

## CASE STUDY

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# AlfaStrakhovanie Doubles Transaction Rates With Google Analytics and Enhanced Ecommerce

AlfaStrakhovanie LLC is one of Russia's largest insurance companies, conducting business both online and offline. The company markets its auto and travel insurance policies through its website and via ad campaigns. Its main difference from a traditional e-commerce business is that for AlfaStrakhovanie, real profit can be counted only after a purchased policy expires, with or without an accident claim and payout to the customer.

## The challenge

AlfaStrakhovanie needed help finding its best potential customers and knowing how much to invest in reaching them.

Every insurance business runs on actuarial math that calculates the risks for all its customer segments. Some segments are significantly more profitable than others, so the company can invest more in its acquisition and retention efforts. On the other hand, some high-risk segments aren't wanted at all: 18-year-old men with fast cars and little driving experience are typically offered insurance contracts so expensive that many can't afford them. (This is called a "tariff barrier" in the business.) If customers can't afford to buy the product, it's a waste of marketing money to acquire them.

For help with solving this challenge, AlfaStrakhovanie turned to AGIMA, a Google Analytics Certified Partner.

## The approach

AGIMA set out to help AlfaStrakhovanie find insights into user behavior, optimize its website funnels, and adjust policy pricing for various segments. It used quantitative and qualitative methods, including Google Analytics tracking, website surveys, usability testing with in-depth



## About AlfaStrakhovanie LLC

- AlfaStrakhovanie LLC is one of Russia's largest insurance companies, conducting business both online and offline. The company markets its auto and travel insurance policies through its website and via ad campaigns.
- Headquarters: Moscow, Russia
- [www.alfastrah.ru](http://www.alfastrah.ru)

## About AGIMA

- AGIMA is a Google Analytics Certified Partner that works with clients to achieve strong results in their interactions with a user. The team combines research, analytics, development, and innovative digital solutions to blaze a clear-cut path to success.
- Headquarters: Moscow, Russia
- [www.agima.ru](http://www.agima.ru)

## Goals

- Find valuable potential customers and decide how much to invest in reaching them

## Approach

- Measured individual quote parameters by using Google Analytics Enhanced Ecommerce and Custom Dimensions
- Analyzed buy-to-detail rates to learn the number of quotes purchased as compared with those merely viewed

## Results

- Doubled transaction rates, with revenue trends on the rise and the average order size untouched
- Created thousands of precise groups to optimize the right message and a data-driven policy price for each

interviews, semantic analyses, and price comparisons. The goal was to answer questions about not only *what* and *how much* but also *why*.

The website funnel starts with user interest in a policy quote. Users input data—such as their age, license period, and car type—and indicate their preferences for various policy options. Following this quote process, users can proceed to actually buy policies.

“AGIMA Interactive Agency is our long-term partner, helping us grow our profit on the internet and avoid the online pitfalls of the insurance business. It combines quantitative with qualitative research methods, so all our decisions now are data-driven and fully conscious. We have a strong confirmation of success and profit growth, and this allows us to continue our collaborative work. “

—Tatyana Puchkova, VP of marketing,  
AlfaStrakhovanie

In the past, AlfaStrakhovanie had used aggregated metrics to learn how effective its marketing to various funnel segments had been. With the help of AGIMA, AlfaStrakhovanie began tracking individual quote parameters by using Google Analytics features such as Enhanced Ecommerce and Custom Dimensions. Every policy quote has its own product view with a unique identifier. This measure lets AlfaStrakhovanie drill down into all the policy combinations quoted and get a clearer view of demand.

That meant that AlfaStrakhovanie could analyze detailed data about user behavior during the quote process. Overall value became clearer: Centralized acquisition reporting let the company see which users were attracted by ads, the policy options they wanted, and the policy prices that resulted, as well as the costs of payouts from later accident claims. Now AlfaStrakhovanie can attribute the demand for specific policy options to specific customer segments, and it can design and price its ads accordingly.

#### Learn More:

- This case study discusses the following features:
- [Enhanced Ecommerce](#)
- [Custom Dimensions](#)
- [Segmentation](#)

One especially powerful analytic tool was the buy-to-detail rate, which showed the number of quotes purchased as compared with those merely viewed. This analysis revealed several segments that had very high demand (such as auto dealer sales on exact car brands) but low transaction rates as a result of high-priced tariff plans. AlfaStrakhovanie decided to revamp its policy prices for this segment, which accounted for about 15% of total demand but less than 1% of all purchases.

## The results

Today, AlfaStrakhovanie can see which of its marketing activities acquire *desired* customers, not just any customers.

As a result, the company's transaction rate has more than doubled, and revenue trends are on the rise while average order size remains untouched. The company now understands which customers and car owners it reaches with its marketing and (with the help of competitive price analysis) how the price affects transaction rates. The company is aware of the loss of potential profit because it knows the demand and can adjust prices accordingly.

With the help of AGIMA, AlfaStrakhovanie has been able to segment its customers into thousands of precise groups and reach each group with the right message and a data-driven policy price. That means happier customers and a better bottom line.

## About Google Analytics

Google Analytics gives companies rich insights about their websites, their audiences and their digital marketing. Powerful, flexible and easy to use, Analytics helps savvy marketers find the messages and channels that earn them the best results. State-of-the-art conversion attribution and testing tools help companies large and small build better user experiences and maximize their digital strategy. Learn more at [google.com/analytics](http://google.com/analytics).