



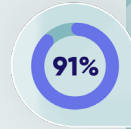
Contentsquare for Insurance

Why insurance companies use Contentsquare to create better customer experiences and improve acquisition and retention

Our lives are increasingly online, and digital is now a fundamental part of the human experience. This is true more than ever for consumers who interact with insurance businesses. But in a world of instant everything, we risk losing the human touch.

Contentsquare moves beyond traditional analytics to enable an unprecedented understanding of the customer experience to transform your business.

With intuitive technology that reveals the behavior, intent, and feelings of every user, Contentsquare allows insurance businesses to deliver more human experiences quickly while ensuring privacy and accessibility. This results in **faster growth, greater agility, and happier agents and customers.**



51%

of FinServ mobile visitors bounce after viewing just one page

40%

decrease in bounce rate after an insurance quote request form redesign identified by Contentsquare

\$700K

increase in revenue NatWest Group gained from optimizing its mortgage calculator with Contentsquare

[Read the case study](#)

Trusted by the world's leading insurance brands



Here are four ways Contentsquare helps the world's largest insurance companies to...

- 1. Provide better omnichannel experiences.** Contentsquare helps brands identify and fix what isn't working with in-page behavior metrics like engagement, hesitations and rage clicks to better meet the needs of customers.
- 2. Improve the account opening process.** Contentsquare helps brands understand how insurance customers navigate to and through their offerings pages. Monitor the entire experience, and then use these learnings to optimize your customer journey and increase conversions.
- 3. Understand how users search and navigate.** Contentsquare helps brands see where customers drop off while navigating their site and understand which search terms, search filters and services are resonating.
- 4. Identify and solve user frustration faster.** Contentsquare helps brands improve their site's UX to minimize friction points. Proactively monitor for issues and quickly identify solutions to increase conversions, returning visitors and customer loyalty.

Why leading insurance companies choose Contentsquare over other providers

Faster growth

We enable you to understand how your customers feel about the digital experience to allow you to acquire customers faster, reduce bounce rates, drive account openings, and increase cross-sell and upsell of products.

Greater agility

In the face of unpredictable market disruption, we understand how critical it is to move fast and get it right. With Contentsquare's insights, you can keep up with constantly changing expectations of insurance customers to stay ahead of your competitors.

Customer happiness

Customers spend far too much time online to get stuck with experiences that aren't rewarding, meaningful and seamless. Contentsquare helps you improve business outcomes, drive higher customer retention, and deliver greater customer lifetime value (CLV).

**Every insurance customer is unique.
Understand what makes them click.**

See the power of digital experience analytics in action with our [6-min on-demand demo](#).