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Powering Customer Intelligence
A Spacetrack Company

FBTO boosts online sales by 20% using Celebrus customer insight software

Front runner in online direct writing, FBTO, boosts online sales by 20% using customer insight software from Celebrus.

FBTO

Founded in 1956 and part of the financial services company Achmea, the largest insurance group in the Netherlands, Dutch insurance company FBTO has been using customer insight software from Celebrus since 2006. Through the ability to fine-tune online marketing strategies based upon the motivations and reactions of its site visitors, captured and delivered via Celebrus, FBTO now converts hundreds of sales per day online and has been able to grow its proportion of online sales from 40% to 60% – an unusually high figure compared to FBTO's competitors.

Seeing More

Many individual visitors visit FBTO's website every month, approximately half of which are new customers, which meant that insight into exactly what drove the new potential customers was vital. Jan de Vries, Web Analyst at FBTO, comments,

"As a company, we know our customers expect the best online experience in shopping and self-service, but we lacked a consistent and sufficiently detailed view of our customer base with which to achieve this. We had very limited appreciation of how effectively

our online marketing activity was attracting new business, and next to no view of our visitors' use of our website."

"Our previous web analytics tool was far too inflexible and basic to offer us any deeper information than numbers of visitors and where they were coming from, but this was a dramatically insufficient level of detail to enable us to truly understand our customer base. Simply put, because Celebrus' data is so much more detailed, we can do much more with it."

Integrate the Online and CRM Data

Jan de Vries continues,

"We are able to integrate Celebrus' broader and more extensive data gathered from the online channel with our own CRM data from all other channels, and therefore produce a broad, but still extremely accurate, view of our individual customers. For example, we captured the site visitors' data from purchasing car insurance by their dates of birth and post codes, and matched this with any corresponding offline CRM data we held, therefore building up a more detailed picture of this specific customer segment. This allowed us to predict

"Celebrus has given us the ability to analyse precisely how our site is performing and how effective each element of our marketing is. With this insight, we have so far been able to grow our proportion of sales from the online channel from 40% to 60%."

Jan de Vries,
Web Analyst, FBTO

conversion rates for specific customer segments and where necessary, market to boost this rate."

A/B Testing Delivers Increased Conversion

The main part of the insight that FBTO required however, was the ability to see exactly what the site visitors experienced, and determine how they reacted to certain marketing campaigns or page layouts, or if there were any areas of the site that were failing and therefore preventing conversions. Jeroen Sijbom, Business Analyst at FBTO, says,

"Through understanding exactly how visitors arrive at and move through our site, we are able to ensure that there are no faults with the page downloads that would force our customers away, and that our content is as attractive to our visitors as possible."

Because customers are individuals

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Indeed, from identifying a single fault on the website, FBTO were able to dramatically increase conversion rates for a particular product. Jeroen Sijbom explains,

"We created three different pages for one of our insurance products, each with different details, including a different default quote. We randomly selected which page to present to each customer as they arrived, and measured the interactions with the pages through Celebrus." Jan de Vries continues. "The insight Celebrus gave us showed which page was the most successful, and how we should modify the pre-existing page. This single change has provided us with a 20% increase in the conversion rate for this product."

Does it Work?

The insight that Celebrus provides regarding marketing effectiveness allows FBTO to modify marketing and sales strategies, by identifying what works and what does not, and therefore adjust and re-allocate marketing spend accordingly. Changes in marketing strategies or content can be monitored and reported on based upon regularly updated data, so that marketing teams can pro actively amend campaigns immediately, without having to wait for campaigns to run their course before being able to see whether they worked or not.

Jan de Vries comments,

"Usually, our adword campaigns are our most effective within our marketing armory. To coincide with a new overall marketing campaign, we changed our

adwords and the landing pages these led to. Through Celebrus' data, which updated every hour, we were able to monitor progress and create instant reports. These reports showed us that traffic and conversion rates through our adwords was falling, even to the extent that our affiliate marketing was outperforming it, which is almost unheard of.

"As a result, we reverted back to our previous adwords, and on doing so, our sales level returned to its usual level within a week. When you consider that it would previously have taken us in excess of three weeks just to identify this problem, the immediacy of the Celebrus reporting and the advance warning of needing to amend marketing strategies allows our investment to pay for itself straight away."

It Gets Better...

FBTO is planning to take this pro actively further in the coming months by adding Celebrus' ABI (Audience Behavioral Intelligence) and RTE (Real-Time Engine) to the current analytics. This will allow the marketing teams to build detailed individual profiles on every visitor and then produce targeted content according to exactly what the visitors are doing on the site at that given moment, and what they have done in previous visits. By combining these two strands of data, the marketing content produced is intrinsically far more targeted and effective. Jan de Vries concludes,

"Celebrus has given us the ability to analyse precisely how our site is performing and how effective each element of our marketing is. With this insight, we have so far been able to grow our proportion of sales from the online channel from 40% to 60%. However, with the introduction of detailed individual visitor profiles and a real-time view of customers' arrivals and journeys through the site, we will be able to produce and display far more focused site content, determined by the precise details of their relationship with us, which will have a measurable impact on our bottom line."