

CASE STUDY:

Incremental Increase in Leads
with the Use of Google Analytics





Client: PolicyBoss (A unit of Landmark Insurance)

Client Overview:

PolicyBoss.com, an entity owned and managed by Landmark Insurance Brokers Pvt. Ltd., is an online insurance aggregator and sells a wide range of insurance products ranging from Auto Insurance to Health & Term insurance plans online. It is shaping up to be a key player in the insurance aggregation and online policy comparison marketplace space.

Problem Statement:

The Cost Per Lead (CPL) in the insurance sector is high and consequently the client was faced with high acquisition cost. The client wanted a deep-dive into their historic website traffic for key insights to bring the acquisition cost down while increasing overall lead count.

Solution Approach:

Tool: Web Analytics > Google Analytics

Traffic Data: 3 Yr historical data: 2012 – 2015

Solution Drivers: Channel interactions to conversion, time lag to conversion, traffic sources

Key Findings:

1	The number of enquiries requiring only one channel interaction had increased steadily from 2012 – 13 to 2014 – 15 period	+128% First Source Conversions
2	% of leads that needed 3 or more channel interactions to convert had dropped substantially	–68% Multi-channel Interactions
3	The number of days required before a user converts had dropped significantly YoY.	–84% First Interaction Conversions
4	Tablet devices clocked the highest conversion rates across devices	+32% Across Devices
5	Top 10 geographies contributed to 64% of the overall leads	+64% Leads from Top 10 Geos

Recommendations & Outcome

Recommendations:

- ☐ Recommended the ideal remarketing cookie length basis the average time lag to conversion
- ☐ Advised mobilizing higher ad spends to traffic sources with greater conversion rates
- ☐ Suggested a lower spend allocation to channels that acted as 'Conversion assists'
- ☐ Given the high % of same-day conversions, recommended expense de-allocation towards remarketing activities
- ☐ Recommended bid optimization while targeting users from tablet devices

Outcome

Budget shift to higher performing channels/traffic sources led to a 35% lift in incremental leads



Lift in incremental Leads



About Digital Frontier

Digital Frontier is a tech-centric and solutions focused digital & performance marketing agency. Our key services include Lead Generation, MarTech, Web Analytics, Digital Strategy, AdTech, Infographics, App Marketing, etc. Also, we develop digital assets across connected devices including websites and mobile apps.

Cost efficiency, scalability, and quality are the three tenets that form the core of our service delivery. Based in Mumbai, India, we seek to deliver strategic advantage to our clients by delivering on high value, best-in-class solutions.

Digital Frontier is founded by an ex-Google professional with 22 years of overall cross-industry work experience and nearly two decades of Digital Marketing experience spanning Education, Insurance and Media & Entertainment.

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