



24% Conversion Boost: The Power of Tag-Free Data with Celebrus

USE CASE: DYNAMIC MARKETING PERSONALIZATION | INDUSTRY: INSURANCE



24%

INCREASE IN
CONVERSION
RATES

\$↓

SIGNIFICANT
CALL CENTER COST
REDUCTIONS

↑CX

IMPROVED
CUSTOMER
EXPERIENCE

CUSTOMER PROFILE

- 1.23M policyholders
- 2008 merged with the largest insurance provider in the Netherlands

CHALLENGES

Faced with growing competition in a multi-channel marketplace, a leading Dutch health insurance company understood that being relevant is critical to creating a successful website. Each visitor to their website comes with unique insurance needs shaped by factors like age, gender, occupation, and parenthood. This presented a clear opportunity: by leveraging live-time personalization, they could tailor their online content to meet the specific needs of every visitor. With this vision in mind, the insurer set out to explore how live-time personalization could transform their digital engagement.

SOLUTION

The company partnered with Celebrus, adopting our industry-leading platform to harness tag-free, multi-channel first-party data capture. This solution enabled the insurer to execute live-time website personalization while simultaneously testing a variety of new banners, ads, and campaigns. This allowed them to identify the most effective marketing activities to maximize conversions.

The company embarked on a six-month program of delivering personalized online banners and advertisements to customers based on life stage information. This information was captured online during a five-stage process to provide the data for actuaries to determine the insurance premium. Layering Celebrus on top of the existing process enabled the insurer to optimize customer personalization in live time, and at scale.

USE CASES

- Increase marketing ROI
- Live-time personalization
- Improve customer experience



All customers initially saw the same banner when they arrived on the health insurance site. After completing the first step in the five-stage process, the company tailored the banners to reflect each customer's different life stage—from age, to whether they have children.

Throughout the six-month test, the insurer ran multiple campaigns side by side, using Celebrus to monitor each one individually to assess performance. Their web analyst explained:

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Celebrus enabled us to extract an unprecedented granular level of detail from each of those campaigns. It enabled us to look back at every single customer visit to the website step by step and analyze behavior.

After conversion, the company could see which banner the customer saw, compare it to their life stage, and draw a relevant conclusion from the data. Information was presented to the company via dashboards, enabling easy and rapid assessment of the performance of each new banner or campaign.

RESULTS

By combining live-time content delivery and performance testing, the insurer continually refined their content to boost conversions. The results have been impressive, with a 24% increase in conversion rates in just six months.

“We wanted to explore the possibilities that a powerful live-time personalization tool could deliver to the business. Initially there were no specific targets—the emphasis was on innovation and trialing new opportunities to improve the website.”

This model has now been extended to improve the customer experience. At each stage, the visitor is dynamically offered a different phone number to ensure rapid access to the most appropriate sales team.

For existing customers arriving on site, the company uses Celebrus to automatically present a different phone number. For example, at Stage 3 in the process, visitors are asked if they're existing customers. If so, they're presented with a specific phone number to take them to an operator with access to the customer record.

With this approach, individual customers speak directly to a call agent with the right information and experience to meet their needs. As a result, calls are typically shorter, with no need to reconnect to a different department during the call, improving the overall customer experience. The ability to dynamically present visitors with the most appropriate phone number is delivering better customer service, higher productivity, and driving up sales.