

INDUSTRY
Life Insurance

TIME FRAME
1 year



CLIENT

Our client is a term life insurance provider that offers an innovative approach for consumers to purchase insurance plans through a streamlined online application and approval process.

TARGET AUDIENCE

Generation X and Millennial consumers typically with middle-class household income who are in the early stages of long-term financial planning, including starting families.

CHALLENGES

Our client came to Dragon360 with three points of desired improvement: optimize blog conversion rates, implement a digital conversion strategy for the blog, and to develop a measurement system that tracks conversion success.



SOLUTIONS

Build Content Funnel

Through optimization and repurposing of existing funnel elements of our client's blog, in addition to enhancing user experience design, Dragon360 strengthened conversion opportunities within the user journey from top-of-funnel blog content to middle-of-the-funnel resource content.

Add Custom Calls to Actions

Dragon360 collaborated with our client's design team to create a variety of in-line calls to action that would be placed within blog content and appropriate landing pages. Various designs and language used were tested, analyzed, and refined to determine the most effective options.



SOLUTIONS

Establish Brand Voice

The development and amplification of our client's brand voice through in-line blog calls to action strategically guided audiences through pieces of content and encouraged conversions to be generated naturally.

Track User Experience

To quantify progress and measure successes of conversion rate optimization improvements, Dragon360 provided tracking elements and collected user-generated data that would measure changes to our client's blog, allowing for continuous improvement to the overall blog experience and performance.