

# eCommerce Protection Plan Growth and Optimization

How Assurant helped increase protection plan attach rate by 60% for one of the largest retailers in the U.S.



## The CHALLENGE

With more customers purchasing online, in-store opportunities were decreasing, and online opportunities were increasing. The retailer and Assurant, noticing this trend, partnered to increase the protection plan attach rate online, while ensuring the changes would not create additional friction within the retailer's buy flow or increase abandon cart rates.

## The GOALS

Increase protection plan attach rate

Increase overall protection plan sales volume

Maintain or reduce current abandon cart rate

## Our APPROACH

- Provided recommendations and direction on how to enhance the protection plan offer presentation and implement user experience (UX) functionality within the retailer's buy flow to drive conscious-decision-making
- Developed pilot strategy to test enhancements for a limited time and measure attach rate, sales volume, and abandon cart impact
- Created wireframes for the offer presentation test variants (variants were tested against the current experience at the time which acted as the control group)
- Measured performance of pilot

## The RESULTS

### Online Attach Rate 2023 vs. 2024



### No Negative Impact

To abandon cart rates (maintained at current rate prior to pilot)

60%

Increase in attach rate during pilot

40%

Sustained increase in avg. attach rate with full launch shortly following pilot

53%

Increase in protection plan sales volume