

CASE STUDY

Progressive Uses Google Analytics Premium to Increase Mobile Business Performance



Progressive Casualty Insurance Company's website, Progressive.com, has been consistently recognized by industry leaders as the best site among all leading insurance carrier websites since 2004. However, as consumers increasingly interact with companies via mobile devices, the company recognized it also needed an industry-leading mobile app to meet its customers' evolving behavior. This realization inspired Progressive to evaluate its current mobile app in order to provide the best user experience to its customers.

Progressive's main objective: determine which improvements would result in an app that both helped the company acquire new customers and increased customer loyalty. This initiative required Progressive to utilize sophisticated analytics that would help the company better understand its customers' mobile preferences and user behavior. Insights from this analysis would identify which aspects of the mobile app experience they needed to improve. The insurance leader turned to Google Analytics Premium, and several other Google measurement tools, to handle Progressive's complex analytics needs. Using Google Analytics Premium, the team quickly made informed and impactful decisions to optimize its mobile app user experience.

Understanding consumer behavior on mobile devices

The first step in Progressive's plan was to establish an efficient process to understand user behavior and test new features. The proliferation and rapid evolution of mobile devices and operating systems presented a challenge for the company. While Progressive aims to create a frictionless experience on every mobile device, it could not test every combination of device and operating system on the market, so they needed reliable data and analytics to help them prioritize and optimize its testing efforts.

Google Analytics Premium, along with Google's suite of measurement products, contained the tools Progressive needed to appraise the various operating systems and devices that the company's customers used.

About Progressive

- Progressive is one of the largest providers of auto insurance in the United States.
- Headquarters: Mayfield Village, Ohio
- www.progressive.com

Goals

- Improve user experience on its mobile app to acquire and retain customers
- Quickly increase user satisfaction
- Optimize the login process

Approach

- Used **Google Analytics Premium** to glean new insights and improve customer experiences
- Implemented new tags with speed and ease using **Google Tag Manager** for apps
- Investigated hit-level data using the **BigQuery integration** to solve customer issues

Results

- Reduced operating system testing time by 20%
- Increased successful logins by 30% after solving login issues

“The Google Analytics Premium user interface lets us easily understand the consumer experience on apps. Both our IT and Business organizations rely on this data.”

—Kaitlin Marvin, Digital Analytics Architect, Progressive Insurance

Google Analytics Premium for Mobile Apps collected mobile data, Google Tag Manager offered a flexible tag implementation solution, and the Google Analytics Premium integration with BigQuery provided detailed information about how people interacted with the app. Since Progressive already used Google Analytics Premium and Google Tag Manager to optimize its desktop website, it could easily implement them on its mobile app, too.

Google Analytics Premium collected granular details about user behavior in the app and then mapped that data to in-depth session-based reports that displayed the consumer’s mobile device brand, model, and other dimensions. Progressive used this data to create a custom report that revealed top systems and devices for its customer base. The insights gained from this custom report helped the team prioritize testing by customer impact, reducing testing time by 20%.

Increasing consumer confidence with a lower crash rate

Progressive’s second step was to focus on improving user satisfaction with its mobile app by minimizing app crashes. It needed to identify when users experienced crashes so it could resolve those issues as quickly as possible. To do so, the company used the Google Analytics Premium [BigQuery integration](#), which provided access to sequential data about users’ in-app actions. With this information, Progressive could investigate and resolve problems by examining the actions users took immediately preceding a crash. In one instance, the company traced the cause of a major crash back to a server-side issue just by looking at the data a few milliseconds before the reported problem. Armed with this new information, the team rapidly took action and fixed the problem.

Providing easier access while ensuring security

The third step for Progressive was to ensure that its customers could easily access and use the app, while maintaining the app's security. The company wanted to examine the path users encountered when their attempts to log in failed and how users behaved in that situation. The app was initially designed so that if a user failed to successfully log in to the app after five attempts, Progressive's security protocol locked the user out of the app and displayed a message instructing him or her to restart the app and try again. However, the team suspected that many customers didn't know how to restart the app or how to find their correct login information. If the hypothesis was correct, it meant the "locked out" alert didn't actually help customers regain access to the app and caused customers to abandon their attempts to use the app.

To investigate its hypothesis, Progressive used the custom funnels feature in Google Analytics Premium to visualize and analyze the existing login path. It found that a large percentage of customers who received the "locked out" alert never logged back in. With its suspicions confirmed, Progressive worked with developers and user experience experts to modify the path so that locked-out users were redirected to the "Forgot password" page instead of receiving the "locked out" message, thereby reducing user frustration and making it easier for users to regain access to the app. Once the company improved the login user experience, they saw successful logins increase by 30%.

Planning for the future

After seeing the positive results of using Google Analytics Premium, and Google's measurement tools, to improve mobile app experiences, Progressive plans to leverage Google Tag Manager for its apps in more creative ways. For example, in the past, the company has received negative feedback that users were not notified of scheduled maintenance periods and subsequently experienced unexpected interruptions in service. Progressive intends to use Google Tag Manager to quickly publish a maintenance notice alert that warns users of the service window. With improvements like these, the company demonstrates it understands the needs of its consumers, making the user experience frictionless on any device. In the end,

Google Analytics Premium

users can continue to expect best-in-class service with Progressive, which ultimately keeps them happy and loyal.

“Google Tag Manager for Mobile Apps allows us to deploy new custom dimensions and add on-demand messages to customers without pushing a change to the app store.”

—Kaitlin Marvin, Digital Analytics Architect, Progressive Insurance

The bottom-line business results driving Progressive’s use of Google Analytics Premium is being trumpeted throughout the organization and more business units plan to adopt the product in the near future.

About Google Analytics Premium

Google Analytics Premium is the enterprise-class analytics solution that offers rich insights into digital audiences and marketing effectiveness. With powerful, flexible, and easy-to-use features, companies large and small measure engagement to create more effective marketing initiatives, improve user experience, and optimize digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results.

For more information, visit google.com/analytics

Sources

- 1 Progressive Insurance, “Keynote Recognizes Progressive Insurance for the 24th Time as Premiere Insurance Carrier Website,” March 17, 2015.