



insightify

Turning Curiosity into Conversions

Gamified survey and engagement tool designed to transform customer interactions into actionable data and increased sales.



PRODUCT OVERVIEW

What is Insightify?

Insightify is a gamified, interactive survey tool that enhances customer engagement, captures rich data, and drives conversions. From curious browser to checkout-ready customer, Insightify personalises every step of the customer journey.



The Problem **We're Solving**



LOW ENGAGEMENT & ABANDONMENT

Traditional surveys and data capture methods fail to engage users, leading to poor completion rates and missed insights.



LACK OF PERSONALISATION

Customers expect tailored experiences, but most tools provide a one-size-fits-all approach.



INEFFICIENT CONVERSION PATH

Many potential customers are lost along the journey due to generic, non-interactive paths that don't lead to action.



OUR SOLUTION

Gamified Customer Journeys

INTERACTIVE & ENGAGING SURVEYS

Insightify uses gamified elements to keep users engaged, resulting in dramatically higher survey completion rates and data capture.

DATA-DRIVEN PERSONALISATION

Insightify collects detailed data, enabling real-time personalization that speaks directly to the customer's preferences.

EFFICIENT PATH TO PURCHASE

From data capture to checkout, Insightify guides users on a seamless journey that encourages them to complete their purchase.



WHAT SETS INSIGHTIFY APART?

ENGAGEMENT-FIRST APPROACH

Gamified design encourages users to stay and explore, leading to an average survey completion rate **over 90%**.

DATA-RICH INSIGHTS

We collect more than just basic details; **Insightify gathers valuable insights** on customer preferences, behaviour, and purchase intent.

ACTIONABLE RECOMMENDATIONS

Insightify helps brands increase conversions with personalised suggestions and **optimised customer journeys**.

VERSATILE ACROSS INDUSTRIES

From retail to travel, Insightify is adaptable, **creating tailored solutions** for a variety of industries & applications.



Key Features



**Gamified,
personalised
surveys**



**Cross-Platform
Deployment**



**Real-Time Data
Collection & Analysis**



**Advanced Data
Visualisation Tools**



**Seamless Integration
with CRM Systems**



**Lead Capture
& Retargeting**



USE CASE

Travel Industry



PAIN POINT

Travel companies struggle to convert interested browsers into bookings.



INSIGHTIFY SOLUTION

A personalised, gamified survey journey that captures preferences, builds customer profiles, and drives more direct bookings with tailored suggestions.



RESULT

Increased conversions and deeper customer insights for better retargeting.



THE TEAM



JON SWINBOURNE
Co-Founder

Experienced ex-CEO, non-executive director, and seasoned entrepreneur with multiple successful start-ups and board positions. Jon brings a wealth of strategic insight and digital transformation expertise to Insightify.



LEE CORDEN
Solutions Architect

Solutions Architect and Creative Lead with a deep focus on innovative design and client-centric solutions. Lee specialises in crafting unique, scalable solutions that align technology with business goals, driving both growth and engagement.



JASON NYE
Head of Development

Senior developer with extensive SaaS experience, specialising in UX and gamified customer journeys. Jason leads the technical development, ensuring Insightify's seamless integration and high-performance functionality.



Business Overview

MARKET OPPORTUNITY

Insightify is ideal for industries needing data capture and increased conversion, such as retail, travel, finance, and e-commerce.

REVENUE MODEL

Flexible pricing based on service tier, with options for per-completed-survey or subscription-based SaaS.

EARLY SUCCESS

Successful pilot programs with high completion rates, promising data capture, and measurable client ROI.



NEXT STEPS

How We Can Help You

CUSTOMISED DEMO AVAILABLE

Let us show you a tailored demo relevant to your business needs.

START YOUR INSIGHTIFY JOURNEY

Discuss how we can create a custom solution that boosts engagement, data capture, and sales for your company.



Contact Us

02476 952201

studio@insightify.digital

The Shipping Office, First Floor The Box, Fargo Village
Far Gosford Street, Coventry CV1 5ED

Company No. 9335989 | VAT No. 231 0643 54