

Enhancing Cross-Sell Opportunities



THE CHALLENGE

An insurance company wanted to improve its ability to cross-sell products but lacked clear insights into customer behaviors that would lead to successful conversions.

THE SOLUTION

Celebrus, combined with OnMarc's clustering service and HiGem (a pattern-mining tool), was used to analyze customer journeys automatically. This allowed the company to identify organic cross-sell patterns and pinpoint where improvements could be made.

THE RESULTS

- Customers who activated within 7 days were more likely to make a cross-sell purchase.
- Housing insurance customers had the highest cross-sell potential, often bundling policies within a month.
- Insights arrived in hours instead of waiting a month with traditional methods.
- The company adjusted its digital touchpoints to make cross-sell opportunities easier for customers to find, leading to more purchases.