

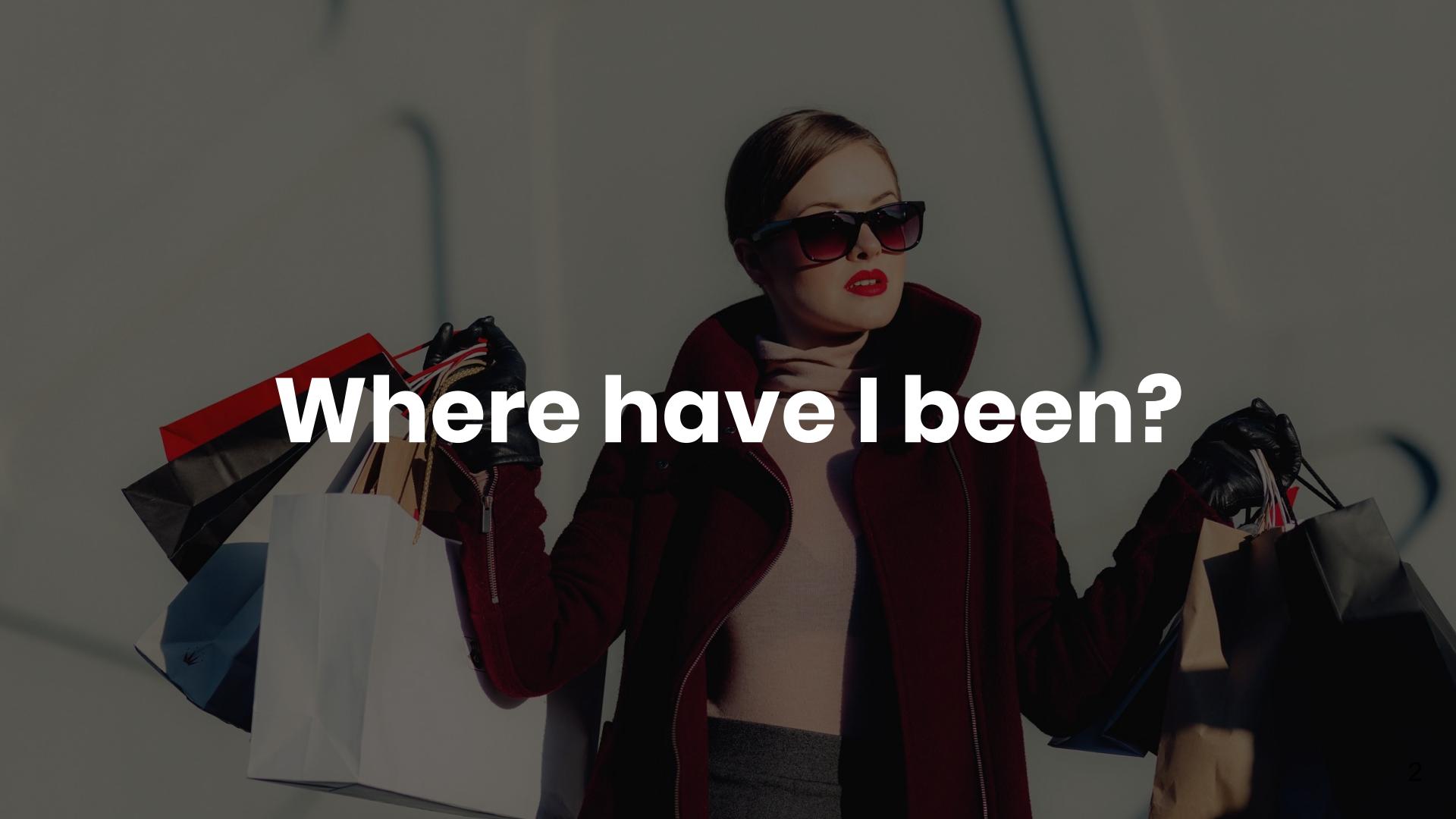


Driving Growth And Higher ROI Across Your Touchpoints with AI-Powered Journeys

Presented by

Jack Nguyen / Country Manager
Vietnam, Insider

Insider's **Growth Management Platform (GMP)** helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention and Revenue.

A woman with short blonde hair, wearing large black sunglasses and a red velvet jacket over a white turtleneck, stands in a dark room. She is holding several shopping bags in her hands. The bags are of various colors, including black, white, and blue. The scene is dimly lit, with a bright light source behind her, creating a silhouette effect.

Where have I been?



Average Cost
per Click
in
eCommerce

Global: 0.29 \$

APAC: 0.42 \$

Average Revenue per User (ARPU)

Global: 891 \$

APAC: 704 \$

**low LTV/CAC ratio
is bothering marketers.**



Growth Management Platform

Increase User Engagement & Retention

Across All Touchpoints



Web



Mobile Web



Mobile App



Email



Predictive
Audiences



Product
Recommendations

Google
Partner

20 Country, 300+ Employees, 5 Continents



■	Singapore
■	Tokyo
■	Seoul
■	London
■	Sydney
■	Dubai
■	Istanbul
■	Kuala Lumpur
■	Taipei
■	Jakarta
■	Taiwan
■	Ho Chi Minh City

Our global references



ESTĒE LAUDER



Lenovo



9
9
765
4



Help grow and empower our local partners...

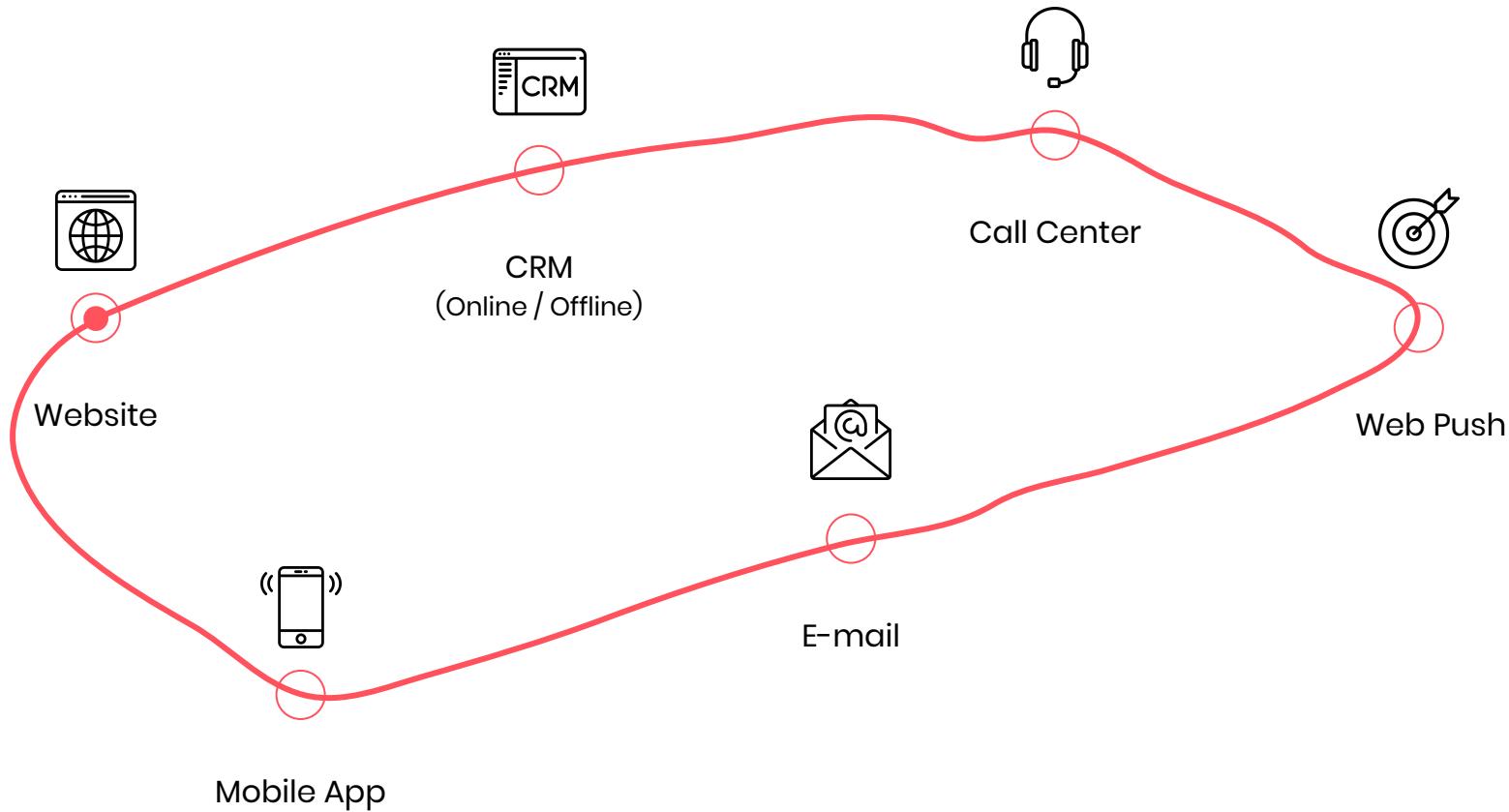


leflair



and many more...

Reality of Customer Marketing Today - Data Silos



Customers' multichannel navigation **is a problem!**

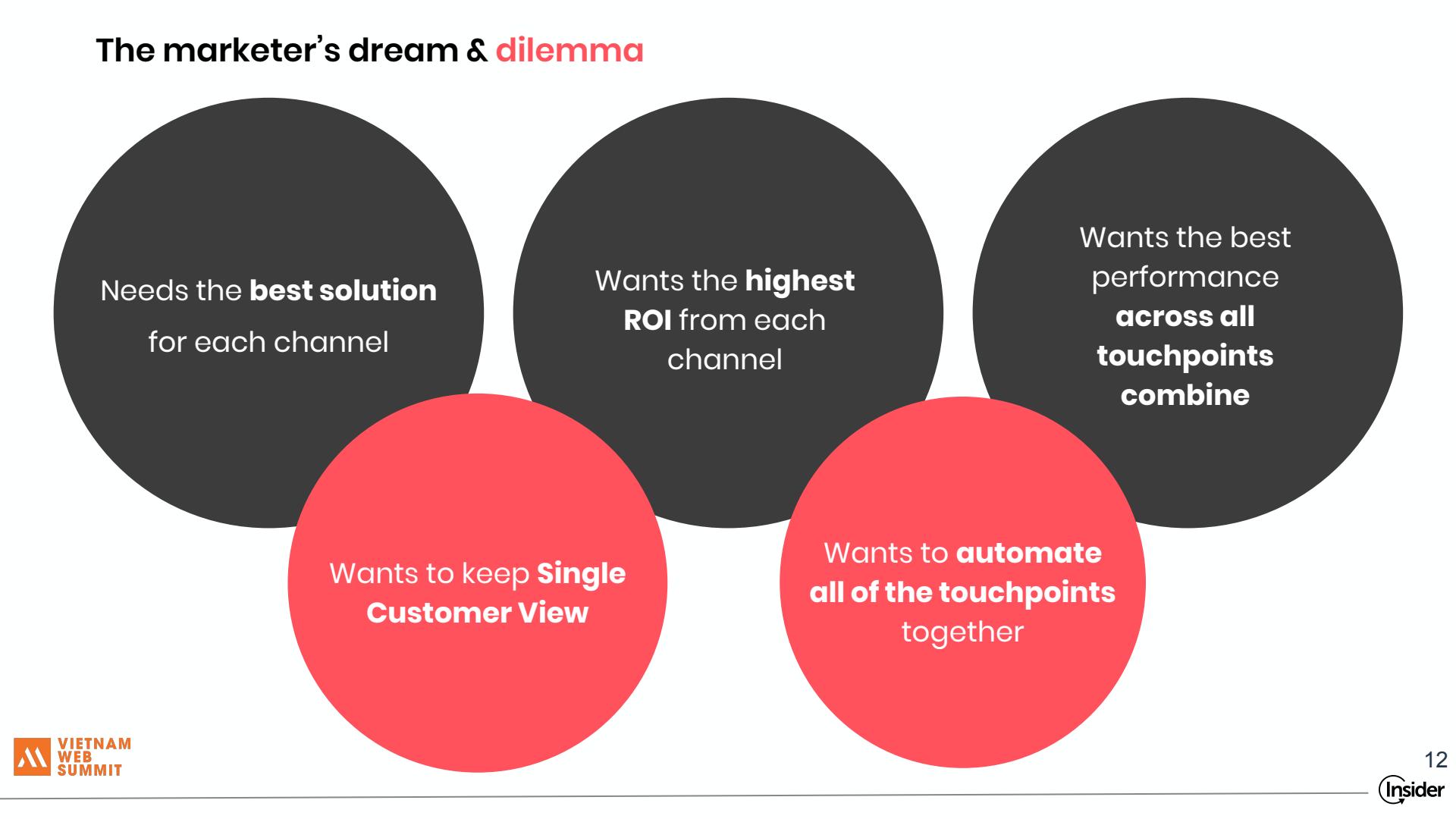


Multiple touchpoints
give marketers
**multiple routes to
reach** out to their
customers



Data gets **spread
across multiple
data** sources

The marketer's dream & **dilemma**



Needs the **best solution** for each channel

Wants the **highest ROI** from each channel

Wants the best performance **across all touchpoints combine**

Wants to keep **Single Customer View**

Wants to **automate all of the touchpoints** together

The background of the slide shows a large industrial complex featuring several large, weathered cylindrical storage tanks. One tank is prominent in the foreground on the right, showing significant rust and wear. Another tank is visible behind it. A smaller building with a corrugated metal roof is situated between the tanks. The sky above is filled with dark, heavy clouds.

**83% of executives say that
their organizations have silos**

A photograph of a combine harvester in a wheat field. The harvester is red and green, with the brand name 'HUMMEL' visible on its side. It is harvesting wheat and pouring it into a green tractor trailer. The field is vast and filled with harvested wheat. The sky is filled with white and grey clouds.

**97% think they have a
negative effect on digital
growth**

**It's a battle ground for digital
marketers across the globe.**

Back to Basic – Marketing Communication

Know Your Audience

Reach Them At
The Right Time /
Channels

Relevant
Messaging &
Offers

With a little twist!

Unified Customer
Database

Cross-Channel
Communications

Automation.
Machine Learning

A photograph of a man sitting at a desk. He is wearing a white shirt and has his hands resting on a silver laptop keyboard. In front of him is a white piece of paper with some text and a blue pen. To his left is a brown ceramic mug. The background is dark and out of focus.

Michael

**Works at
a bank**

**Surfing the web in
search of a new
pair of NIKE shoes**



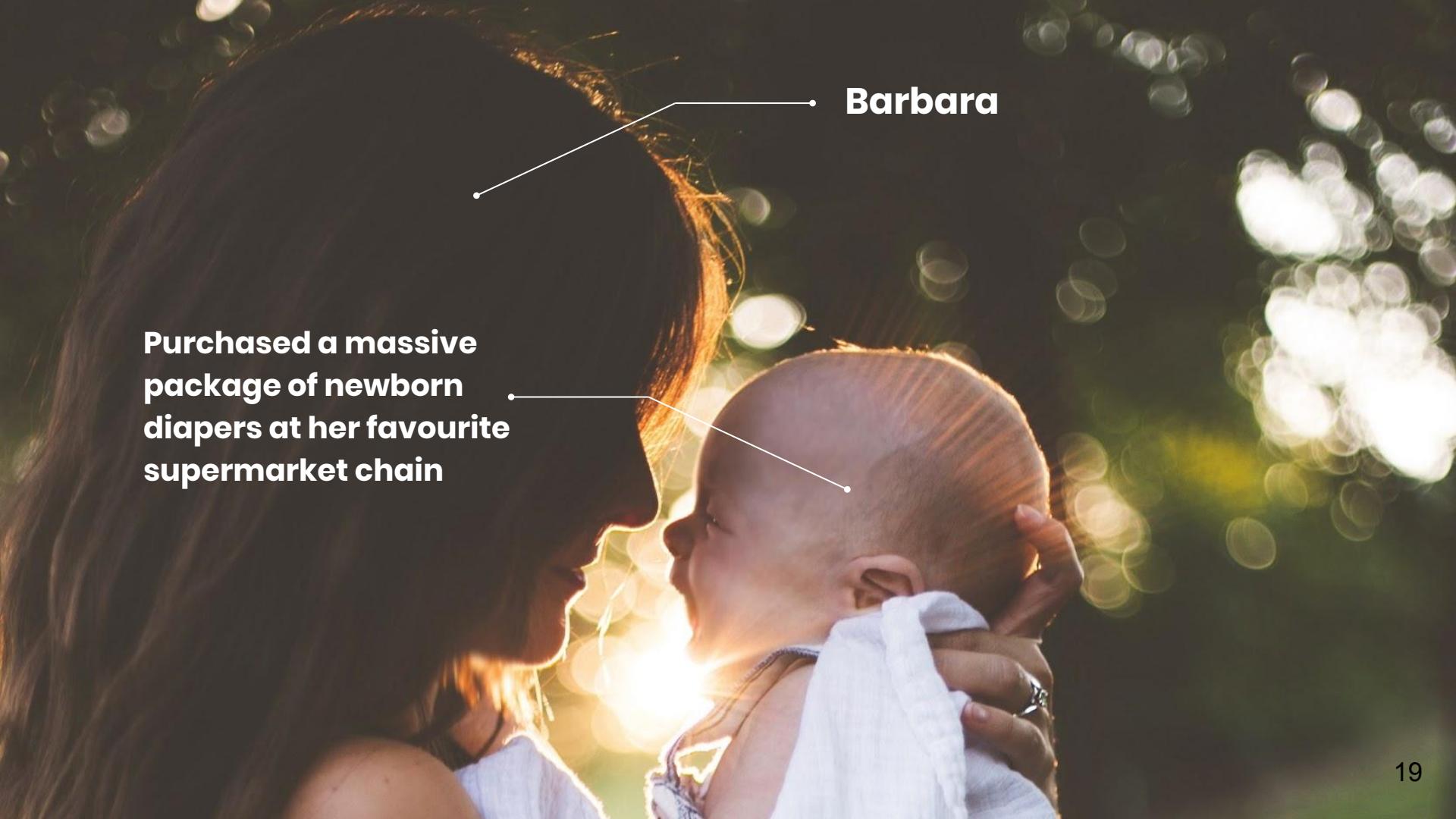
19:20

26 November Monday

P Posh

Hey Michael, the Nike Air is now 10% OFF.
Come by our BlueCity flagship to try them
out!

[Press for more](#)



Purchased a massive
package of newborn
diapers at her favourite
supermarket chain

• Barbara

Compose

MAILBOX

- ✉ [Inbox \(200\)](#)
- 📨 [Sent Mail](#)
- ✍ [Drafts](#)
- 🗑 [Trash \(2\)](#)
- 📎 [Attachments](#)
- ⋮ [More...](#)

LISTS

- [LinkedIn](#)

LABELS

- ✉ [Personal \(2\)](#)
- ✉ [Clients](#)
- ✉ [Work \(2\)](#)
- ✉ [Friends](#)

Search
Search

Inbox

Sort by: Unread ▾

• Design Language	08:00 PM	
Salman Shah		
<hr/>		
Nextmail New Look	11:00 AM	
Salman Shah		
<hr/>		
• Interview with Shopify	12:05 PM	
Aisha Dialo		
<hr/>		
• Narcos Season 2	07:35 PM	
Netflix		
<hr/>		
• Top Stories of the Day	Yesterday	
TechCrunch		
<hr/>		
• Updates from Kevin	Yesterday	
Goodreads		
<hr/>		
• Startup 2016	09 Oct, 16	

Hi new mom, we have something for you!

Lara Steward
From: lara@supermarket.com

11:00 AM, Today

Hey Barbara,

Congrats! Your baby is now 1 month old. Here are some great products we'd like to recommend to make life easier with your little one.

Nutrition - MAMA
Diapers Size 1
Maternity Supplements
Baby Clothing

[Check these offers now](#)

**How can *Insider* help you on
this battleground?**

I. Know The Audience

INSIDER: Predictive Audience

Predictive Audience – SCALABILITY with 100% Machine Learning Algorithms.

Likelihood to Purchase

“Will you buy in the next 7 days?”

Likelihood to Churn

“Will you come back in the next 7 days?”

Discount Affinity

“Do you need discount to buy or not?”

Interest Clustering

“What are your product interests?”

Customer Lifecycle Status

“Are you potential first-time buyer, Inactive or Churn ... ?”

Customer Lifetime Value

“Are you VIP and our loyal customers”



Predictive Audience - REALTIME - Full Visibility of What Will Happen

Statistics ▾ Predictive Analytics ▾ Components ▾ semih@useinsider.com ▾

Make the journey their destination

Customer Lifecycle Status

- Visitor
- Potential Buyer
- Silent Visitor
- Active Customer
- Inactive Customer
- Churn Customer

How many users are Activated? Yesterday: 32,565

Silent to Visitor: 141,935

Visitor to Potential Buyer: 98,998

Catch them cause they're worth it

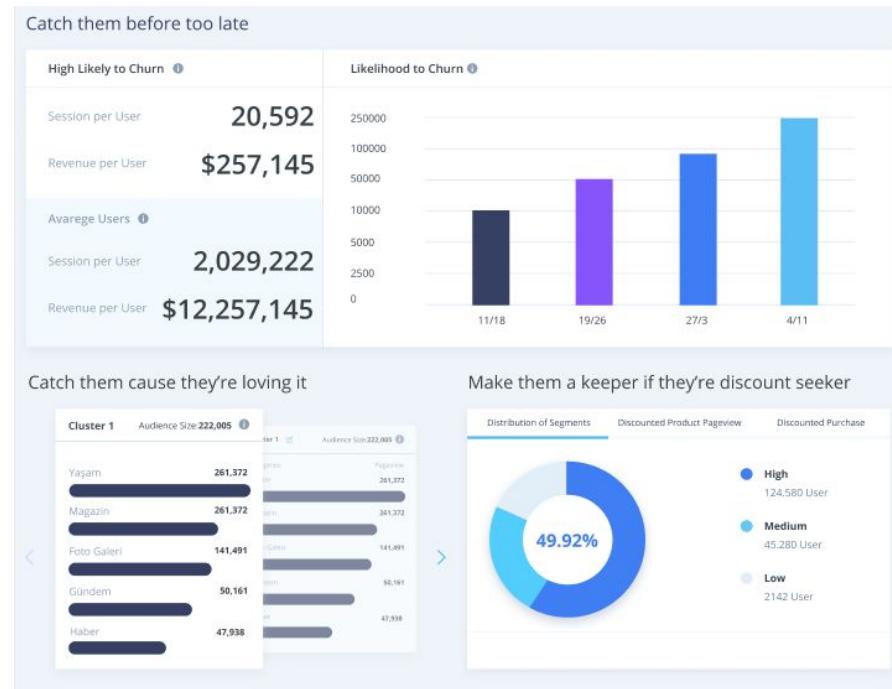
Customer Lifetime Value

Conversion rate	High	Medium	Low
8.54%	7.04%	1.40%	3.4%

All Users

The users of the site have on average

Check out for more Information



Predictive Audience - ACTIONABLE - Reach your customers with Ease!

Condition Group

Likelihood to Purchase	Operator is	Percent High
Likelihood to Churn	Operator is	Percent High
Discount Affinity	Operator is	Percent Low
Customer Lifecycle Status	Operator is	Type Silent
Customer Value	Operator is	Type VIP
Predicted Conversion Range	Operator is	Eligible Eligible

II. Architect

Insider's AI-backed Customer Journey Builder

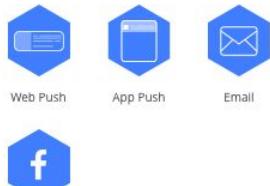
Insider Journey Builder Components

Starters



When User Enters a Segment
User Attribute Changes
Web Push Buttons

Product



Web Push App Push Email

Add to Facebook Audience

Flow



Wait For Some Time
Wait For a Date
Wait Until Dynamic Date

Conditions



In a Segment
Check user attribute
Web Push Buttons

Starters: Trigger journey when user **do something**

Touchpoints:
Reach your users with: Web Push, App Push, Email, Ad channels

Flows: Wait for users to do some actions you want

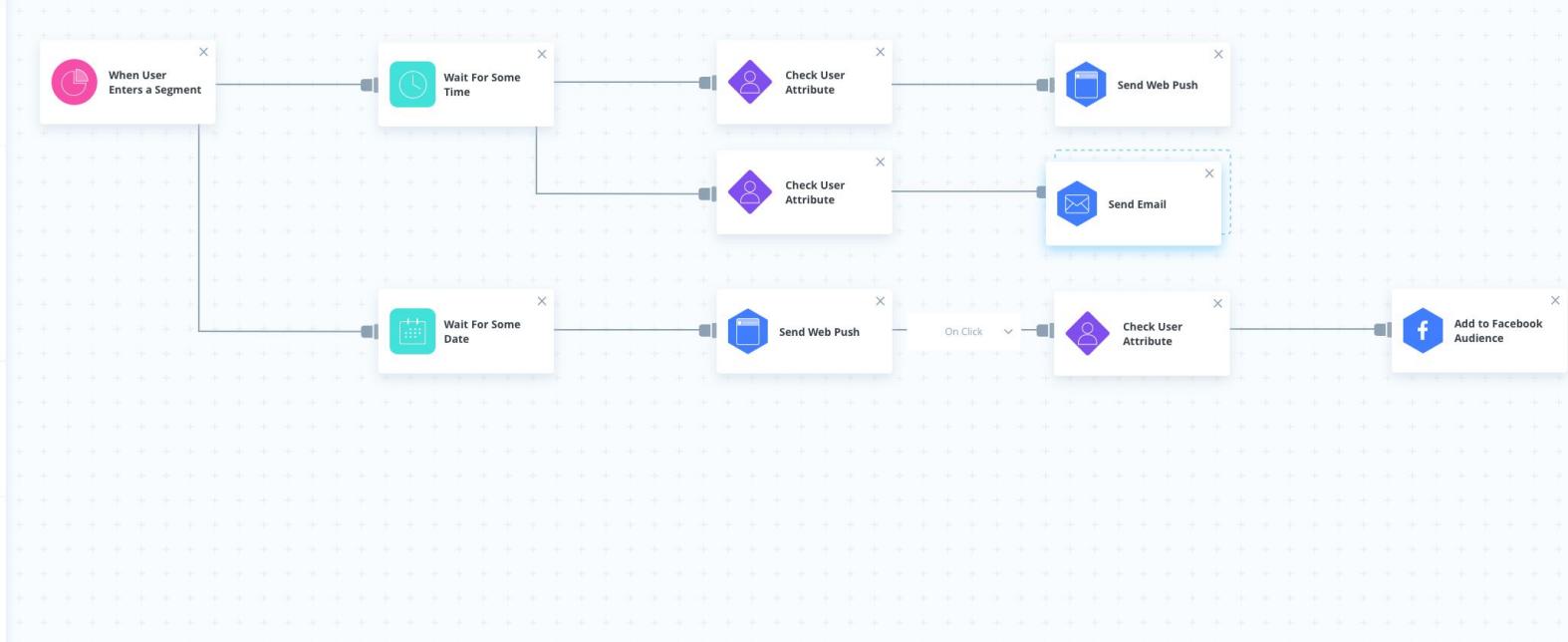
Conditions: Check if users have done something before proceeding further in the journey

Starters

Product

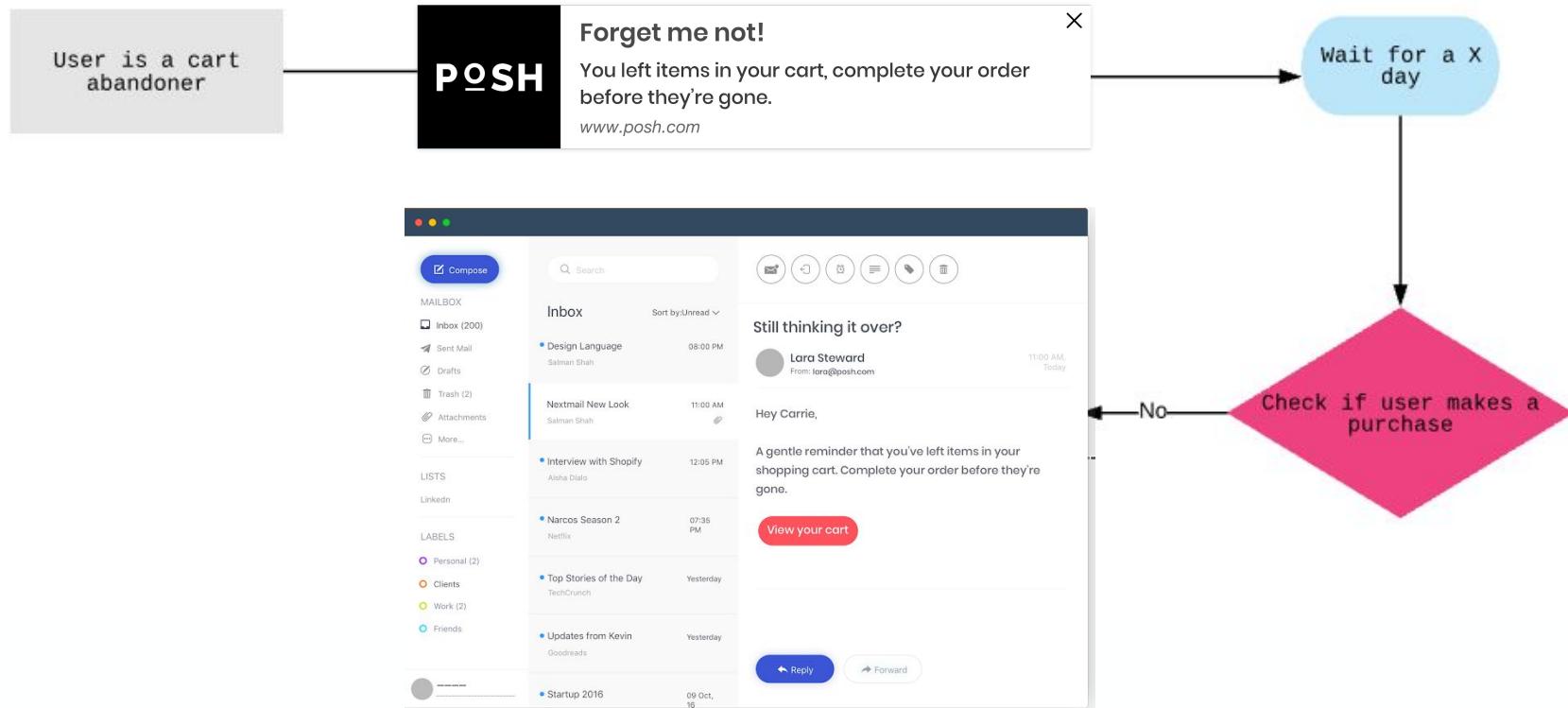

Add to Facebook Audience

Conditions

Flow


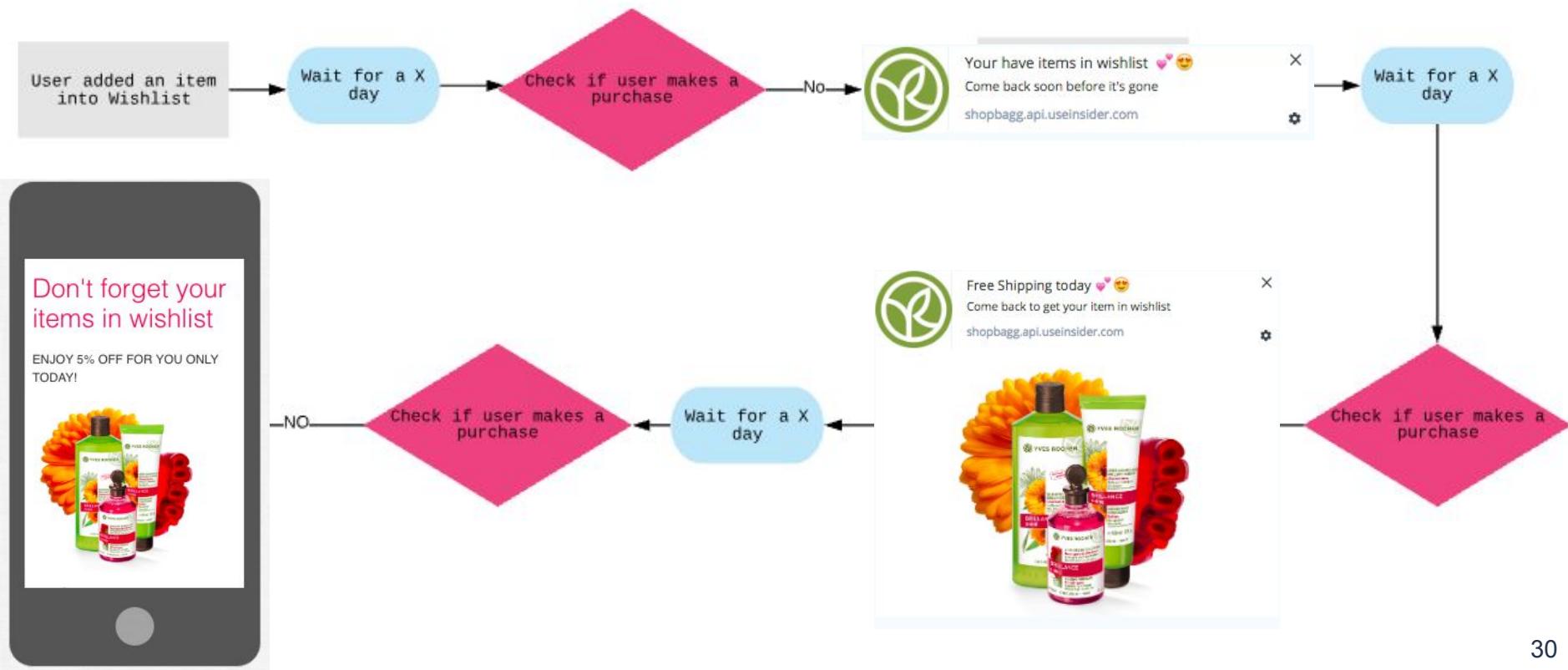
Journey 1– Cart Abandonment Reminder

Goal: Reduce users who forget to checkout their cart



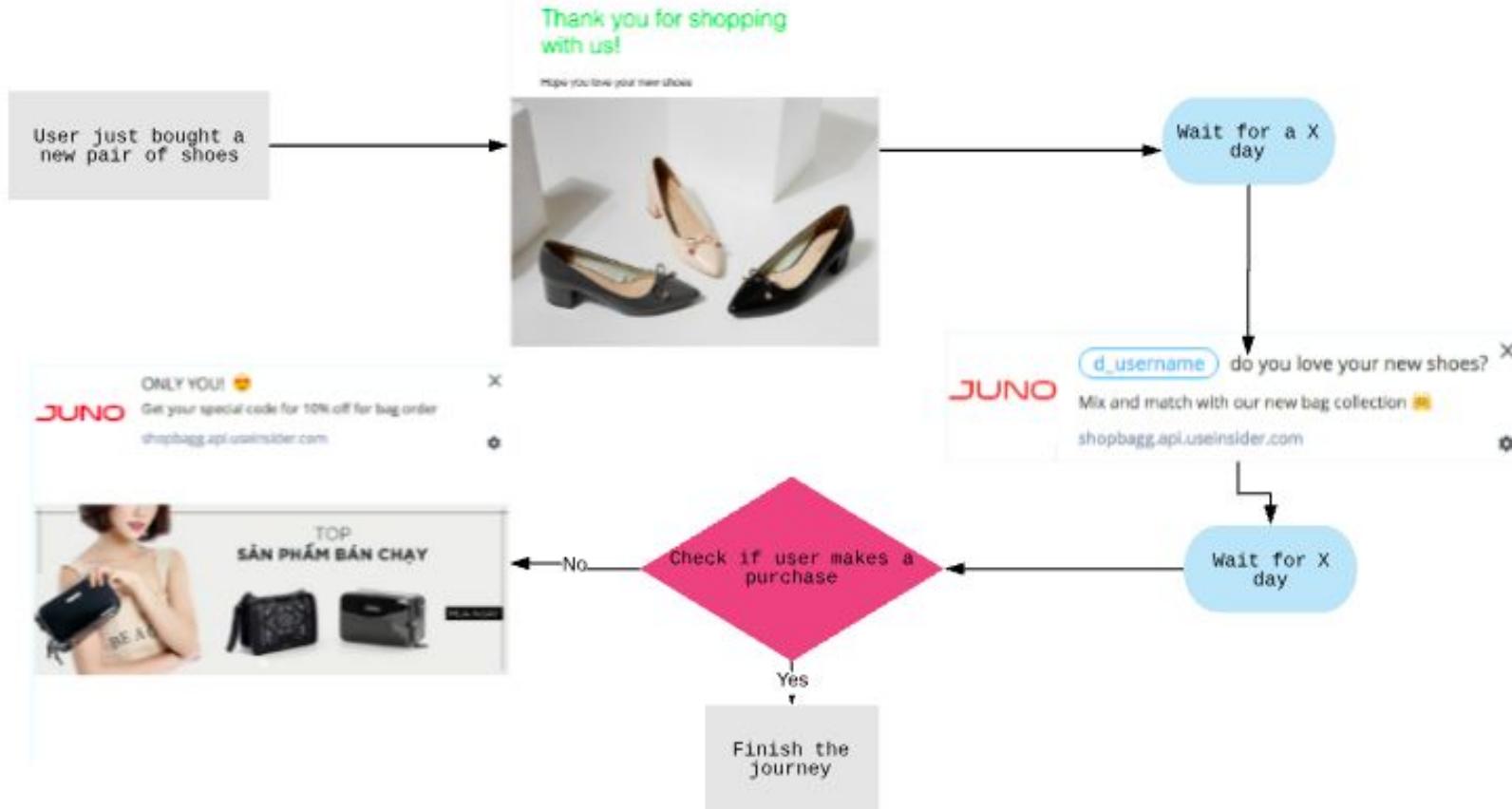
Journey 2 – Items in Wishlist Reminder

Goal: Reduce users who forget items in their wishlist

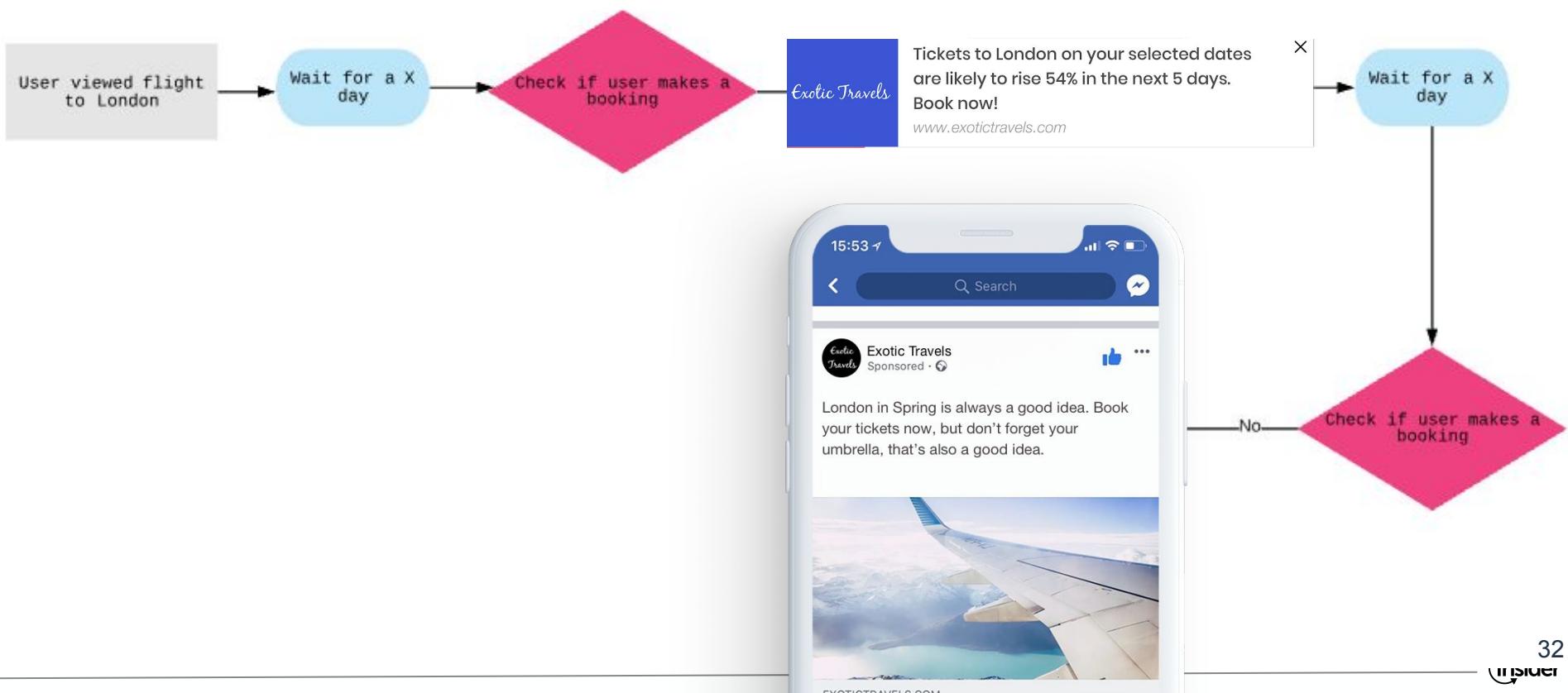


Journey 3 – Double Cross Sell

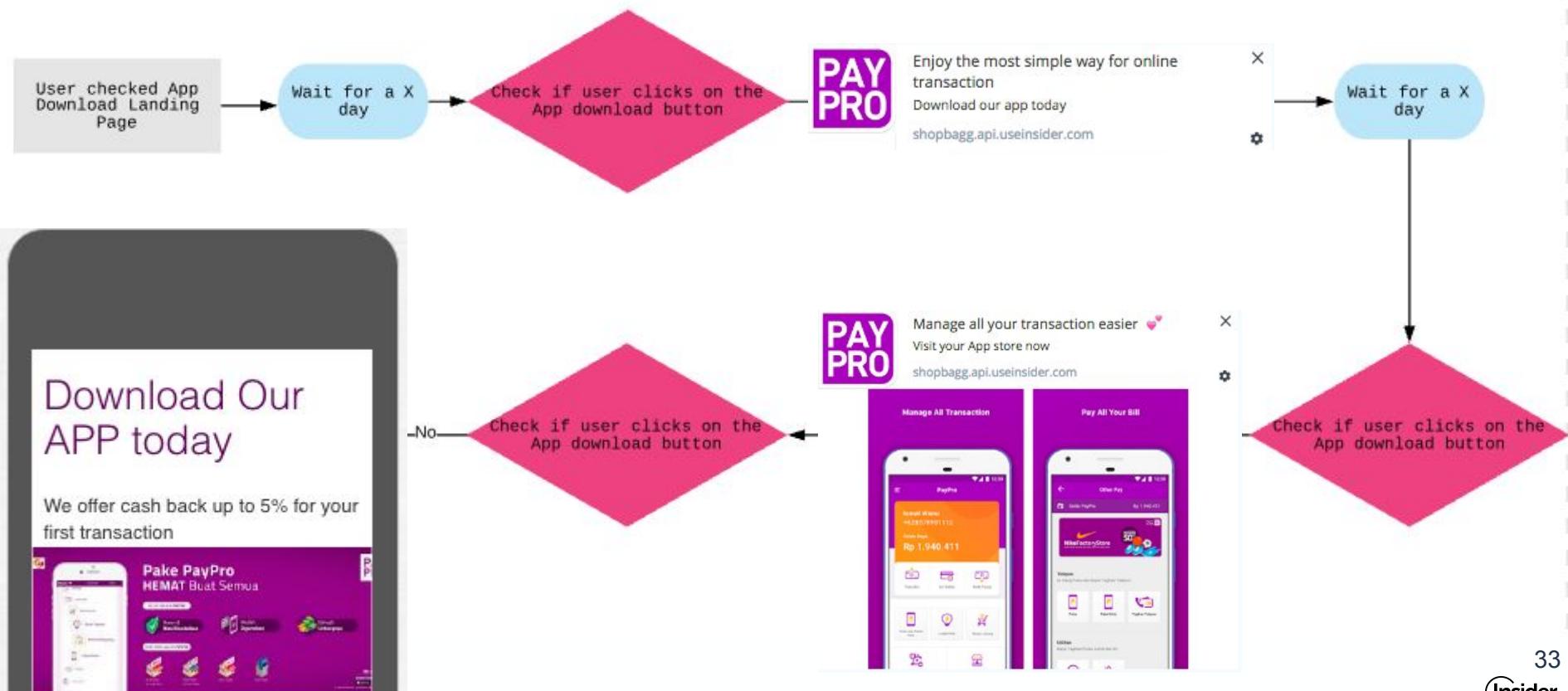
Marketers can create double extra money by promoting relevant products with the order they just made



Journey 4 - Browse Abandoners



Journey 5 – Encourage user download mobile app



3 Key Things To Remember

1. Know Your Audience **in a scalable manner with predictive technology**
2. Communicate With Your Audience **across touchpoints**
3. Deliver targeted messages **in an automated manners**

WANNA KNOW MORE?

**Meet INSIDER
at our booth,
No. 14**

**Win A Prize
sponsored
by our
Partner**



leflair

Jack Nguyen

Country Manager Vietnam, Insider

jack@useinsider.com

thank you

www.useinsider.com

facebook.com/useinsider 

instagram.com/useinsider 

twitter.com/useinsider 