

BUCK THE STATUS QUOTE

Macquarium Increases Online Conversion for GMAC Insurance

THE CHALLENGE

Convert More Visitors to Policyholders

In the hotly competitive auto insurance market, any delay in quoting rates to prospective policyholders can undermine chances of winning the business. Like many insurers, GMAC Insurance lets consumers get quotations online.

The conversion rate of quotations to closed deals, however, wasn't meeting management's expectations. To find out why, GMAC Insurance brought in Macquarium.



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THE SOLUTION

Get More Potential Customers to Complete the Online Form

After gaining an understanding of the insurer's customers, competitors and partnerships, Macquarium redesigned the online quote form to make it faster and easier to complete. Macquarium's redesign took into account business requirements, user requirements and the constraints of existing back-office systems.

A/B split testing of the new and old forms generated eye-popping results. Consumers completed Macquarium's new form at a 62% higher rate. Based on the performance of the new form, GMAC Insurance predicted a 5% conversion rate, far exceeding management's expectations.

GMAC Insurance and Macquarium didn't stop with revising the form. In an ongoing project to increase customer conversion, the team is launching a series of branded landing pages. Each is designed to work with paid search engine marketing to engage prospective customers.



client : GMAC Insurance
industry : Auto Insurance
url : gmacinsurance.com/startquote.asp