



Codan uncovers greater value of digital through improved call tracking

Bridging the gap between online activities and customer phone calls takes one of the biggest Danish insurance companies closer to evaluating the true impact of online advertising. It also provides possibilities of ROI optimisation and better customer support.

CODAN

How it all works

The new call tracking platform is easy to set up. It links online to offline behavior by connecting cookies to unique telephone numbers generated and placed on a landing page by the Bellmetric software.

This unique telephone number remains the same for the same user for a set duration. Once the customer dials the number, the software contacts cookies in the caller's browser placed by Codan's website. Reading the cookie, Codan is able to backtrack all caller activity on the website.

We will see if a visitor has visited the same page thrice during the past 30 days - if he or she called up two times for info posted on different webpages before making the purchase, says Michael Herold Olsen.

The challenge of estimating ultimate value

For most companies, online marketing is just one ingredient in the mix of promotion initiatives. Naturally, an international insurance giant like Codan, part of the RSA Group, uses a variety of marketing channels and tactics combined with their online presence such as radio, TV, newspapers and magazines.

This multi-dimensional approach to marketing creates a challenge in measuring campaign value.

Say that your measure of success is sales by phone. A special phone number has been fitted on campaign landing pages. Conversion rate is measured by tracking the amount of people calling that number – as opposed to the normal company phone number listed elsewhere on the website. This is the common method of call tracking used by larger companies today.

However, the customer journey is often much more complex. There may be several contact points and intermissions before the call is made. People may click on your ads and visit the landing page, wait a few days, look at your Home or Contact Page, and only then make the call.

In that case, the customer will not be dialing the campaign number. The conversion will not be recognized. In order to do so, a more sophisticated method is required - something Danish startup Bellmetric provides.

This software helps Codan uncover how customers navigate from page to page, visit to visit until they place their call.

Not only do we get a much clearer picture of the value of our campaigns. We're better equipped to meet client needs and demands, says Peter Tranberg, Head of Digital Marketing at Codan.



An increase of almost 200% in attributed value to digital marketing

This approach has enabled Codan to see that AdWords and SEM campaigns are performing much better than expected. Indeed, before the implementation of the call tracking system, only calls on campaign landing pages were attributed to online advertising. After the change, the attributed value to digital marketing increased threefold.

We suspected that digital marketing was driving more value than we were able to measure. Even so, we were surprised to see that digital actually drove 199% more calls than proven previously. This means that we can ascribe a whole new value to our digital marketing efforts, says Michael Herold Olsen, Digital Campaign Manager at Codan.

Skyrocketing conversion rates and better customer service

Naturally, Codan has optimized AdWords and SEM activities according to the new data.

Bellmetric empowers us to make wiser decisions on how to spin our campaigns. Ultimately, we will use the data for customer support. By analyzing the customer journey travelling towards the call, we will know what info the caller has gathered already – and we can supplement without further ado, says Michael Herold Olsen.

The attributed conversion rate on the sale of insurance to individuals has risen 500%. Measured conversions in regards to businesses is up 800%. This kind of call tracking opens up new doors for Codan.

It's not just about determining ROI, raising marketing team profile and getting funds to create real results. We will know our customers better – we will know what you're looking for and meet demands sooner, says Peter Tranberg.

This is good news for Codan – and for policyholders wanting the best support in the business.