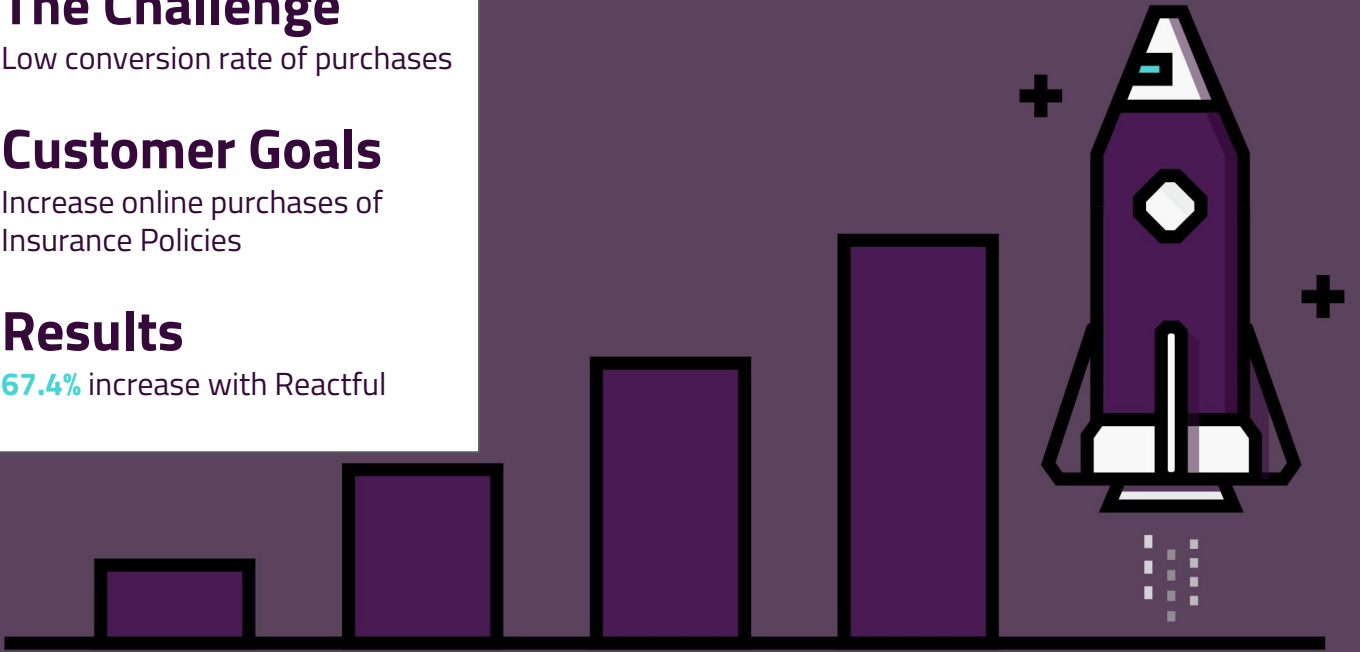## Industry
Insurance

The Challenge
Low conversion rate of purchases

Customer Goals
Increase online purchases of Insurance Policies

Results
67.4% increase with Reactful

Reactful Solutions

Our AI platform predicts visitor intent and triggers custom animations and messages to better engage, guide and convert visitors.

Triggers:

- Page exit
- Interest
- Idle
- Scroll to
- Form Leave

Reactions:

- Button shake
- Spotlight section
- Sidebar text
- Lightbox text
- Bottom bar text
- Top bar text
- Notification text

SEND THE RIGHT MESSAGE, TO THE RIGHT VISITOR, AT THE RIGHT TIME & PLACE

HOW DOES IT WORK?

CREATE A **NEW GOAL**

TRIGGER A **REACTION**

MEASURE & ANALYZE

When a user engages (clicks) with an element to start the process, a reaction is triggered to provide additional information.

Click on

Left Notification

40% increased awareness of additional information

When a user stops filling out a form, a reaction is triggered to prevent form abandonment.

Form Leave

Sidebar

Re-engaged with 60% of visitors who stopped filling out the form

When a user is about to exit the website, a reaction is triggered to re-engage by encouraging them to complete the process.

Page Exit

Lightbox

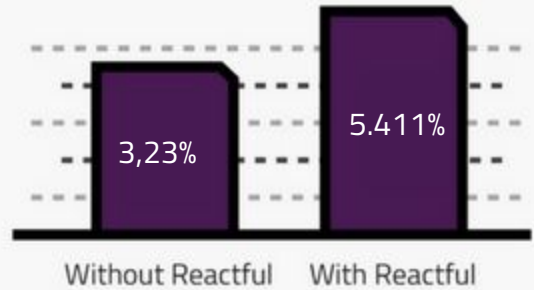Re-engaged 30% of abandoning visitors to continue filling out the application

reactful

Overall Results

67.4% ↑

96% Statistically Significant

Improvement in site-wide insurance purchases with Reactful

3,23%

5.411%

Without Reactful   With Reactful

"We engaged Reactful to help facilitate customers through an online application experience on our site to provide customers with relevant information at key steps along the process."

"The results were clear and positive with conversion rate increasing significantly among visitors who were delivered the key messages.

- Dave Savoy,
Digital Marketing & Strategy at Farmers

FARMERS
INSURANCE

Farmers Insurance Group is an American insurer group which provides different insurance and financial services products.

Farmers challenge is encouraging visitors to submit an online application for an Accidental Death Insurance Policy.