

Client Reference

comparethemarket.com Celebrus Managed Service



"The partnership between IS Solutions and Celebrus has provided us with the complete solution for developing insight on consumer behaviour on our site. This insight, in turn, enables us to improve the overall user experience."



comparethemarket.com was launched in 2006 as a motor insurance comparison site, offering customers a wide range of competitively priced insurance quotes instantly online. It is now one of the UK's leading price comparison brands.

As well as a full range of insurance products, comparethemarket.com also offers comparisons on credit cards, loans, current accounts and savings accounts, energy prices and telephone and broadband packages. comparethemarket.com actively selects its brand partners to ensure quality service to consumers.

IS Solutions has worked with comparethemarket.com since 2009.

Challenge:

comparethemarket.com attracts visitors to its site by providing them with competitive insurance quotes from its partners. This entire process relies on the best possible information on visitor activity and **comparethemarket.com** sought a solution that delivered consistently accurate visitor data to achieve this customer insight.

Market overview:

comparethemarket.com is a leader in the competitive online price comparison sector. The site has helped to revolutionise the way in which financial products are researched, compared and purchased, enabling quick and easy evaluation of insurance quotes and a streamlined purchasing process for customers.

Insightful data on those customers represents a clear differentiator with its rivals in this market though; the greater the understanding of customer behaviour, the higher the likelihood of providing matches between visitors and products with a positive corresponding impact on revenue generated

Solution:

IS Solutions is a long-standing Celebrus partner with a trained team of delivery personnel for implementing Celebrus on client sites. **comparethemarket.com's** selection of Celebrus followed on from a successful proof-of-concept exercise that allowed the client to understand how collected visitor data could provide the insight needed to model customer behaviour, improve both the site and the products delivered through it and enable the development of differentiators for competitive advantage.

Celebrus' tag-free technology and pre-built analytical models meant that the implementation effort involved in instrumenting **comparethemarket.com** to collect visitor intelligence was lower than for competitive solutions in this area. IS Solutions further enhanced this benefit through experience gained from multiple deployments of this technology.

The focus of deployment was on the provision of accurate, aggregated visitor data on how the site was being used. Specifically, insight was sought on how many users were visiting the site and completing the insurance quotation process alongside information on which insurance providers were proving to be the most popular and why that might be.

Since then, other areas of focus have been addressed in support of **comparethemarket.com**'s evolving business needs. These have included:

- ❑ information on drop-off rates and reasons which, in turn, is used to directly improve the usability of forms on the site;
- ❑ rates of new visitors to returning visitors, enabling understanding of customer motivations and product interests and providing cross-sell and upsell opportunities;
- ❑ provision of conversion data to **comparethemarket.com** partners;
- ❑ cross-channel analytics from collection of visitor data from mobile devices.

comparethemarket.com has witnessed considerable success since implementation, identifying key areas for site enhancements, providing improved conversion metrics to insurance partners and delivering a better customer experience that builds loyalty and encourages customer retention. The Celebrus solution has also scaled in line with **comparethemarket.com**'s exceptional growth, recording a seven-fold increase in visitor numbers since its implementation.

Sue MacLure, Data Director at **comparethemarket.com**, said of the solution: "The partnership between IS Solutions and Celebrus has provided us with the complete solution for developing insight on consumer behaviour on our site. This insight, in turn, enables us to improve the overall user experience."

Key Technologies:

- ❑ Celebrus Core Component Set (including Collection Server, Analytics Server, Management Console, Demographics Module and Cross Domains Module) to provide an aggregated view of customer interactions.
- ❑ Celebrus Detailed Data Store for detailed views of individual user activity. The Detailed Data Store also enables export of data for manipulation in external data marts and warehouses.

Key Activities:

- ❑ Business analysis in understanding the client's requirements and identifying the best solution.
- ❑ Implementation expertise in delivering the solution in a short time period.
- ❑ Ongoing hosting and support of the solution and provision of continued enhancements.
- ❑ Ad hoc configuration according to new and changing requirements.



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