Technology > Google Analytics/Google Cloud > Insurance

Driving onsite conversion through user journey personalisation

Business challenge

A leading Australian Health Insurer client provided users with a number of potential online journeys to research and connect with the appropriate policy. Previous analysis has highlighted that the optimal journey will vary from user to user and providing the same website experience was detrimental to their online experience.

Jellyfish solution

Jellyfish built a clustering model to group act-alike customers based on the traits available in the browser when a visitor first arrives on the site. They then analysed the user journeys of each group to identify key pieces of content that drove conversions and recommended the best call to action to lead them down the appropriate path to purchase.

Jellyfish developed a custom tagging solution that identifies the audience group a user belongs to when they arrive on the site and, using Google Optimize, presents the most relevant messaging and updates the messaging when they have completed the primary action.

In addition, the new tracking system enables further website personalisation by surfacing a cumulative record of a users key behaviours throughout the session.

""It has delivered way beyond our expectations; in some cases upward of 20,30 percent increase in conversion rate across the different clusters."

Results

15
Unique audiences identified

20–30%
Increase in conversion rate from personalised journeys

Technology
Google Analytics 4 360
Google BigQuery
Google Cloud