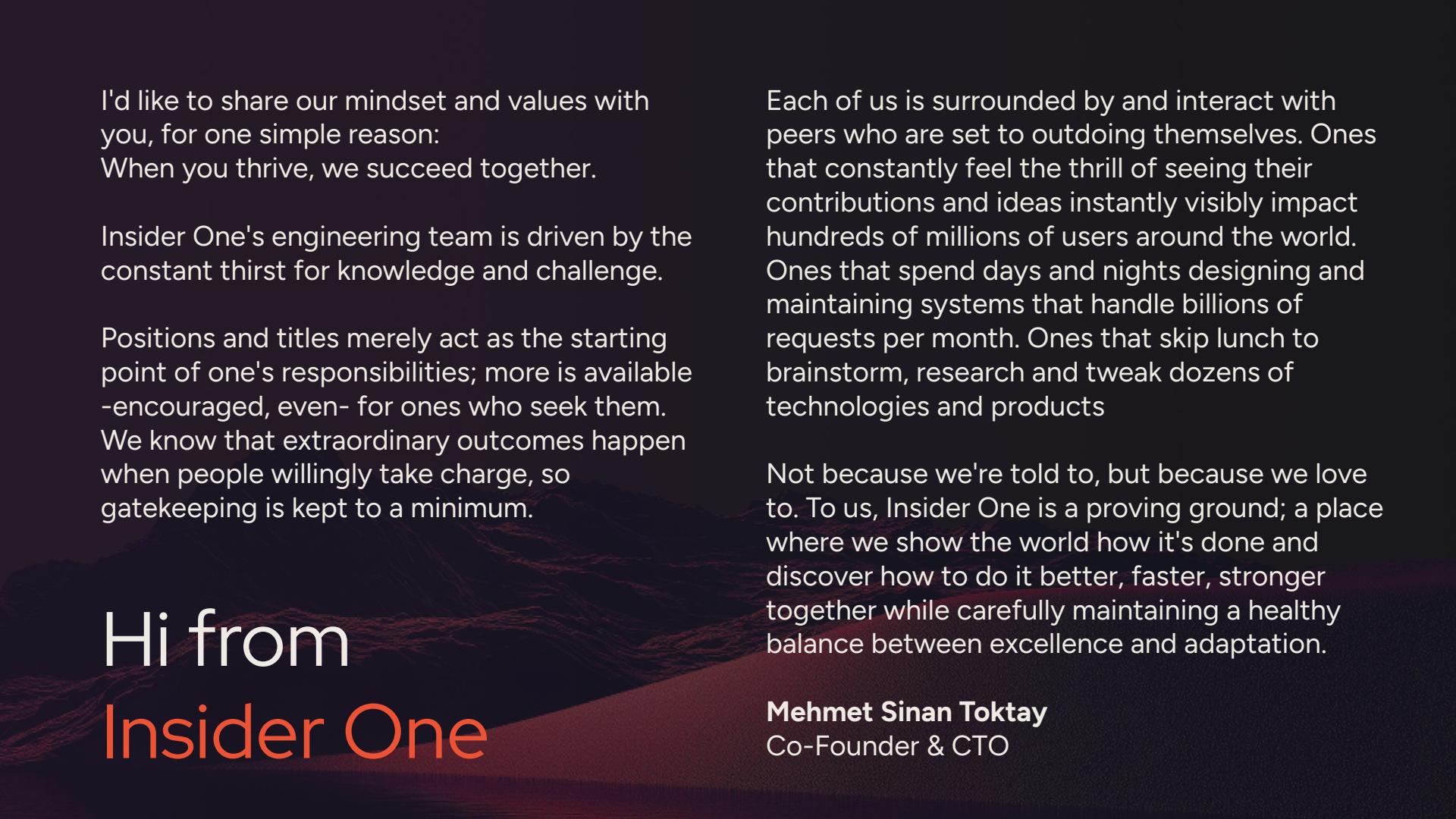


Google
Partner

Meta
Business Partner

Are You Ready to
Meet Us?





I'd like to share our mindset and values with you, for one simple reason:
When you thrive, we succeed together.

Insider One's engineering team is driven by the constant thirst for knowledge and challenge.

Positions and titles merely act as the starting point of one's responsibilities; more is available -encouraged, even- for ones who seek them. We know that extraordinary outcomes happen when people willingly take charge, so gatekeeping is kept to a minimum.

Each of us is surrounded by and interact with peers who are set to outdoing themselves. Ones that constantly feel the thrill of seeing their contributions and ideas instantly visibly impact hundreds of millions of users around the world. Ones that spend days and nights designing and maintaining systems that handle billions of requests per month. Ones that skip lunch to brainstorm, research and tweak dozens of technologies and products

Not because we're told to, but because we love to. To us, Insider One is a proving ground; a place where we show the world how it's done and discover how to do it better, faster, stronger together while carefully maintaining a healthy balance between excellence and adaptation.

Hi from Insider One

Mehmet Sinan Toktay
Co-Founder & CTO

#1
Leader
Everywhere

2000+
Clients



BE UNSTOPPABLE
**IN CUSTOMER
ENGAGEMENT**

SERIES **E**
\$500M

daring
determined
defiant
disruptive
different

We are
Hiring!



INSIDER ONE



Hande Çilingir
Co-Founder & CEO



Serhat Soyuerel
Co-Founder & CRO



Mehmet Sinan Toktay
Co-Founder & CTO



Arda Koterin
Co-Founder & CCO



Muharrem Derinkök
Co-Founder & CPO



Okan Yedibela
Co-Founder & VP of Engineering



INSIDER ONE ANNOUNCES

\$500M

SERIES

E

LED BY GENERAL ATLANTIC TO FUEL AI STRATEGY THE LARGEST INVESTMENT
ROUND EVER UNDERTAKEN BY MARTECH COMPANIES IN EUROPE

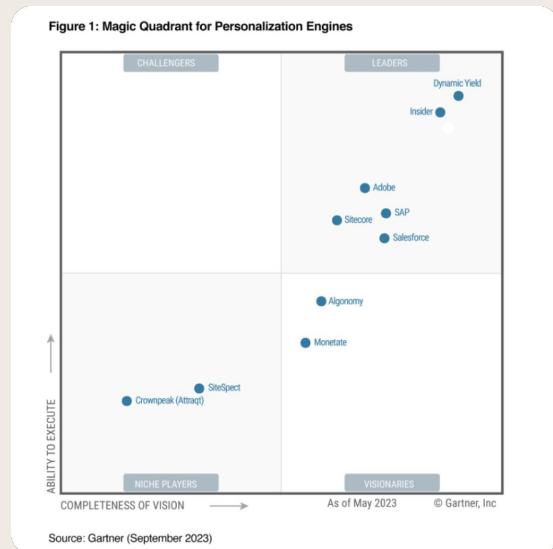


#1 Industry Leader

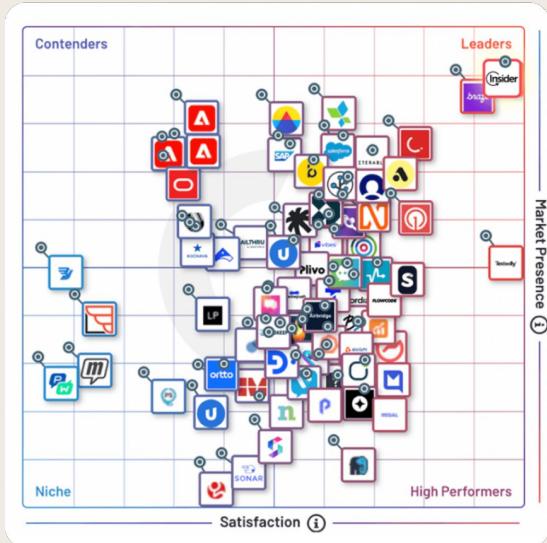
Loved by Marketers & Analysts, everywhere



Leader in Gartner Magic Quadrant for Personalization Engines



#1 Leader across 11 categories in G2 Mobile Marketing Grid 2025



Insider One Powers Top Global Brands

2000+ Top Global Brands



Brands' Success Metrics with Insider One

L'ORÉAL

Conversion Rate Uplift
for L'oreal with Insider
One

12%

ESTĒE LAUDER

Decrease on the amount of
single time purchasers

8%

AVON

Boost Reorder Rate for
replenishment purchases

37%



Drop in CAC while decreasing the
cost per conversion by %22

8%

MAC

Uplift in ROAS
with predictive segmentation &
onsite personalization

80%

SEPHORA

Increase in the known user
rate get better results in your
campaigns

12%



Increase in retention
reduce 90-day Churn by 15%

5X

watsons

Decrease the time between
two purchases to increase
purchase frequency

12%

[Click here to see the
success stories on our website](#)

Why 1500+ brands love Insider One | 4X Higher Conversions with InStory

solution in story is a cool new product
that enables



Sezin Tanrıverdi

Director of Digital Marketing

"With 6 different stories, we have reached 4 times higher Credit Card Applications. Insider One's Growth management Platform helps us deliver experiences easily, with a unified channel approach."

[Watch video ↗](#)



Success Story

[Read Here ↗](#)

Toyota increased test drive applications by 166% with Insider One's Web Suite

⚠ The Challenge

Toyota already knew that to increase test drives it needed to increase its product page traffic. With over 30% of car searches beginning on mobile, the brand needed to optimize its mobile home screen. However, its current mobile experience was cluttered and hard to navigate, which was causing high bounce rates.



166% in test drive applications



54% in traffic to product pages

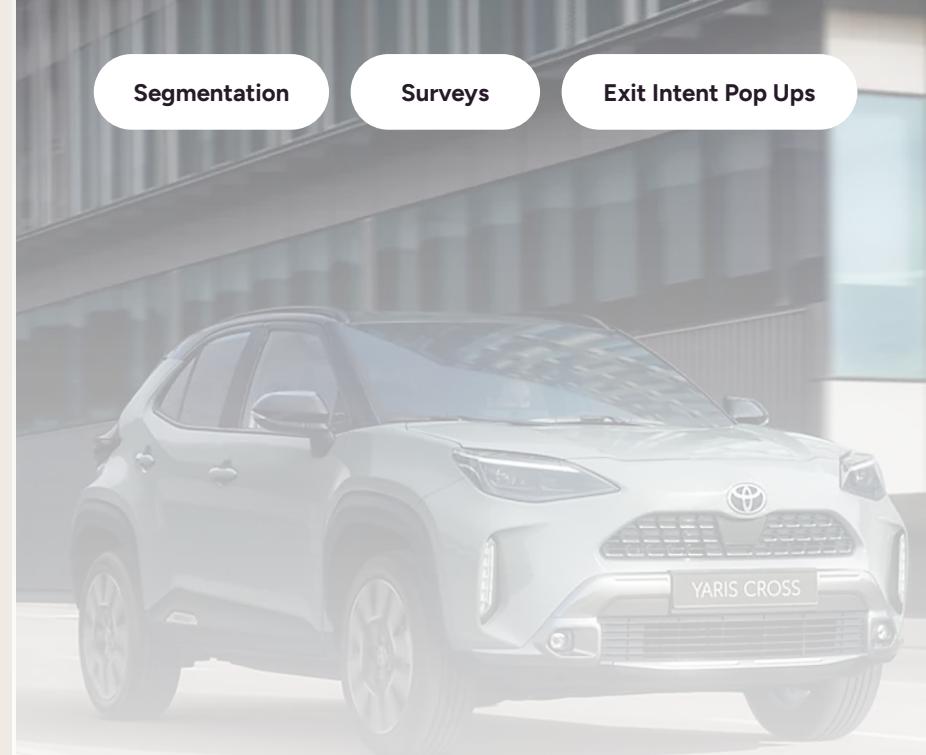


12-18% increase in traffic to key campaign pages

Segmentation

Surveys

Exit Intent Pop Ups



“

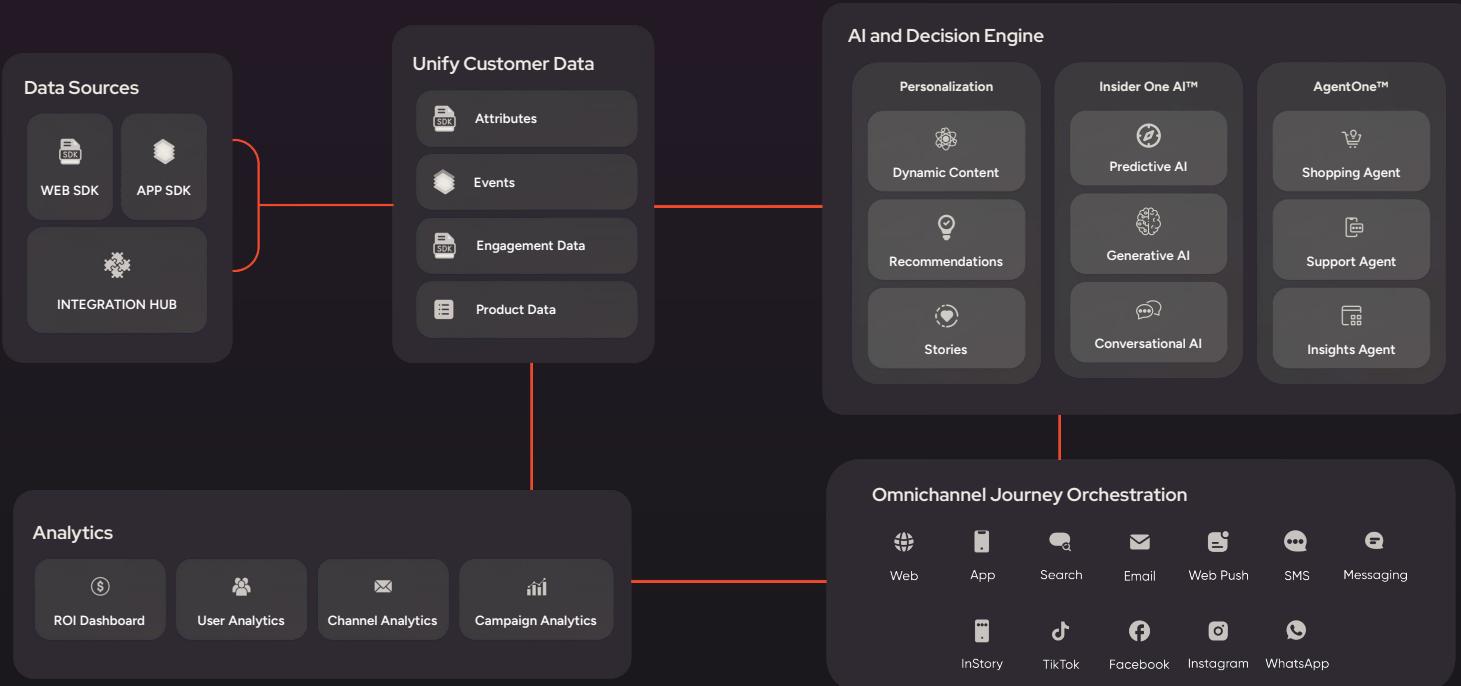
Marketing Director | Toyota

As a marketer, I truly enjoy working with Insider One. The platform brings an enhanced level of agility to our team and helps us make the right marketing decisions promptly. We don't need to depend on IT for our marketing needs, we simply turn our ideas into real-time scenarios and start observing their performance immediately.



INSIDER ONE

#1 Platform to help brands **deliver** cross-channel, personalised customer experiences



Scale



4.2B

requests
per day



INSIDER ONE

Zero

downtime with 2x
traffic surge on
Black Friday

99.9%

System Uptime



1K+

Repositories
@Github



INSIDER ONE

Speed & Agility



28

deployments
per day

75K
functional tests
per day

250ms
Average
Response Time



INSIDER ONE



88%

KR Cycle Lead
Time



Why **join** Insider One?



1 Product Focus

Our Product and Engineering Teams are at the heart of innovation at Insider One.

2 Market Leader Product

Our differentiated product is leader in analyst reports such as Gartner, Forrester and IDC. It offers free PoCs, competitive pricing and proposal structures.

3 Tailored Training

Programs

Insider One is one place where you will experience personal growth like no other! Personalized trainings to enable our A Players!

4 One Big Community

We have Team Members coming from 50+ nationalities

5 Exponential Growth

We now have 26+ offices across the globe

6 Working with Top Brands

We have 800+ Integrations with World's Top Brands including Toyota, Avon, Santander etc.

7 Backed by Strong Investors

We are a pre-IPO, Sequoia backed martech scale up. (Sequoia is the most prestigious VC in the world)

8 Sales/Marketing/Customer Success Team Alignment

We'll provide you all the tools necessary through our marketing, sales and customer success alignment structure

A 7-year journey with many more lessons learned. Looking forward to see what's next. Onwards!



From our last Shareowner Announcement
(Global Retreat'24, Istanbul)

Pieter Kemps • 1st
Investor at Sequoia Capital
1w

This is the story of how [Hande Cilingir](#), [Serhat Soyuerel](#) and their co-founders built a very special culture of **#ownership #accountability** and **#ambition** at [Insider](#). Never seen a company works that hard, but with such camaraderie and purpose. As they say: **#thisisdifferent #thisisInsider**

Attracting & retaining high-quality talent is a core focus area for many **#entrepreneurs**. Pieter Kemps explores how one enterprising **#startup** founder is using **#ESOP** in an innovative way to celebrate high achievers and create a true sense of **#ownership**, driving loyalty and growth.

A video player interface showing a portrait of Pieter Kemps. He is wearing glasses and a light-colored shirt, smiling. The video player has a progress bar at 0:00/2:19 and standard control icons (play, pause, volume, etc.). To the left of the video, the text "Turning employees into owners" is displayed.

[**Click here to**](#) hear Pieter Kemps, investor in Sequoia Capital, talk about Insider One's Culture

What awaits
you at Insider
One?



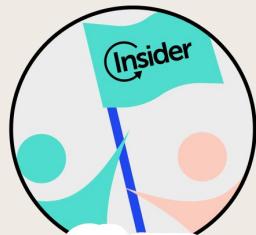
We live by our values



Think
COMMUNITY
First



WORK HARD &
make IMPACT



Show
OWNERSHIP



Love
CUSTOMER
Problems



Do **MORE**
with **LESS**



Keep believing
in our **WHY** &
PEOPLE



We **unlock**
our
potential
by learning
together

Train the Trainer
Machine Learning Workshop
Coding Training
Recruitment Training
Tech and Dev talks
Personal Branding Training
Design Training
Google Analytics Training
Language Lessons
Customer Success University
Sales University
Cross-English Sessions
Leadership University
and **many more...**

Some of our **successful** career roadmaps



Ersoy Pembe

Joined Insider One as a Senior Software Engineer in 2016. Became a Shareholder in 2017. Promoted to Senior Staff Architect within 4 years. Now Director of Engineering leading technical strategy and teams.



Firuza Iminova

Joined Insider One as an Inside Sales Specialist, then became an Operational Account Manager. Within 3 years, she promoted to Head of the Global Operational Account Managers. Now she is working as the Customer Onboarding & Integration Director in EMEA Region.



Deniz Parmaksız

Joined Insider One as an intern in 2017, then became a Machine Learning Engineer. He was promoted to Partner and Team Lead within 2 years. Now a Staff ML Engineer leading Insider One's AI and data architecture



Mansour Mansour

Joined Insider One as an Operational Account Manager in 2019. Promoted to Customer Success manager role within 1.5 years. Now Partner & Shareowner, driving customer success and Insider One's growth.

The Best Tech Minds in our Engineering Community

Channel Development Teams

190+



Ersoy
Director of
Engineering



Ömer
Staff Software
Developer



Emrah
Staff Frontend
Developer



Reza
Sr Software
Engineer



Görkem
Staff Software
Engineer



Salimcan
Staff Software
Engineer



Evren
Head of Mobile



Tugay
Staff Software
Engineer

Agile Teams Security & Compliance

15+



Ceyhun
Director of QA and
Security



Arda
Devops Team
Lead



Tufan,
Agile Coach,



Derda
Devops Team
Lead

Data & AI Teams

50+



Murat
Head of AI &
Engineering



Deniz
Staff Software
Engineer



Halil
Staff Software
Engineer



Cem
Senior Software
Architect

Take a closer
look into our
community



We put our hearts into our work





But sometimes
we do fall asleep

Still... Wake up like this

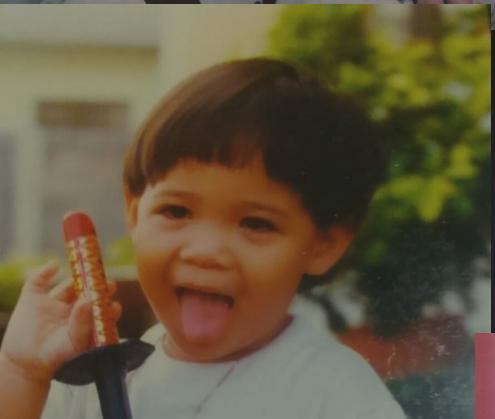




We know how to
have fun

And our founders are a big part of it





 **Hande Cilingir -**
20 November at 17:53

...

Hey Insiders let's see your childhood photos

 Ahmet Gökdağ, Gökay Tunç and 7 others

 164 Comments Seen by 194

 Like  Comment



We simply love
spending time with
each other

Biweekly OASIS meetings

(Open | Amicable | Sharing | Instructive | Smart) we gather to welcome our new team members, celebrate **birthdays** and **anniversaries** with our Co-Founders!





We care about the world we live in

We volunteered in our various social responsibility projects from sports to education, from arts to environment!

1+1+1 Project

We believe that coding teaches us how to think! We believe that it's key to enabling young people! That's why we started the **1+1+1 Project**; where we share:

1% of our



profit



time



salary

In order to help young people learn how to code and learn other useful skills (language lessons, robotics courses, craftsmanship, dancing etc.)

Our voice is getting
louder and stronger



RESHAPE

THE EXPERIENCE CODE

The World's Biggest Leadership and Experience Summit



141 sessions | **249** speakers | **13.321** registrations | from **49** countries | **6.458** attendees

[6 Reflections of our CEO on Conversation with President Barack Obama](#)

RESHAPE

THE EXPERIENCE CODE

The World's Biggest Leadership and Experience Summit

Insider | USEINSIDER.COM presents

RESHAPE • EXCLUSIVE

LIVE 1:56:32



RESHAPE
Brought to you by
Insider

shemarkables.



s h e m a k a b l e s

A women-led movement to **celebrate**,
champion, and **connect** women in CX

Join us if
you want to
grow and
challenge
yourself

Join us because you genuinely like the culture.

You think you will have fun.

You will consider your colleagues close friends.

Join us because three years from now, when you look at this job and Insider One, you will feel proud of it. Looking back, you'll see it as a meaningful and remarkable chapter in your story.

insiderone.com |  [instagram.com/insiderone](https://www.instagram.com/insiderone) |  [linkedin.com/insiderone](https://www.linkedin.com/insiderone)



INSIDER ONE