



About Trygg-Hansa

- www.trygghansa.se
- Swedish insurance provider
- Part of RSA, one of the world's largest insurance companies

Goals

- Increase visitors entering the conversion funnel for health insurance plan Trygg-Vuxen
- Achieve improvements within a short timeframe

Approach

- Used traffic source and page path reports to find key issues in conversion funnel
- Used Google Analytics Content Experiments to create higher performing landing page

Results

- Landing page challenger variation drove 15.1% more visitors to second step of conversion funnel
- A/B test yielded an annual return on investment 20 times the cost of the test

Trygg-Hansa drives 15% more visitors into the conversion funnel with A/B testing

Leading Swedish insurance company Trygg-Hansa sought a bigger market share in the area of health insurance. Its website offers a wide range of B2B and B2C insurance products, so it sought to drive more online business. As a well-known brand in Sweden, the company wanted to focus on making it easy to become a customer.

Concentrating on the conversion funnel

Insurance is a highly competitive market in Sweden, so Trygg-Hansa's challenge was to make sure that as much landing page traffic as possible completed a conversion. Google Analytics showed that only 27% of the visitors to the landing page for the Trygg-Vuxen health insurance plan were entering the funnel, however. Too many distractions from the main call to action were causing the problem. For prospective customers, it was hard to get an overview of what the insurance covered and what it would do for them because the narrative was cluttered with information spread out at random on the page.

"We are always striving to make it easier for potential customers to select our insurance based on online information, and complete applications without the need to speak to customer service. A/B testing helps us achieve that goal, and working with Google's tool is very cost-effective."

- Christoffer Petersson, Nordic Internet Marketing Manager, RSA

Data leads to an alternative test page

Web analytics experts Outfox created a strategy to overcome these issues. Using traffic and keyword reports in Google Analytics, the team analyzed the message the visitor had been exposed to before entering the landing page. Then, Outfox used its own framework for optimizing landing pages, which took into account behavior, temperaments and psychological studies. A new landing page variation was produced to use in an A/B test.



About Outfox

- www.outfox.se
- Stockholm, Sweden
- Google Analytics Certified Partner
- Outfox provides a wide range of Google Analytics services, focusing on all aspects of the product; technology, business, analysis, and development.

The landing page variation incorporated a number of changes:

- Using images to reinforce messaging
- Highlighting easy-to-understand benefits through improved copy
- Changing the narrative flow
- Adding a personal story
- Using icons to create a quick overview of what the insurance includes
- Making buttons more prominent by using a contrasting color

The changes were made all at once to increase the likelihood of achieving speedy improvements. Smaller changes typically mean smaller improvements, so a quick business result was prioritized over testing one small change at a time. Outfox opted to use an A/B test because traffic volumes made multivariate testing impractical.

Content Experiments reveals a winner

By using Google Analytics Content Experiments, Outfox was able to establish the test variation as the better performing page. The new page showcased and clarified the benefits of the insurance and had a clearer call to action. Results showed that these changes increased traffic to the conversion funnel by 15.1%. Based on the outcomes of the activity, Trygg-Hansa continues to use A/B testing to establish insights before implementing new features on its website.

“Given Trygg-Hansa’s visitor volume and the fact that we wanted to achieve an improvement quickly, we tested several changes at once. With the help of Google Analytics Content Experiments, we were able to reach the conclusion that improved information facilitates conversion.”

- Lars Johansson, Founder, Outfox

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.

