

ACTIVATE **19**

The Growth Marketing Conference

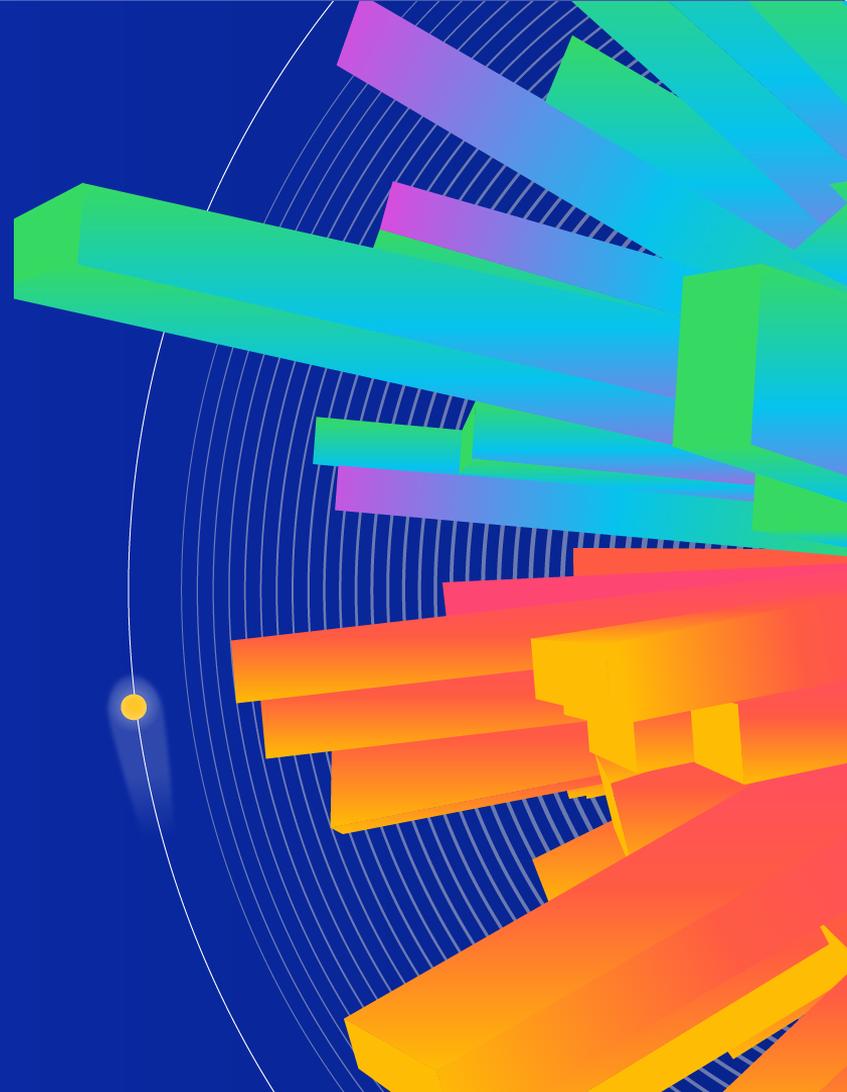
Leveraging User Data to Power a Personalized Customer Journey

Jessica Owen

CRM Marketing Manager, Policygenius

Policygenius

Presented by:  *iterable*



Hello!

- **Now:** CRM Marketing Manager at Policygenius
- **Then:** Digital Experience Manager at Pluralsight, Marketing Manager at Smarterer and a few other things.
- **Let's chat:** @jess_owen or jessica.owen@policygenius.com



Agenda

- 1. Intro:** Meet Policygenius!
- 2. How to:** Identifying and prioritizing opportunities for personalization
- 3. Case studies:** Adding personalization through email and SMS
- 4. Questions**



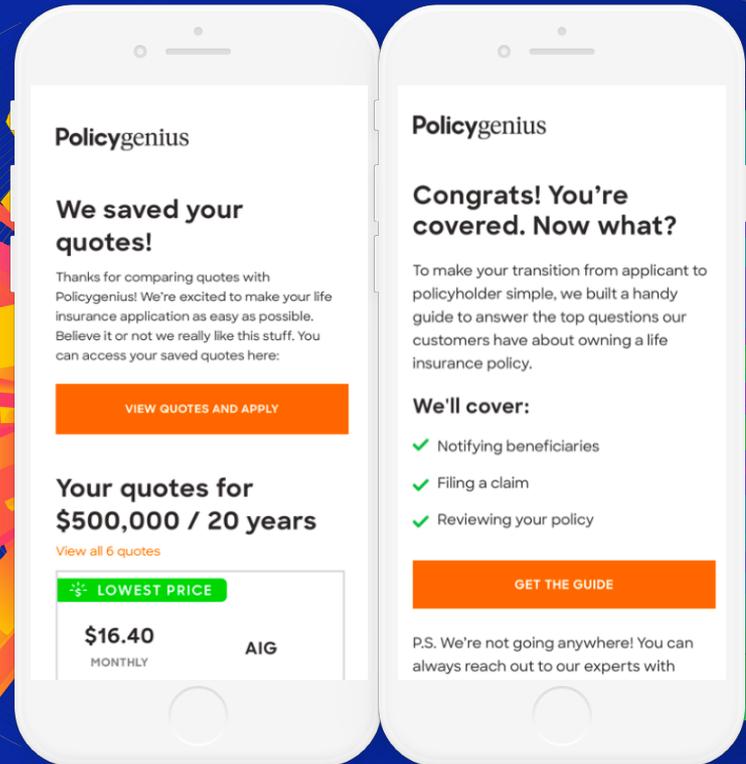
Policygenius

- Policygenius makes it easy to compare and buy insurance.
- Our customers find Policygenius during some of the biggest milestones of their lives.
- Our focus today: Examples from our life insurance product.

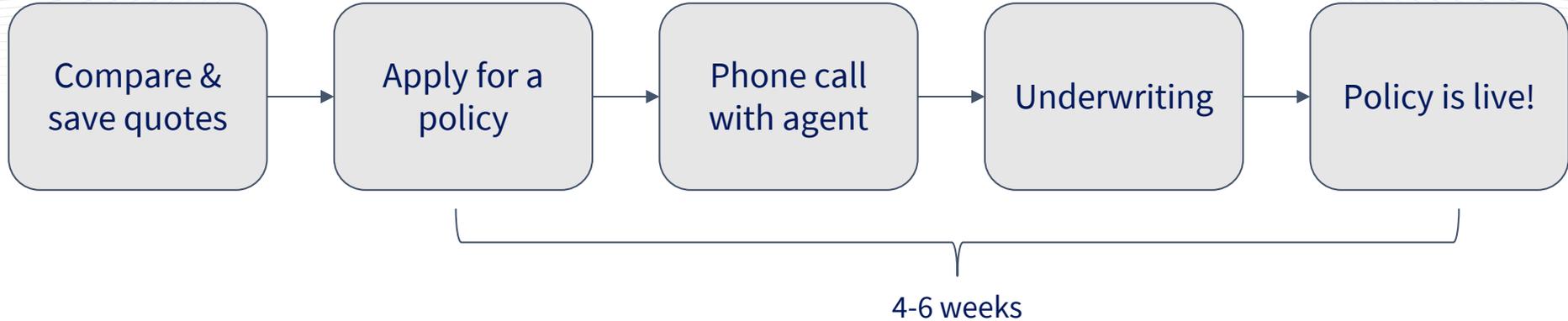


Omnichannel from quote to in-force

- Most of our life insurance customers have a 4-6 week journey from start to finish.
- Policygenius leverages email, SMS and direct mail through Iterable during this journey to keep customers informed about their next steps.



Insurance customer journey



“

“The experience of using Policygenius to get new life insurance policies for my wife and I was excellent. Website was great, email communication spot on, timely text messages and great personal customer support.

A great example where the proper use of technology is disruptive in this competitive and confusing environment.”

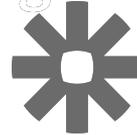
Darren W.

Policygenius customer

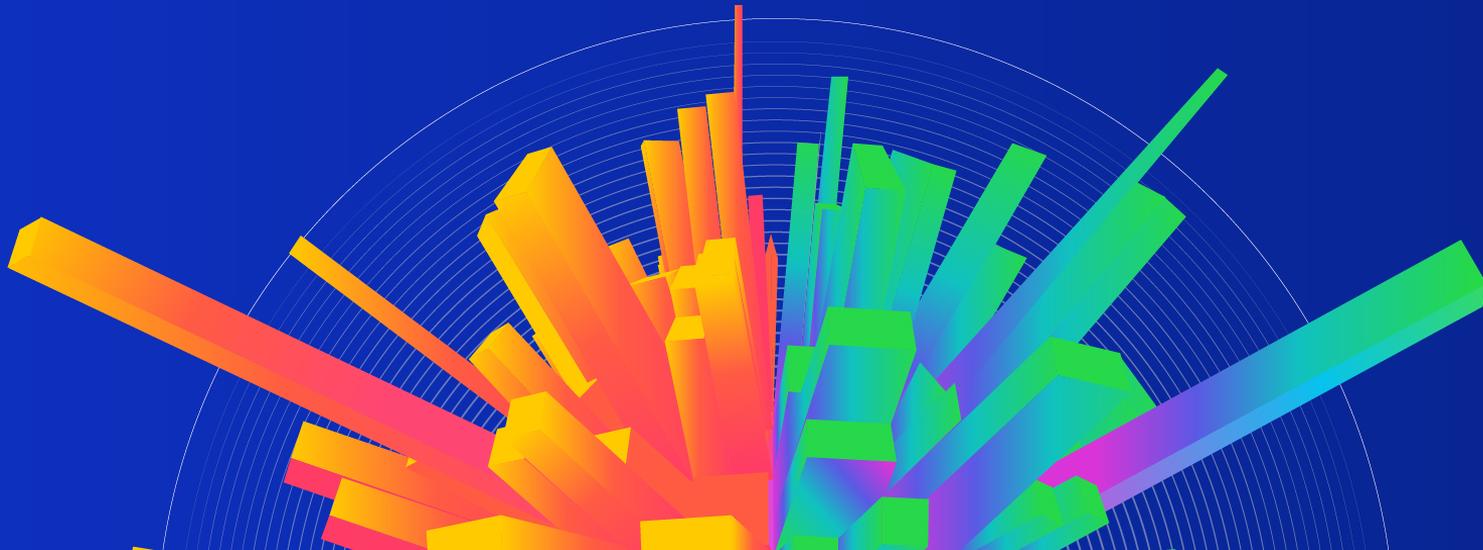


Flexibility is key

Iterable's flexibility makes it possible for us to leverage many features, channels and services to test and measure our personalization hypotheses.

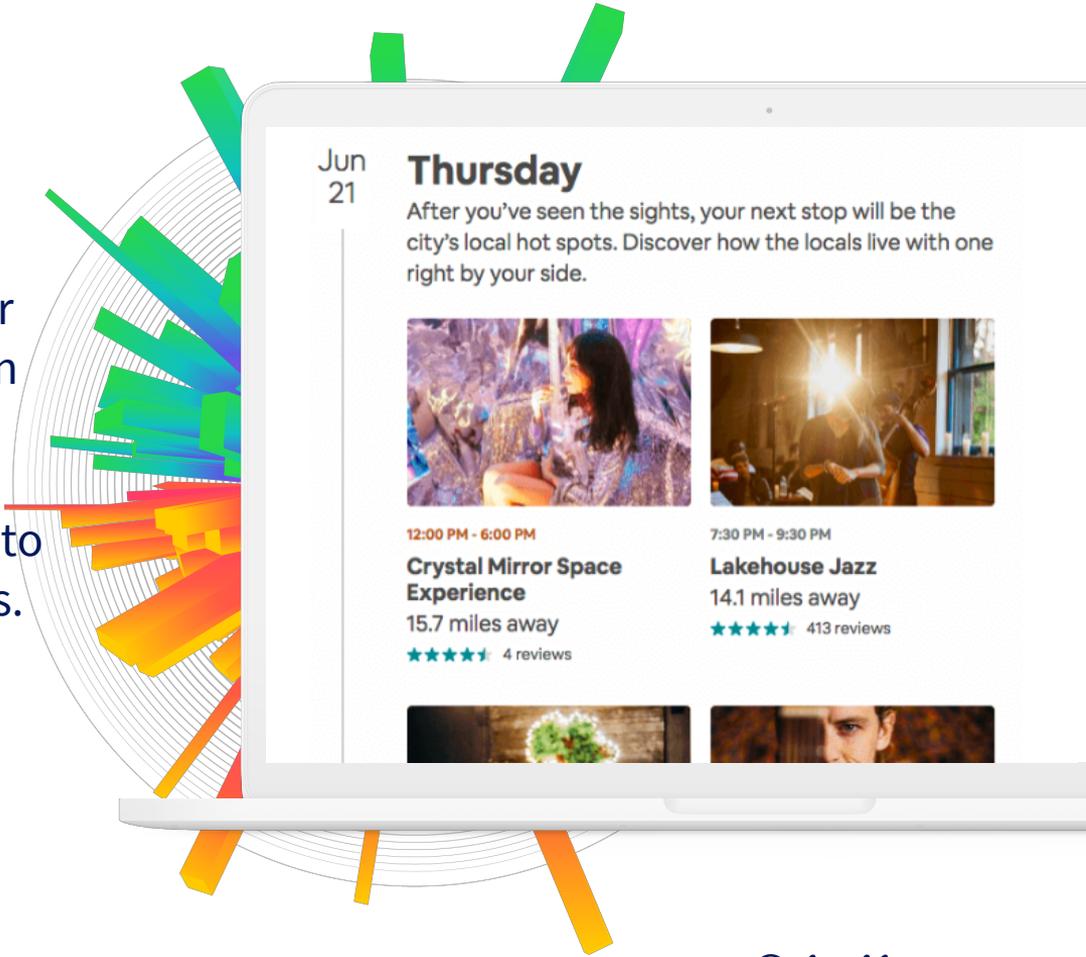


Identify & prioritize opportunities for personalization



Focus on location

- Airbnb builds an itinerary for customers based on location and travel dates.
- Makes it easy for customers to fill in the blanks of their trips.





Airbnb



to me

Apr 29 [View details](#)



Hi Jessica,

If you've been eyeing **Other (Domestic)**, look no further.

To kick off your search, try checking out some of our travelers' favorite Other (Domestic) homes:



Airbnb



to me

Apr 29 [View details](#)

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If you've been eyeing Other (Domestic), look no further.

To kick off your search, try checking out some of our travelers' favorite Other (Domestic) homes:

Prioritizing personalization opportunities

Demographic



First-touch



Product experience



Prioritizing personalization opportunities

Demographic



- Age
- Location
- Gender
- Marital status
- Income

First-touch



- Where did you meet this user?
- How will their understanding of Policygenius vary based on channel?

Product experience

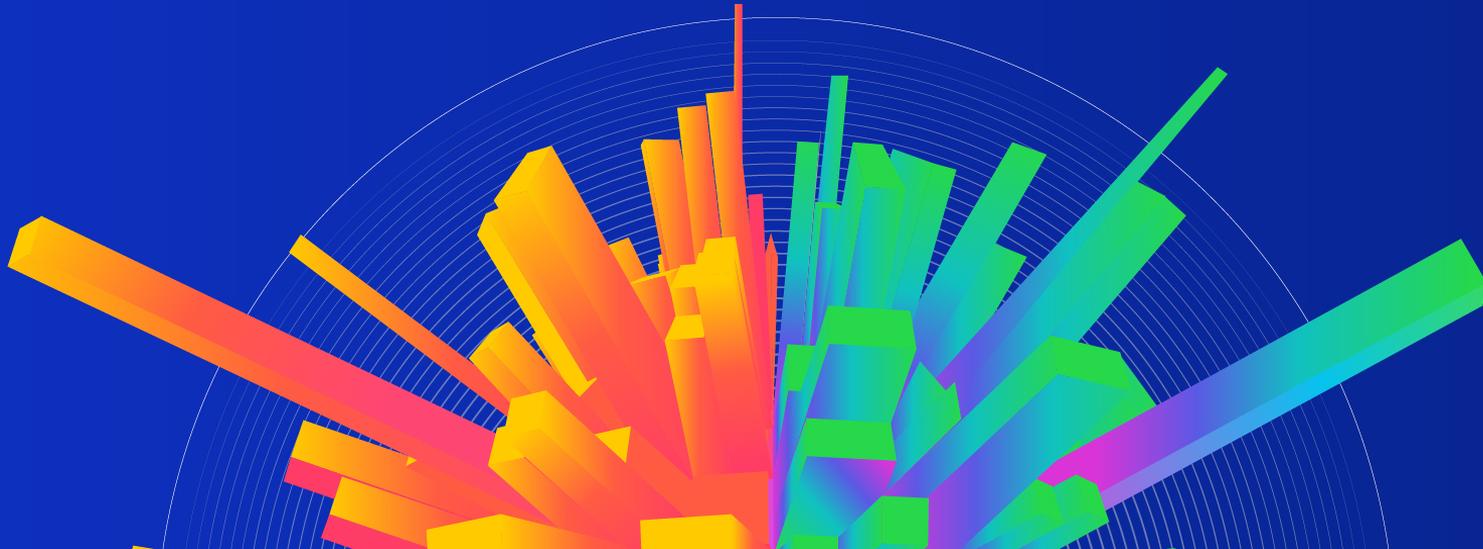


- What did they see online?
- What products are most valuable to them?
- When did they visit your site?

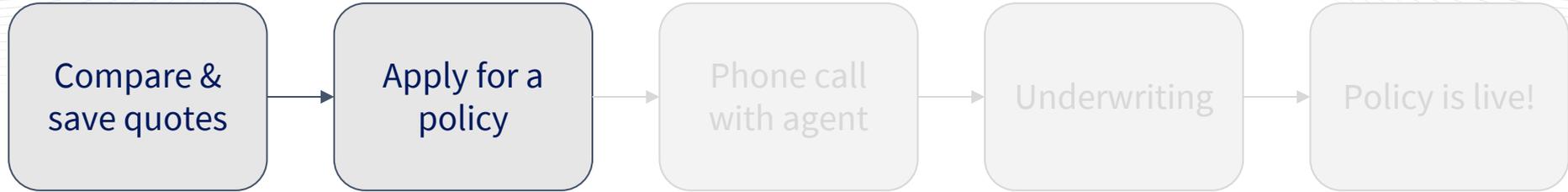
Getting started

- > Where does personalization add the most value?
- > How does the information you know about a customer change the message you'd convey to them?
- > How does personalization align with your product or shopping experience?

Add personalization at each
step of the funnel



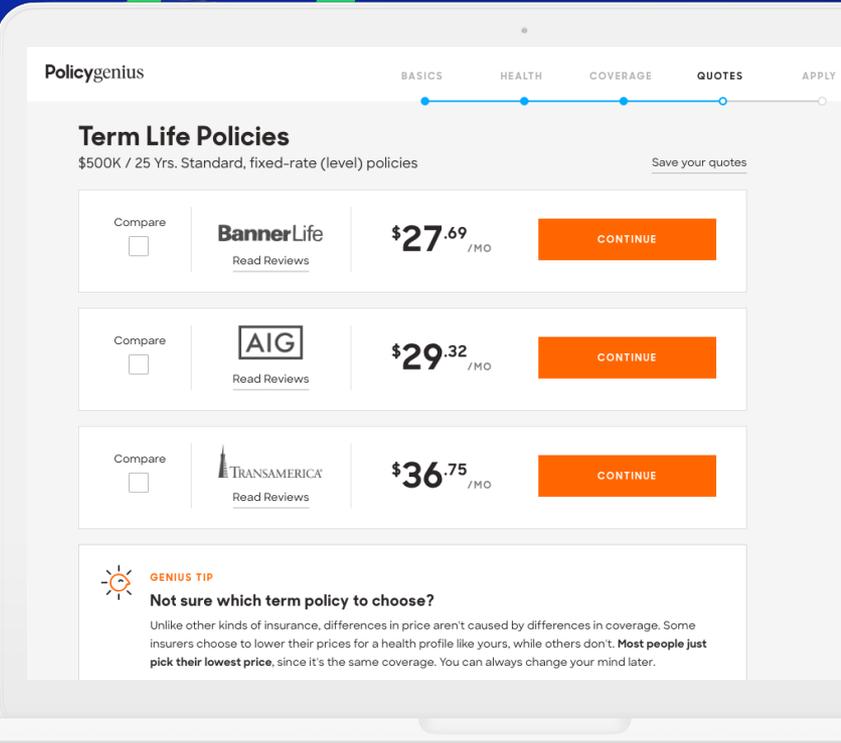
Where are we?



CASE STUDY:

Saved quotes

- Our top of funnel conversion journey starts when a customer saves quotes for life insurance, but abandons the site before applying for a policy.
- We receive a lot of information about their journey to this point but only have the customer's email address.



The screenshot displays the Policygenius website interface for comparing term life insurance policies. The navigation bar includes 'BASICS', 'HEALTH', 'COVERAGE', 'QUOTES', and 'APPLY'. The main heading is 'Term Life Policies' for '\$500K / 25 Yrs. Standard, fixed-rate (level) policies'. Below this, three policy options are listed, each with a 'Compare' checkbox, the insurer's logo, the monthly premium, and a 'CONTINUE' button.

Compare	Insurer	Monthly Premium	Action
<input type="checkbox"/>	BannerLife Read Reviews	\$27.69 /MO	CONTINUE
<input type="checkbox"/>	AIG Read Reviews	\$29.32 /MO	CONTINUE
<input type="checkbox"/>	TRANSAMERICA Read Reviews	\$36.75 /MO	CONTINUE

GENIUS TIP
Not sure which term policy to choose?
Unlike other kinds of insurance, differences in price aren't caused by differences in coverage. Some insurers choose to lower their prices for a health profile like yours, while others don't. **Most people just pick their lowest price**, since it's the same coverage. You can always change your mind later.

Activation: Addressing common barriers

What prevents our customers from applying for life insurance?

Activation: Addressing common barriers

What prevents our customers from applying for life insurance?

Big picture

Why are customers abandoning our site in the first place?

Inbox

When customers open our emails, why aren't they returning to the site?

Conversion

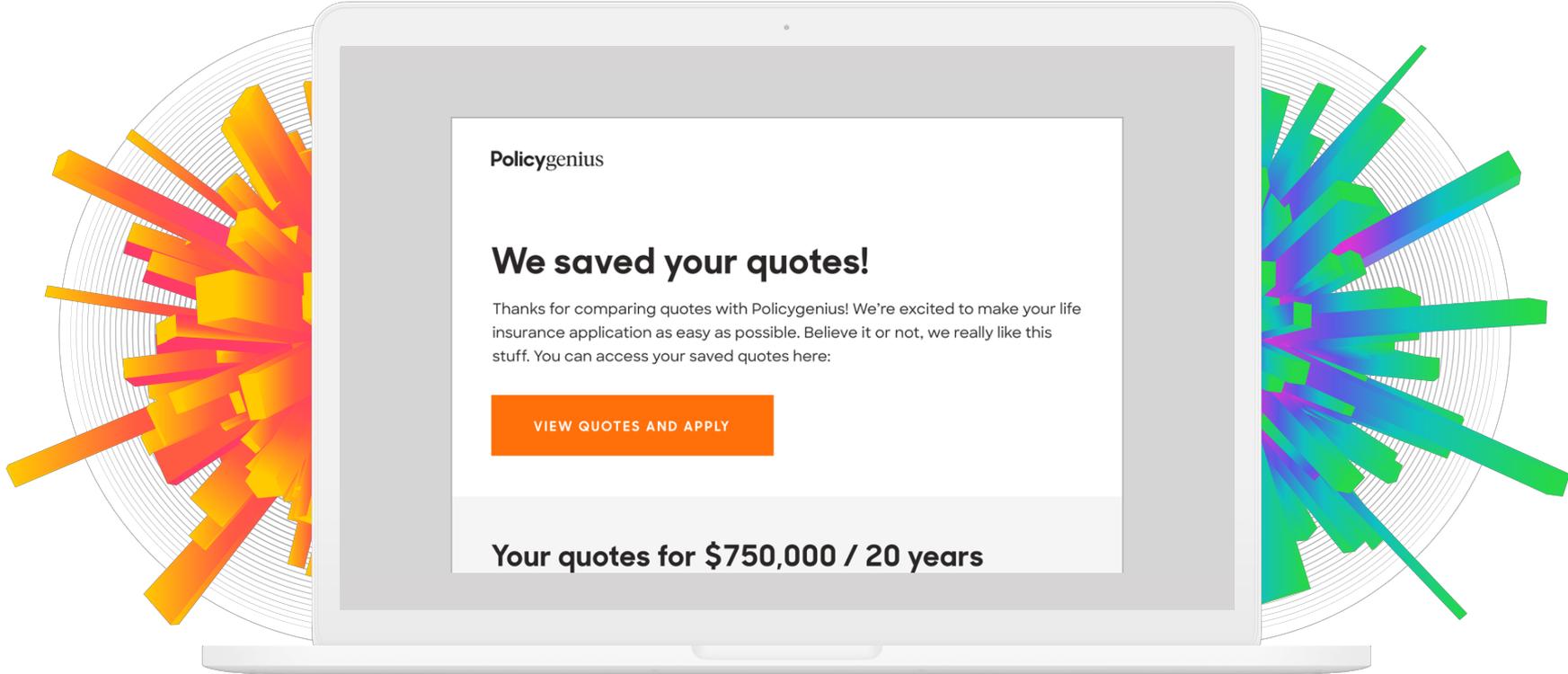
When users click our emails, why aren't they then applying?

Quotes in confirmation email

- Focused customers on their lowest price & included transparency for other quotes.
- Dynamically personalized content based on how many quotes customers had and what coverage amounts they reviewed.

+10%

conversion from saving quotes to submitting a life insurance application



Policygenius

We saved your quotes!

Thanks for comparing quotes with Policygenius! We're excited to make your life insurance application as easy as possible. Believe it or not, we really like this stuff. You can access your saved quotes here:

[VIEW QUOTES AND APPLY](#)

Your quotes for \$750,000 / 20 years

Subject

We saved your life insurance quotes!

Policygenius

We saved your quotes!

Thanks for comparing quotes with Policygenius! We're excited to make your life insurance application as easy as possible. Believe it or not we really like this stuff. You can access your saved quotes here:

[VIEW QUOTES AND APPLY](#)

Your quotes for \$1,750,000 / 20 years

[View all 4 quotes](#)

 **LOWEST PRICE**

\$40.22
MONTHLY

Banner

[APPLY NOW](#)

[REFRESH PREVIEW](#)

[SEND PROOF...](#)

Load user data

jessica@example.com

[LOAD USER DATA](#)

[CLEAR USER DATA](#)

```
Code powered by ace
1- {
2  "latest_app_details_term": "20",
3  "sq-policy-0-monthly-premium": "40.22",
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
```

Load data feed data

User Feed

[LOAD FEED](#)

[CLEAR DATA FEED](#)

Subject

We saved your life insurance quotes!

Policygenius

We saved your quotes!

Thanks for comparing quotes with Policygenius! We're excited to make your life insurance application as easy as possible. Believe it or not we really like this stuff. You can access your saved quotes here:

[VIEW QUOTES AND APPLY](#)

Your quotes for \$250,000 in coverage

[View all 4 quotes](#)

LOWEST PRICE

\$86.15

MONTHLY

Banner

[APPLY NOW](#)

[REFRESH PREVIEW](#)

[SEND PROOF...](#)

Load user data

christina@example.com

[LOAD USER DATA](#)

[CLEAR USER DATA](#)

```
Code
powered by ace

240
241
242
243
244
245
246
247
248
249
250
251
252
253
254
255
256
257 "workflow-saved-quote-type": "whole-life"
258
}

```

Load data feed data

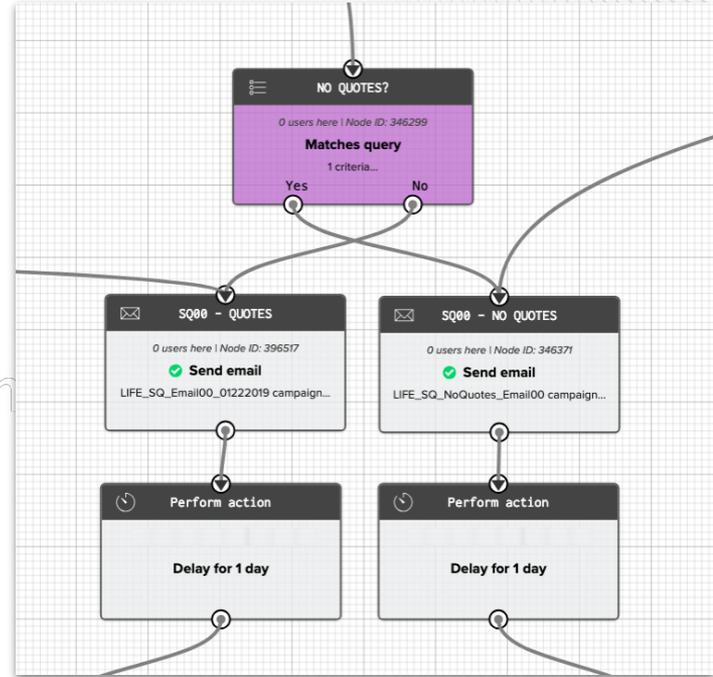
User Feed

[LOAD FEED](#)

[CLEAR DATA FEED](#)

Setting audiences

- Received information via Segment about quotes viewed.
- Used that data to determine which of four key audience buckets a user fell into to divide traffic in our Saved Quote flow.



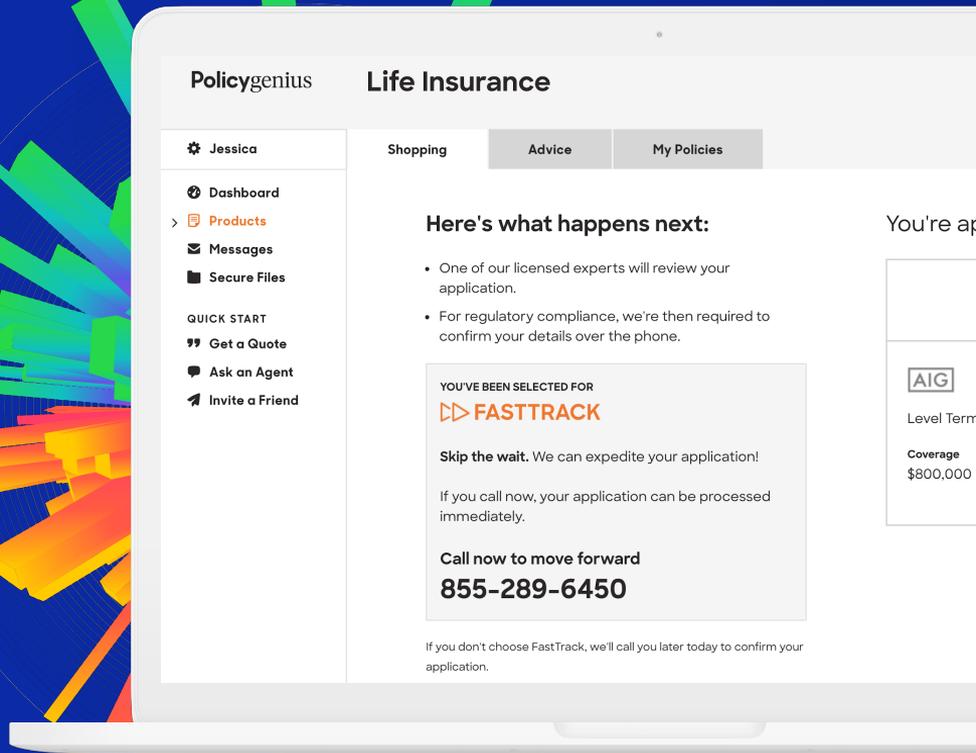
Where are we?



CASE STUDY:

Phone call with agent

- Our mid-funnel journey starts after a user applies for life insurance online.
- After an online application they need to complete a phone call with a member of our team to verify their ID and finalize some last questions.



Nurture: Addressing common barriers

What prevents our customers from completing their required phone call?

Nurture: Addressing common barriers

What prevents our customers from completing their required phone call?

Big picture

Why would a customer apply online but abandon the next step?

Education

Do customers understand why they need to talk to us?

Conversion

When customers read our follow up emails or texts, why don't they call us back?

Personalized SMS from our agents

- If a customer doesn't pick up when we first call, how can we convince them to call us back?
- We made it clear there's a **human** on the other end of the line ready to get you to the next step.

+20%

inbound calls

+25%

conversion to next step in life insurance funnel

Talking to an insurance company on the phone might sound like a chore, so we introduced our team of licensed experts to humanize the process.



Kadeem leaves the customer a voicemail, and Iterable powers a follow up SMS to give context for the missed call.



Never finished

- Start with touchpoints where we have the best right to win, and then roll out learnings across later campaigns.
- For Policygenius, this means starting with our “confirmation” messages in our activation and nurture flows before rolling out the findings to other campaigns.
 - Activation: Focus on customer’s lowest price
 - Nurture: Form a human connection

Before we go

Iterable empowers Policygenius to infuse education & personalization throughout our journey to help customers overcome the barriers they face in getting insurance.

As a result, we're helping more customers get the financial protection they need.



ACTIVATE 19

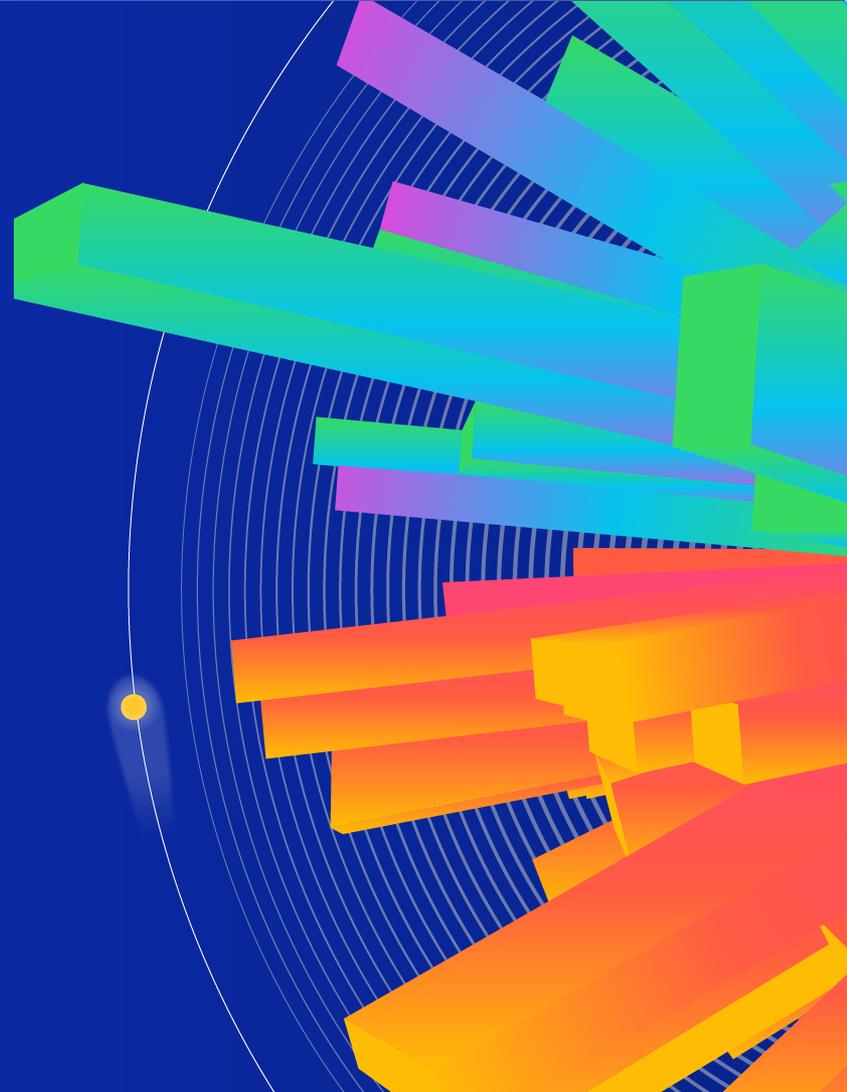
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Thank you.

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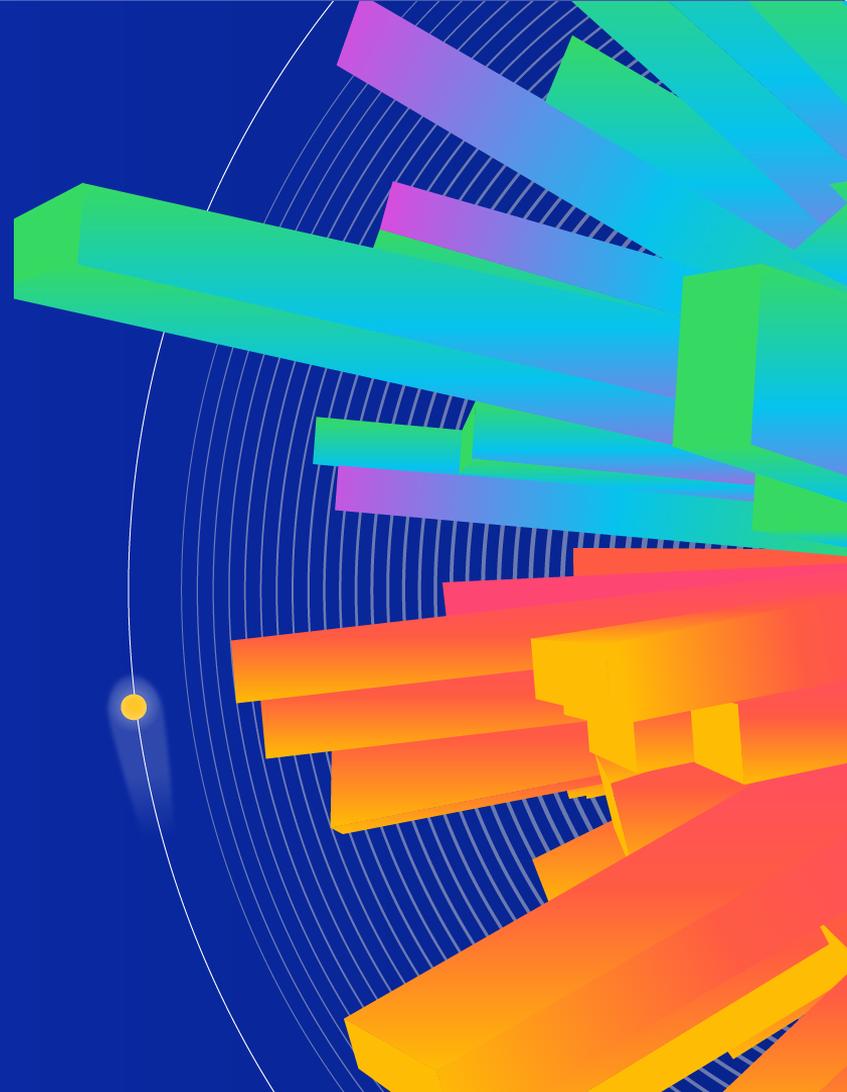
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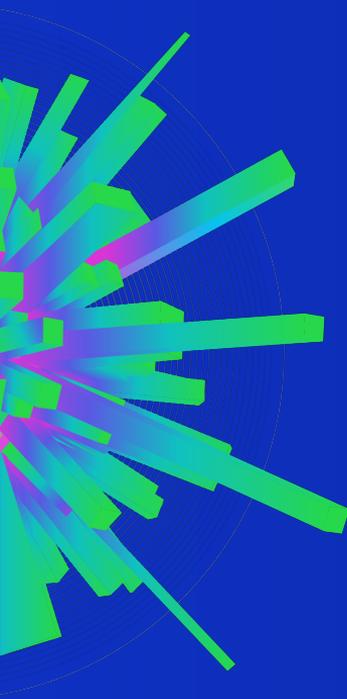


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Questions?

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