

Measuring the Effectiveness of a 'Save Your Premium' Feature



THE CHALLENGE

An insurance company noticed that their confirmation and summary pages before conversion were underperforming. They considered reintroducing an option for customers to email themselves a premium quote to complete the purchase later—but needed proof of its effectiveness.

THE SOLUTION

Celebrus, along with BI/analytics tools, was used to measure how many returning users completed their purchase after using the feature.

THE RESULTS

- 50% of users who used the email feature returned and completed their purchase, proving its effectiveness.
- Visitors who used the email feature were 10% more likely to return through other channels—a hidden benefit that would have gone unnoticed with another tool.
- The ability to measure form usage out-of-the-box allowed for immediate insights without needing a lengthy implementation plan.
- Based on these positive insights, the company decided to redeploy this feature across multiple sales funnels.