

CASE STUDIES: CELEBRUS + ONMARC

# How to Better Understand Customer Behavior



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Celebrus + OnMarc help businesses build a complete picture of their customers to gain deeper insights into customer behavior—without complex setups, costly integrations, or delayed insights. Together, we provide fast, effective solutions that uncover meaningful patterns, enhance customer experiences, and drive smarter decision-making.

By capturing and analyzing both logged-in and anonymous user behavior, we provide a comprehensive view into customer journeys, allowing businesses to uncover hidden opportunities, reduce churn, and amplify engagement from day one. Unlike traditional methods that rely on manual data stitching or delayed reporting, our solution delivers instant insights without complex integrations.

Celebrus + OnMarc give businesses the tools to act immediately to improve opportunities, fine-tune retention strategies, refine abandonment interventions, and ensure every customer interaction drives better results.

See how our partnership is making an impact—explore four real-world case studies showcasing how we are helping businesses unlock customer insights.



# Enhancing Cross-Sell Opportunities



## THE CHALLENGE

An insurance company wanted to improve its ability to cross-sell products but lacked clear insights into customer behaviors that would lead to successful conversions.

## THE SOLUTION

Celebrus, combined with OnMarc's clustering service and HiGem (a pattern-mining tool), was used to analyze customer journeys automatically. This allowed the company to identify organic cross-sell patterns and pinpoint where improvements could be made.

## THE RESULTS

- Customers who activated within 7 days were more likely to make a cross-sell purchase.
- Housing insurance customers had the highest cross-sell potential, often bundling policies within a month.
- Insights arrived in hours instead of waiting a month with traditional methods.
- The company adjusted its digital touchpoints to make cross-sell opportunities easier for customers to find, leading to more purchases.

# 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.

# Detecting Signs of Churn



## THE CHALLENGE

An insurance company suspected that certain car insurance customers showed signs of potential churn early in their journey but lacked the means to identify these customers proactively.

## THE SOLUTION

Celebrus, OnMarc's clustering service, and HiGem were used to analyze past customer sessions and identify behaviors linked to higher churn risk.

## THE RESULTS

- Customers who visited the cancellation page before applying were much more likely to churn within their first policy term.
- Users who activated their account after 40 days had a significantly higher churn rate.
- These insights allowed the company to implement proactive retention strategies, such as targeted outreach and personalized offers for at-risk customers.

# Improving Cart Abandonment Prevention



## THE CHALLENGE

A retailer deployed exit-prevention strategies across multiple online stores to reduce abandoned shopping carts. However, some users were not responding as expected, and the company wanted to understand why.

## THE SOLUTION

Celebrus, Retain (OnMarc's exit-prevention tool), and BI/ analytics tools were used to analyze customer segments and their response to interventions.

## THE RESULTS

- Cart abandonment rates dropped by 48%.
- The intervention was less effective for customers with high-value carts, suggesting they may need stronger incentives to complete their purchase.
- German users were less likely to engage with exit-prevention messages, indicating a possible need for localized messaging or different incentives.
- B2B customers were unresponsive to standard exit offers, suggesting they required a different approach, such as bulk purchase incentives or extended support options.
- With this information, the retailer adjusted their messaging and incentives based on customer segments, for increased engagement and improved cart recovery rates.

# Our unmatched value is what sets us apart.

## About Celebrus

Celebrus helps businesses build a complete picture of their customers by capturing both logged-in and anonymous user data. This provides a fuller understanding of customer behavior, allowing businesses to make better decisions from day one. Our solution is fully compliant with global laws and addresses one of the industry's biggest challenges—understanding customers even when they aren't logged in—and tying their interactions together across multiple visits and devices. Unlike other platforms, Celebrus removes delays and manual data stitching, enabling businesses to act on every customer interaction immediately. Whether a customer is new, logged-out, or logged-in, Celebrus gives brands the tools to create seamless, personalized experiences that drive better results.

## About OnMarc

OnMarc has decades of experience with online data, analytics, and—most notably—Celebrus. From managed services to data science solutions, they help customers unlock the full value of their data. As a preferred Celebrus partner, OnMarc specializes in data-driven marketing through expert consultancy and SaaS services. Whether predicting customer intent through mouse behavior, refining audience segmentation, improving measurement strategies, or uncovering patterns in customer journeys, OnMarc ensures customers get the most value from their Celebrus data.

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