aws marketplace

Insider

Reviews, tips, and advice from real users








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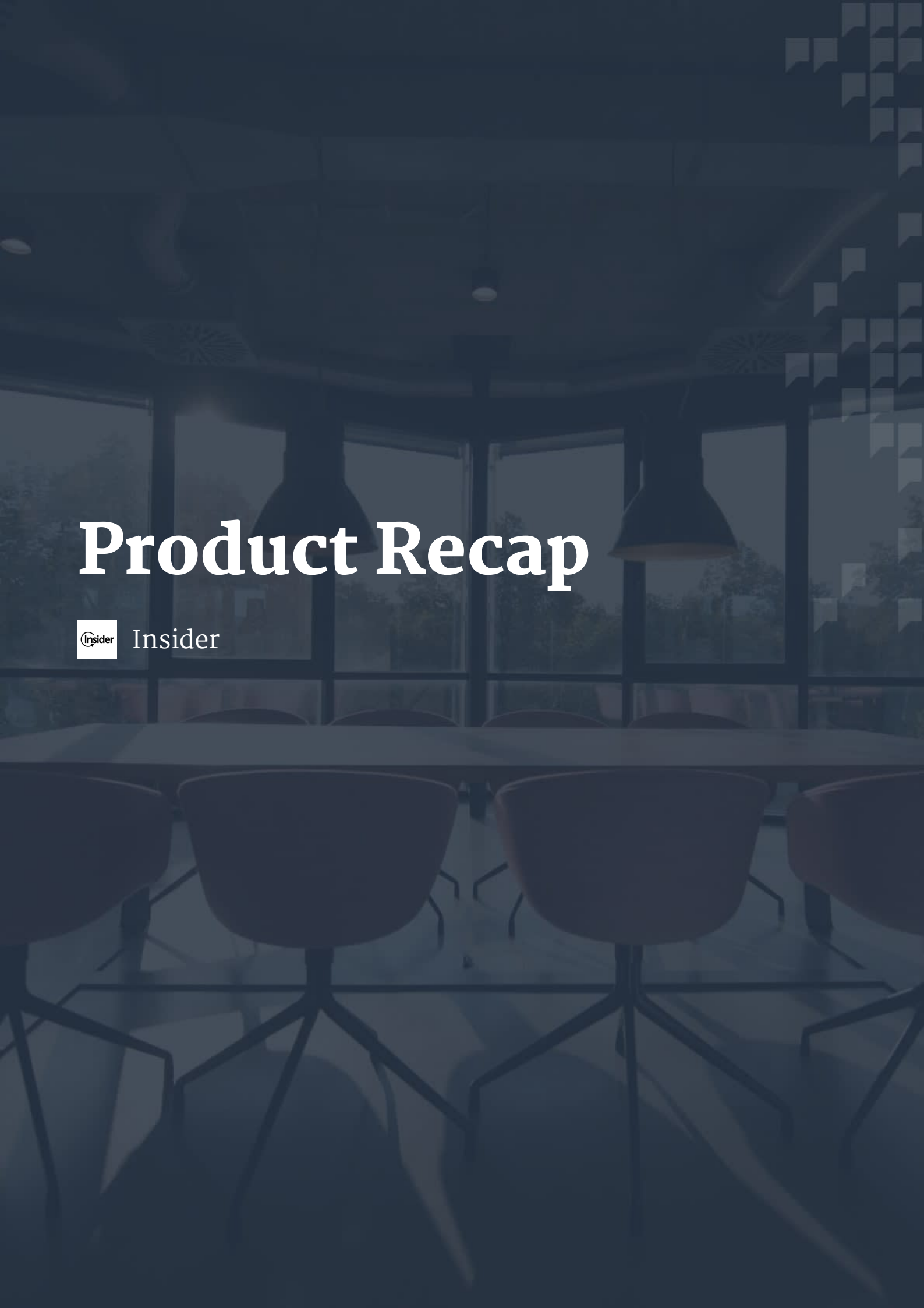
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Product Recap

Insider

Insider Recap

Insider is a specialized platform for customer experience optimization with a focus on personalization and engagement. It facilitates enhanced user interactions through data-driven insights.

Insider offers advanced tools to tailor marketing efforts and improve conversion rates by analyzing user behavior patterns effectively. It integrates seamlessly with existing marketing systems and aids in the creation of personalized experiences across all channels, thereby helping businesses to better understand and engage their audience.

What are Insider's key features?

- Predictive Segmentation: Allows the identification of high-value customers to tailor engagements.
- AI Recommendations: Uses artificial intelligence to suggest content and products boosting conversion.
- Cross-Channel Synchronization: Ensures consistent user experience across touchpoints.
- Real-Time Engagement Metrics: Provides insights into user interactions to fine-tune strategies.
- Personalization Templates: Offers easy-to-use templates for efficient campaign creation.

How does Insider deliver ROI?

- Increased Customer Retention: Through personalized experiences leading to higher loyalty.
- Enhanced Marketing Efficiency: By automating repetitive tasks, freeing resources for strategic initiatives.
- Boosted Conversion Rates: Via targeted campaigns that resonate with consumer preferences.
- Data-Driven Insights: Helps make informed decisions that drive profitability.

In retail, Insider's capabilities help brands to understand consumer behavior, improving sales through targeted promotions. The travel industry uses it for personalizing booking experiences, increasing customer satisfaction and loyalty. Financial institutions leverage its insights to present personalized offers, enhancing customer engagement.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "Insider has helped me to reduce cancellation bookings by about 15% year-over-year."



Validated user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

- "Insider is simple to use, making it easy to learn and navigate the platform, so the learning curve is fast."



Validated user

CRM Specialist at a media company with 11-50 employees

- "The best feature Insider One offers is the ease of creating segmentations because I don't need to use SQL and can focus on the strategic part of the business."



Validated user

Analista De Crm at a consultancy with 501-1,000 employees

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"Because of Insider, we increased our CRM results by almost 100%."



Marcos Caringi

Chief Revenue Officer at Famílhão

What users had to say about valuable features:

"The features I value most in Insider are its models. Using the CDP data, they can develop many models to improve our communication, such as Next Best Channel, Next Best Time, and Churn models. I love their models. I think their CDP is very useful and easy to implement. They have now launched their Smart Segment Creator to make segmentation easier. I love those three features.

"Day to day, the part of Insider I rely on most is sending communications, which is very easy. It is almost a button. Creating journeys is very easy too, and this is what I used most day to day. Creating journeys and sending communications is very, very easy to work with.."

Marcos Caringi

Chief Revenue Officer at Famílhão

Read full review

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“In my opinion, the best feature Insider One offers is the ease of creating segmentations. The use of AI is very good within Insider One because it's already native, so it saves me a lot of time on reporting and analysis. The visualization is also very easy because it's very minimalist.

“Creating segmentations makes my daily work easier since I don't need to use SQL. We work using filters and conditionals. It is easier because I spend less time on creation through SQL, and I can focus on the strategic part of the business.

“Insider One is more geared towards e-commerce, but other sectors can also work with it, although it is more complete for those who have an online store..”

Validated user

Analista De Crm at a consultancy with 501-1,000 employees

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"I believe that retargeting is the best feature that Insider offers. The ease of use and the results are why the retargeting feature stands out for me. Insider reads the results near real-time and provides AI segmentation. We only need to prompt, and then Insider will work to determine which segment is best for each campaign.

"Insider has helped me to reduce cancellation bookings by about 15% year-over-year. This is tracked through Insider; however, we also add additional attribution using AppsFlyer.

"We see significantly fewer employees needed for outbound calls because with Insider, we perform a reconfirmation of booking schedules automatically. This allows us to reduce the need for customer service outbound agents, and Insider has also helped us reduce cancellations.."

Validated user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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"The best features Insider offers are the channels that we can use to communicate with clients. The best feature, I think, is Insider Architect, though I did not use it too much.

"Insider Architect is similar to the Journey Builder of Salesforce Marketing Cloud. You can use it to design flows and user journeys where you can include many communication channels and drive the user journey, specifying what the user can receive at each moment and what channel is best for the user at each moment. I liked it because I have seen similar features in other platforms, but I appreciated Insider's design because it is a little easier to use than in other platforms. I think it is really well designed and simple to use.

"Insider is simple to use, making it easy to learn and navigate the platform, so the learning curve is fast. This is not something to worry about for the company.

"It is quick to launch a new campaign or workflow in Insider.

"Insider supports personalization and segmentation for my campaigns, and it is flexible enough for my needs, especially when using Insider Architect.."

Validated user

CRM Specialist at a media company with 11-50 employees

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Other Solutions Considered

"I used another solution previously, which was Salesforce Marketing Cloud, and we did not stop using Marketing Cloud after Insider. We simply stopped using Insider and started using Braze with Marketing Cloud.."

Validated user

CRM Specialist at a media company with 11-50 employees

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"In a previous subsidiary that I handled, we used a CRM tool called Bloomreach Exponea. I switched from Bloomreach Exponea to Insider because Bloomreach Exponea did not have local support.."

Validated user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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ROI

Real user quotes about their ROI:

"We had a return on investment, but I cannot tell you how much or the time we saved. However, the return on investment was less than in other platforms.."

Validated user
CRM Specialist at a media company with 11-50 employees

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Use Case

“I use Insider for retargeting. One of Astra International's subsidiaries, which is the company I work for as the biggest automotive company in Indonesia, uses Insider. This subsidiary works in the used car segment and uses Insider for retargeting purposes. When a customer makes a booking but does not come to the offline dealer, we send a reminder or retargeting message to encourage them to visit our office. We also send reminders on day one and one day prior to the scheduled date to remind customers to come to our offline dealer. This is the main use case with Insider..”

Validated user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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“My main use case for Insider was to use the trigger of price drop of OLX item prices using web push. We did not have the web push channel before Insider; we only used channels such as app push, email, and SMS. With Insider, we started using web push, and the trigger for price drop was a really good case for the platform.

“This was a really simple use case with Insider because the platform also shows you the option of the price drop trigger, making it simple for us to use..”

Validated user

CRM Specialist at a media company with 11-50 employees

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"Today I use Insider One to manage several brands. It is the main CRM tool that I use to send campaigns and manage the brands.

"In my day-to-day work with Insider One, we send email blasts, create journeys using Architect, send SMS, and manage data. We also perform behavior analysis of users according to purchases, engagement, and opens.

"My work with Insider One today is more about creating new journeys, setting up email campaigns and SMS campaigns, building automated reports, and performing data analysis.."

Validated user

Analista De Crm at a consultancy with 501-1,000 employees

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“Our main use cases for Insider are CRM and CRO. In CRM, we increased our results because we organized all of our data in its CDP, and then we used many segmentations and CRM communications to improve our results. For CRO, we started to try personalized landing pages to increase our CRO.

“One specific example of how we used Insider for CRM was something I call behavior journeys. Imagine that you join our app in the MGM area, do nothing there, and then leave the page. With that information in our CDP, I started to send you messages saying, "I saw that you joined our MGM area. If you refer someone right now, I can give you a 10% discount on your next subscription." We did that, and we increased our results by 20% because more people were referring our product.

“Insider's AI was central to our segmentation, because I truly believe hyper-personalized communication works better than a general message. We used a lot of its AI, combined with its CDP, to determine the best next channel, the best next hour, and the best time to send a communication. Because of Insider, we increased our CRM results by almost 100%..”

Marcos Caringi
Chief Revenue Officer at Familhão

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

"I have a positive impression because they offered free pricing on the setup cost. We only pay the yearly licensing cost, and they waived the setup cost for us.."

Validated user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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"It was really easy for Insider to help me set up and manage those price drop triggers for web push. It was a trigger set by Insider, so it appeared prominently on the platform. We did not have to set anything in the platform; we only had to put the tags on our website to call Insider when any item had a price decrease. For example, when a seller had an item priced at $50 and it decreased by more than 3%.."

Validated user

CRM Specialist at a media company with 11-50 employees

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Customer Service and Support

“Customer support sometimes falls short, but overall they always respond to us.

“On a scale of 1 to 10, I would rate Insider One's customer support a nine..”

Validated user
Analista De Crm at a consultancy with 501-1,000 employees

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Other Advice

“I think that if your CRM or marketing technology PIC has experience, you can consider Insider. However, if you are only starting your CRM system, I think you can look for other tools. I gave this review a rating of 7..”

Validated user
Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

Read full review

“I would rate Insider a seven out of ten.

“I chose seven out of ten because Insider is a simple platform to use and it is useful. However, I think there are better platforms and better new platforms that users can choose from.

“Regarding Insider's AI capabilities, I used AI on Insider to make copies for pushes and communications. I did not use the AI for tasks that could be a problem for governance and security.

“I think they handle it in the way they should, so I believe they do it in a good way.

“I advise others looking into using Insider to talk with Insider beforehand to prepare them and explain how they could use the platform and really bring use cases that the company can set to improve conversion and the transactions the company needs.

“My overall rating for this review is seven out of ten..”

Validated user
CRM Specialist at a media company with 11-50 employees

Read full review

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"I would rate Insider a 10 overall, certainly a 10.

"The main reasons I give Insider a 10 start with the platform itself, which is very easy to work with. I spent maybe 15 days implementing the CDP and making all the API integrations. They have a local team here in Brazil that is very good, intelligent, and able to manage our platform and our relationship. I also truly believe in their leaders. I think the combination of these things makes them a very good player in CDP, CRM, and personalization marketing.

"When it comes to Insider's AI governance and security, I truly believe in them. I didn't have any problems, and they passed clearly with our security team. I truly believe they have a strong position in terms of governance and security.

"The accuracy and reliability of Insider's AI output is very good. I think the reliability of the output depends more on what the team is implementing, and whether they are sending the right data, than on the platform.

"My advice for others who are looking into Insider is to ask about the price and talk to the team to see the platform working. It is very useful during the evaluation process.."

Marcos Caringi
Chief Revenue Officer at Familhão

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"Overall, I would rate Insider One a nine out of 10.

"Insider One earns this score because the learning curve here ends up being much smaller compared to other CRM tools. There are many things you only learn in your day-to-day work because, as I said, we don't have many courses, unlike other platforms that offer more classes and more ways to study and learn the platform. Here you learn a lot on the job. Even though the learning curve to send an email blast or an SMS blast ends up being shorter compared to other platforms, the overall learning curve is longer here because we have fewer ways to learn and

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because it's something new, unlike Salesforce Marketing Cloud, which everyone is already used to using.

“I have had some meetings with the Insider One team, and apparently all the integrations with other platforms seem to be secure.

“Regarding the accuracy and reliability of Insider One's Agent One results, I should note that sometimes, in the past, when the Agent One feature was launched, it was less accurate. I noticed that over time Insider One has been improving Agent One to deliver more accurate data. They are improving it.

“I receive access from the client, an account is created, and I can access it through a specific client account with a corporate professional email.

“My recommendation is that all companies switch to Insider One so that we can decentralize CRM from Salesforce Marketing Cloud, make things easier, and increase the variety of platforms available today in CRM, so that we are not using just one tool..”

Validated user
Analista De Crm at a consultancy with 501-1,000 employees

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Top Industries

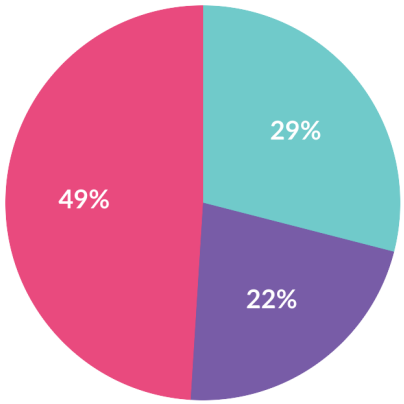
by visitors reading reviews

Manufacturing Company	21%
Financial Services Firm	18%
Construction Company	14%
Comms Service Provider	10%

Company Size

by reviewers

by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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