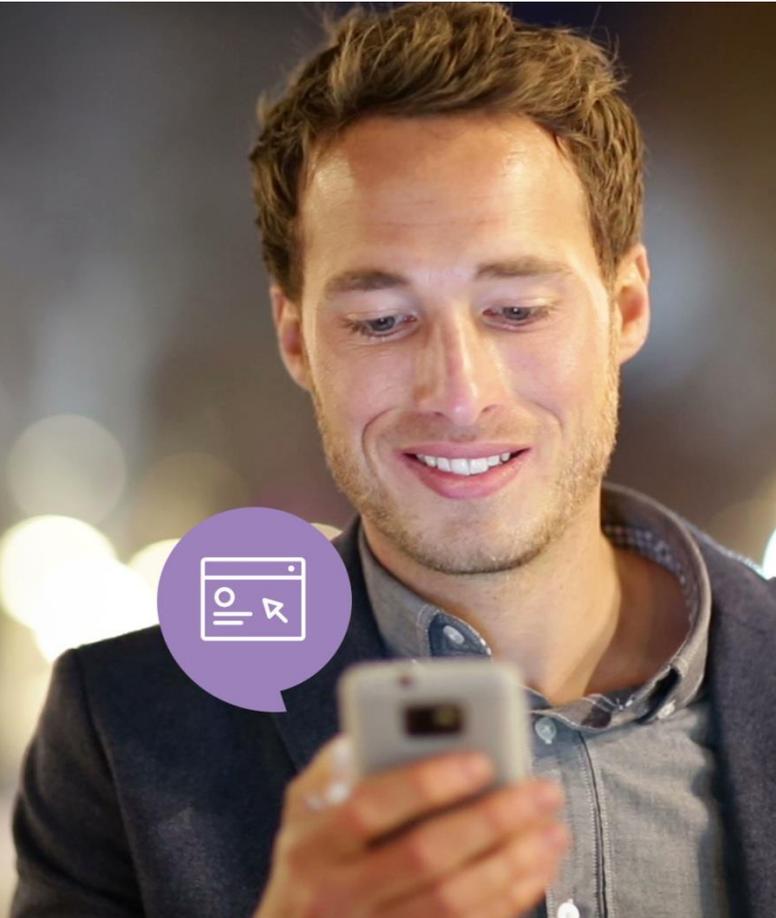# Toonimo

Bankrate Insurance
Case Study

Bankrate Insurance

"A few things stood out from our initial conversations with Toonimo; this was an innovative solution, which required very little work on our end and seemed cost effective from the get go" Scott Axcell, VP Marketing at Bankrate Insurance

Goals:

🟢 Increase Conversions and Engagement Time

Approach

🟢 Digital Walkthrough

Results

🟢 30% Increase in Conversions

The Company

Bankrate Inc. (NYSE: RATE) a consumer financial services company, provides leads for insurance agents. The online insurance quote marketplace allows consumers to apply, and comparison-shop for quotes from a variety of major providers of auto, home, health, life and business insurance.

Bankrate connects customers with insurance agents via its matching system. Agents contact customers after the application process, at which point they can select from the interested providers.

The Challenge

Bankrate's main objective was to find a way to increase user engagement throughout their websites and landing pages. Bankrate sought to develop a clear identity and message to explain who they are, what is it that they do, and why insurance agents should care about their service. Bankrate also wanted users to understand their call to action better.

"Our goal was to sign-up insurance agents for our service", says VP Marketing, Scott Axcell. "We drive a huge amount of traffic to the website and landing pages but with low user engagement, we simply weren't getting the amount of agents we would have liked to join the service."

The Results

As soon as Bankrate went live with Toonimo, major user engagement was immediately noted. On average, conversions improved by 30% with one placement showing a steady improvement of 58%. On multi-page user funnels Toonimo's digital walkthrough has proven to both increase funnel starts and keep users in the funnel all the way through to the thank-you page. Another metric Bankrate is happy to report is user time on site. It has increased by 40%. Based on the excellent results Bankrate have decided to expand and run Toonimo on additional properties.

About Toonimo

Toonimo humanizes the web user experience with engaging digital walkthroughs. The SaaS platform enables organizations to add an overlay of human voice and customized graphical coach marks that engages visitors, showcases key offers and guides users through website funnels. Toonimo offers a comprehensive analytics dashboard in order to track user engagement and conversions. Driven by an intelligent decision engine, Toonimo personalizes the web user experience, encourages self-service, increases conversion rates and improves user engagement.