

Google Analytics 360 increases Progressive's mobile business performance

Progressive prioritizes mobile improvements to keep customers happy



About

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

Goals

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

Approach

- Used Google Analytics 360 to glean new insights and improve customer experiences
- Implemented new tags with speed and ease using Google Tag Manager 360
- Investigated hit-level data using the Google BigQuery integration to solve customer issues

Results

- Reduced operating system testing time by 20%
- Increased successful logins by 30%

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 2004.¹ With the rise of mobile, however, Progressive wanted to be sure they had an industry-leading mobile app as well.

The company set out to evaluate its current mobile app to provide the best user experience possible. Progressive needed to determine which improvements would help them acquire new customers and increase customer loyalty.

To do so, Progressive required sophisticated analytics that would help the company gain a better understanding of customers' mobile preferences and behaviors. The insurance leader turned to Google Analytics 360 and Google Tag Manager 360 to handle its complex analytics needs. Using these two products from the Google Analytics 360 Suite, the team quickly made informed and impactful decisions to optimize the mobile app experience.

Seeing mobile customer behavior

While Progressive would like to create a frictionless experience on every mobile device, testing every combination of device and operating system on the market was not feasible. Progressive needed reliable data and analytics to prioritize and optimize testing efforts.

Analytics 360 helped Progressive identify operating systems and devices that customers were actually using. Since Progressive already used Analytics 360 to optimize its desktop website, it could easily implement these tools for the mobile app:

- Analytics 360 for Mobile Apps collected mobile data
- Tag Manager 360 offered a flexible tag implementation solution

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

"The Google Analytics 360 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

- The Analytics 360 integration with Google BigQuery showed in detail how people interacted with the app

Analytics 360 collected granular details about user behavior in the app and mapped them to in-depth session-based reports. Progressive used this data to create a custom report that revealed the top mobile device brands, models, and operating systems for its customer base. Insights gained from this custom report helped the company prioritize the most important mobile combinations and reduce testing time by 20%.

Higher confidence, lower crash rate

Next, Progressive focused on improving satisfaction with the mobile app by minimizing app crashes. The company needed to identify when users experienced crashes to resolve issues as quickly as possible.

The Analytics 360 [BigQuery integration](#) gave Progressive access to sequential data about users' in-app actions. With this information, Progressive could investigate and resolve problems by examining the actions people took immediately preceding a crash.

In one instance, the company traced the cause of a major crash back to a server-side issue by looking at data recorded a few milliseconds before the reported problem. Armed with concrete information, the team took action and fixed the problem, fast.

Easier access, greater security

The third step for Progressive was to ensure that people could easily access the app while still maintaining security. To improve successful logins, the team looked at how people behaved when login attempts failed.

The app was designed to lock people out after five failed login attempts, instructing them to restart the app and try again. The team suspected that people didn't know how to restart the app or find their login information. If so, the "lock out" screen wasn't doing much to help them regain access.

To investigate, Progressive used the custom funnels feature in Analytics 360 to visualize and analyze the login path. They found that a large percentage of customers who were shown the "lock out" screen never logged back in.

With suspicions confirmed, Progressive worked with developers and user experience experts to make changes. Now, locked-out users are directed to a "Forgot password" page that reduces frustration and makes it easier to regain access. With this improvement, successful logins increased by 30%.

“Google Tag Manager 360 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

Planning for the future

After seeing how the Google Analytics 360 Suite helped substantively improve its mobile app experience, Progressive plans to use Tag Manager 360 in more creative ways. For example, in the past, the company received negative feedback when people weren't notified about scheduled maintenance, and subsequently experienced unexpected service interruptions. Progressive intends to use Tag Manager 360 to quickly publish maintenance alerts that warn customers of service outages.

Improvements like these demonstrate an understanding of people's needs. Offering best-in-class service across all channels, including mobile, keeps Progressive customers happy and loyal.

As bottom-line business results are communicated throughout the organization, more of Progressive's business units plan to adopt the Google Analytics 360 Suite to pursue customer-centric strategies.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the “aha” moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite