

Groupama increases quote submissions with EmotionsAI

Groupama is a multinational insurance group operating in 10 countries. They turned to AB Tasty's EmotionsAI to help better adapt their testing strategy to fit their wide range of customer profiles.

CHALLENGE

Groupama wanted to find a way to better adapt their A/B testing approach to fit customers unique emotional needs. They already had a testing solution in place but were curious about the innovative emotional targeting from EmotionsAI.

TEST IDEA

An A/B test was created focusing on the quotes form. The "Emotionals" segment was shown a reassuring message on the quote form promising the protection of their private data. Meanwhile, the "Rationals" segment was shown the form without the extra messaging, allowing them to continue without distraction.

RESULTS

Within 2 weeks, Groupama had their results. It was an instant win, with targeted messaging from EmotionsAI leading to a 10% increase in quote submissions. They also saw a 2 point increase in passage to the next step of the quote form, nudging customers further through the funnel.

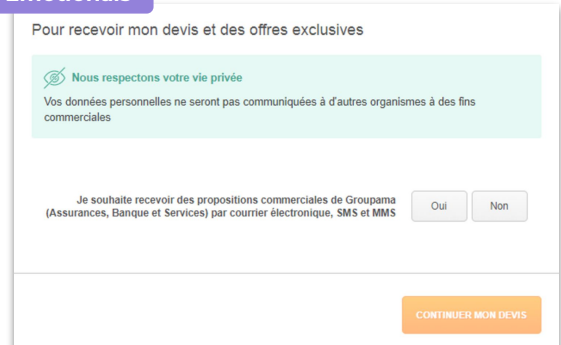
TAKEAWAYS

With an early success of the first test, Groupama decided to implement EmotionsAI due to the immediate return on investment they saw.

Rationals



Emotionals



We implemented EmotionsAI quickly because there are low barriers to entry... [EmotionsAI] is a good return on investment"

Emmanuel Béguin
Head of E-commerce, Groupama