

Industry

Insurance

The Challenge

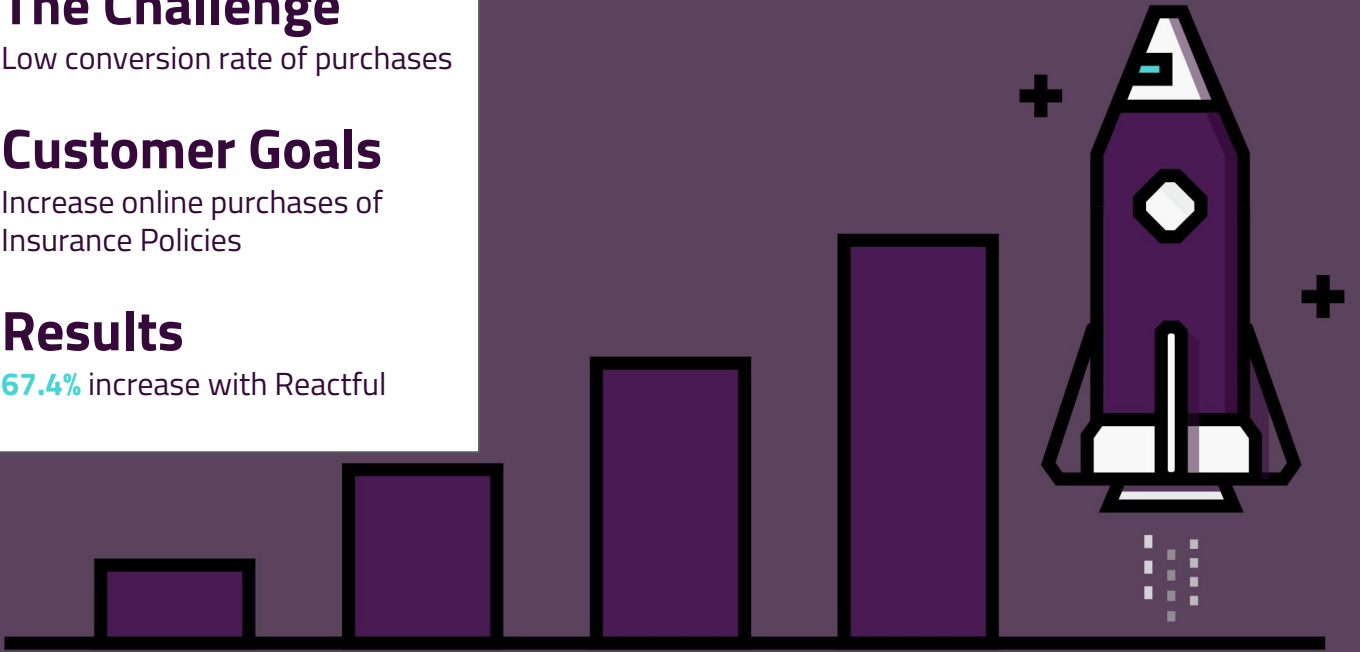
Low conversion rate of purchases

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

The screenshot shows a form titled "Select your Coverage" with four options: \$50,000 (\$4.00 per month), \$100,000 (\$8.00 per month), \$150,000 (\$12.00 per month), and \$200,000 (\$16.00 per month). The \$150,000 option is highlighted with a red box and a callout bubble. Below this is a form for "Enter your Insured/Policy Owner Information" with fields for First Name, Middle Initial, Last Name, Suffix, Gender, Date of Birth, Address & Apt. #, City, and State. A blue notification box on the left contains the text: "Your approval is guaranteed, and no medical exam is required. We ask these questions up front to help us set up your policy accurately." with an "Understood!" button. A red dashed arrow points from the \$150,000 callout to the notification box.

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

Help ensure your loved ones are covered.

You only have a couple of quick steps left. Are you on the fence? Take advantage of a guaranteed 30 day free look period. An Accidental Death policy may help provide financial support for your loved ones in the event your day doesn't go as planned

Your information is completely safe.

The screenshot shows a form titled "1 DO WHAT'S BEST FOR THOSE YOU LOVE!" with a sub-header "Need help? We've got you covered. Give us a call at 1-866-599-6003." Below this is a "Select your Coverage" section with four options: \$50,000 (\$4.00 per month), \$100,000 (\$8.00 per month), \$150,000 (\$12.00 per month), and \$200,000 (\$16.00 per month). The \$150,000 option is highlighted with a red box and a callout bubble. Below this is a form for "Enter your Insured/Policy Owner Information" with fields for First Name, Middle Initial, Last Name, Suffix, Gender, and Date of Birth. A red dashed arrow points from the sidebar notification to the First Name field, which contains the name "Kira".

1 DO WHAT'S BEST FOR THOSE YOU LOVE!

Need help? We've got you covered. Give us a call at 1-866-599-6003.

Select your Coverage

\$50,000
(\$4.00 per month)

\$100,000
(\$8.00 per month)

\$150,000
(\$12.00 per month)

\$200,000
(\$16.00 per month)

Your monthly cost will never increase for as long as you have your policy!

Enter your Insured/Policy Owner Information

First Name: Kira

Middle Initial:

Last Name:

Suffix: Please Select

Gender: Male Female

1 DO WHAT'S BEST FOR THOSE YOU LOVE!

Need help? We've got you covered. Give us a call at 1-866-599-6003.

Select your Coverage

\$50,000
(\$4.00 per month)

\$100,000
(\$8.00 per month)

\$150,000
(\$12.00 per month)

\$200,000
(\$16.00 per month)

Your monthly cost will never increase for as long as you have your policy!

Enter your Insured/Policy Owner Information

First Name:

Middle Initial:

Last Name:

Suffix: Please Select

Gender: Male Female

Help ensure your loved ones are covered.

You only have a couple of quick steps left. An Accidental Death policy may help provide financial support for your loved ones in the event your day doesn't go as planned

Your information is completely safe.

Continue with application

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

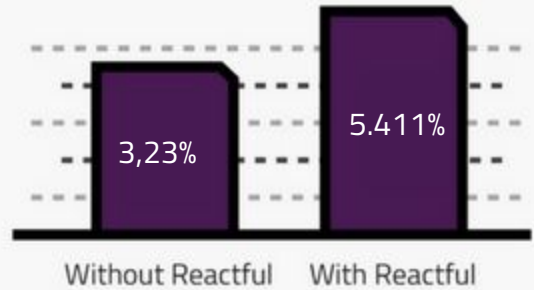


Overall Results



96% Statistically Significant

Improvement in site-wide insurance purchases with Reactful



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

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."

- **Dave Savoy,**
Digital Marketing & Strategy at Farmers



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.

