



More Conversions, Less Spend: Celebrus Helps Insurance Scale with Smarter Ads

USE CASE: MARKETING BEHAVIORAL ANALYSIS | INDUSTRY: INSURANCE



5%

INCREASE IN
OVERALL
CONVERSION
RATES

10%

REDUCTION IN
ADVERTISING
SPEND

CHALLENGES

For over 10 years, the company has focused on collecting customer interaction data to improve its service offerings and optimize online advertising budgets to drive sales. Digital analysts at the insurer use Celebrus to capture data on every website interaction, which is then compiled into individual visitor profiles.

Web analysts face the challenge of extracting meaningful insights from vast amounts of data. While collecting large quantities of online data through tagging systems and web analytics tools is essential, it's not enough. These forward-thinking analysts understand that the real value lies in progressively analyzing an individual's online interactions. For example, detailed customer digital behavior data is crucial for attribution modeling to track customer journeys over time.

Without this insight, the company could only build attribution models based on last-click data—an unreliable method for marketers to determine how to allocate advertising spend. Most web analytics tools are not designed to capture the complete history of an individual's online behavior and interactions. However, the company's digital analysts believed a more accurate model could be created to optimize advertising spend.

SOLUTION

Celebrus enables the company to collect highly detailed, granular, and accurate data from the entire online customer journey, enhancing its understanding of how customers convert, where they started, and what they did in-between.



The large insurance group sought deeper insights into the performance of their online advertising campaigns, particularly how individual elements within a campaign could impact overall success. While they had previously relied on last-click modeling, it lacked the depth of meaningful data they needed. Celebrus provided a wealth of unparalleled data, offering the first-ever visibility into detailed, individual-level interactions.

The next challenge was to analyze this data effectively and derive actionable insights. Acknowledging the complexity of web data analysis, the team established clear parameters to guide their focus. They strategically decided to prioritize online advertising as the initial step, creating and refining their model before expanding it to include offline advertising.

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Through a last-click approach, and without Celebrus data, we would have never been able to realize that. We were therefore at serious risk of underestimating their importance and reducing that budget, which would have impacted our overall success.

GOALS

Establish a successful model for online advertising, then expand to offline

Celebrus enables the company to do a lot more than just basic web analytics, providing a greater depth of insight to a variety of wider channels. It also allows them to drill down into the data they are collecting to the most finite of degrees and understand exactly how their marketing is performing.

Improve clarity and accuracy on impact of advertising spend

The company began developing a campaign attribution model with an aim to provide accurate analysis to show which methods and advertisements added the most value to an individual campaign, and to the sales effort overall.

As one digital analyst explains, “Online advertising is an important part of our marketing budget and previously it had been really difficult to prove an ROI for it. Using the data gathered from Celebrus and processing it via our campaign attribution model, we are now gaining insights into which online media or tactics are performing better than others.”

They can also identify any problems and rectify them sooner. Most importantly, they can accurately assess how each customer visit influences the purchase decision, allowing them to better allocate advertising spend.

RESULTS

The depth of data and analytics is already providing the insurance group with a significant competitive advantage. With complete ownership of the data collected on their website, the team can thoroughly analyze it and leverage the rich, granular insights it offers.

Using the standard web analytics solutions, they had previously reached the conclusion that it wasn't money well spent. But with the insights provided by the Celebrus data and their campaign attribution model, the company was able to validate that online banner ads actually worked very well.

Conversions from this source were very high, they just took a long time to attain.