

# Case Study

---



Sector: Insurance  
Product: CANDDi Core  
Custom Reports

Direct Group is an Insurance Solutions Provider working in every insurance sector from property and casualty to life and motor. Highly regarded by the insurers, finance companies and affinity partners it works with, the company operates a range of insurance properties, including SimpleLandlordsInsurance.com

## The Challenge

The insurance industry has some of the highest costs of customer acquisition online. Growing a business in this sector cannot simply rely on filling the top of the funnel with ever more suspects. It needs a focus on efficient conversion, which starts with better understanding of the existing Visitors.

Direct Group wanted to better understand the Visitors to SimpleLandlordsInsurance.com, distinguishing between large organisations seeking insurance on multiple properties, and the majority of prospects looking to insure a single or small number of properties. Each of these groups is dealt with differently and may have different routes to discovering the site: identifying each and understanding their route to purchase is vital for the business.

## Selecting CANDDi

Direct Group's digital marketing manager Rob Walton encountered the CANDDi team while the product was still an idea. Following an early demonstration, he signed up for a trial and then for the full product, having recognised the benefits CANDDi could bring.

*"The prospect of being able to recognise each Visitor as an individual is highly attractive when you're trying to understand what makes people buy and which channels catch their attention. It was CANDDi's analytical ability that originally caught our attention, but the ability to use that analysis to respond in real-time is hugely powerful,"* said Walton.

## The Solution

CANDDi initially deployed CANDDi Core Prospect Analytics on the SimpleLandlordsInsurance.com site to provide enhanced understanding of individual buying behaviour.

*"One of the great things about CANDDi is that it is so simple to deploy. It minimises internal stresses when all you have to do is stick a few lines of script into the website and they do the rest."*

CANDDi ran a custom report showing the progress of Visitors towards making a purchase through each referrer that brought them back to the site, and a second with a particular focus on those looking at portfolio insurance for multiple properties.

## The Result

By tracking individuals through the buying process, Direct Group is able to identify not just what drives traffic but what drives customers, and particularly higher value customers who insure a portfolio of properties. Using CANDDi's email matching ability, the company can even track return on investment from prospects who close over the phone rather than online.

*"One view of all of our online engagements makes it much easier to see how we are attracting customers and attribute value to the most valuable channels. Seeing those customers who found us online but convert via the phone alongside the online enquiries gives us the complete picture for the first time."*

Very high value prospects, particularly those from housing associations and local councils, can be identified as soon as they land on the site and their profiles passed to the sales team for follow-up.

*"We have multiple routes to market but naturally most different types of customer initially find us online. The ability to filter out the high value leads for appropriate treatment provides our telesales team with a flow of qualified leads rather than them relying on relationships and cold calls,"* added Walton.

The next step is for Direct Group to add personalised interventions on the SimpleLandlordsInsurance site, with CANDDi Email generating automated follow-ups to online enquiries.

*"CANDDi provides a simple, straightforward platform for personalising our website without endless development time and cost. We strongly believe that this will help us to close more deals and provide a more engaging buying experience for our customers."*

## Further Information

Tom Cheesewright

tom.cheesewright@canddi.com

+44(0)161 242 7234