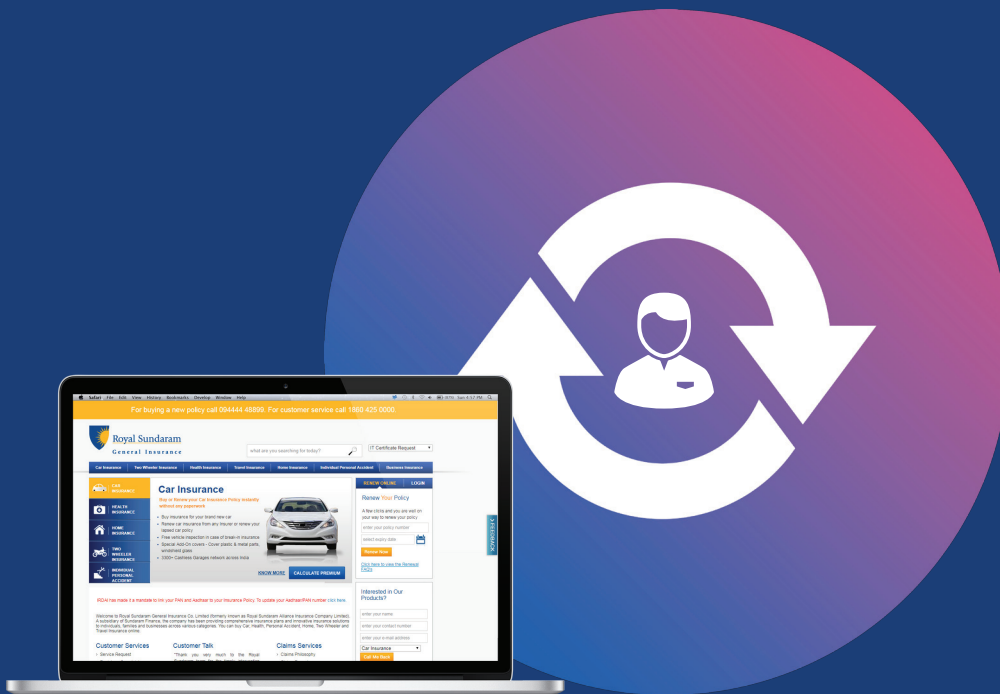


## Royal Sundaram improves online conversions of returning visitors by 33% with hyper-personalization on and off the website



### About Royal Sundaram General Insurance

Royal Sundaram General Insurance Co. Limited (formerly known as Royal Sundaram Alliance Insurance Company Limited), a subsidiary of Sundaram Finance, is the first private sector general insurance company in India to be licensed in October 2000 by the Insurance Regulatory and Development Authority of India. The company was initially promoted as a joint venture between Sundaram Finance, one of the most respected non-banking financial institutions (NBFCs) in India and Royal & SunAlliance Insurance plc, UK, one of the oldest general insurer in the UK.

Royal Sundaram has been providing innovative general insurance solutions to individuals, families and businesses directly as well as through its intermediaries and affinity partners. The company offers Motor, Health, Personal Accident, Home and Travel Insurance to individual customers and offers specialized insurance products in Fire, Marine, Engineering, Liability and Business Interruption risks to commercial customers.

Currently, Royal Sundaram is distributed across 130 cities in India, through agents, affinity partners, OEM dealers, brokers and through direct channel (both offline and online), selling over 2 million policies every year.

## Objective

### Growing digital business through personalization

The insurance industry has gone through a significant digital transformation over the past 2 – 3 years. Consumers these days come into contact with an insurance brand at several digital touchpoints. More users are researching for insurance products, buying and renewing insurance policies online than ever before. It is critical for a brand to deliver a relevant and consistent experience across online channels to drive repeat visitors, keep users engaged and drive business. Royal Sundaram was quick to realize this need for personalization to engage their users and grow digital revenue.

Data privacy and security are equally important factors that amplify the brand value of an organization. Banks have to ensure that their marketing campaigns do not compromise with customer data and are compliant with the data privacy and security standards set by the industry

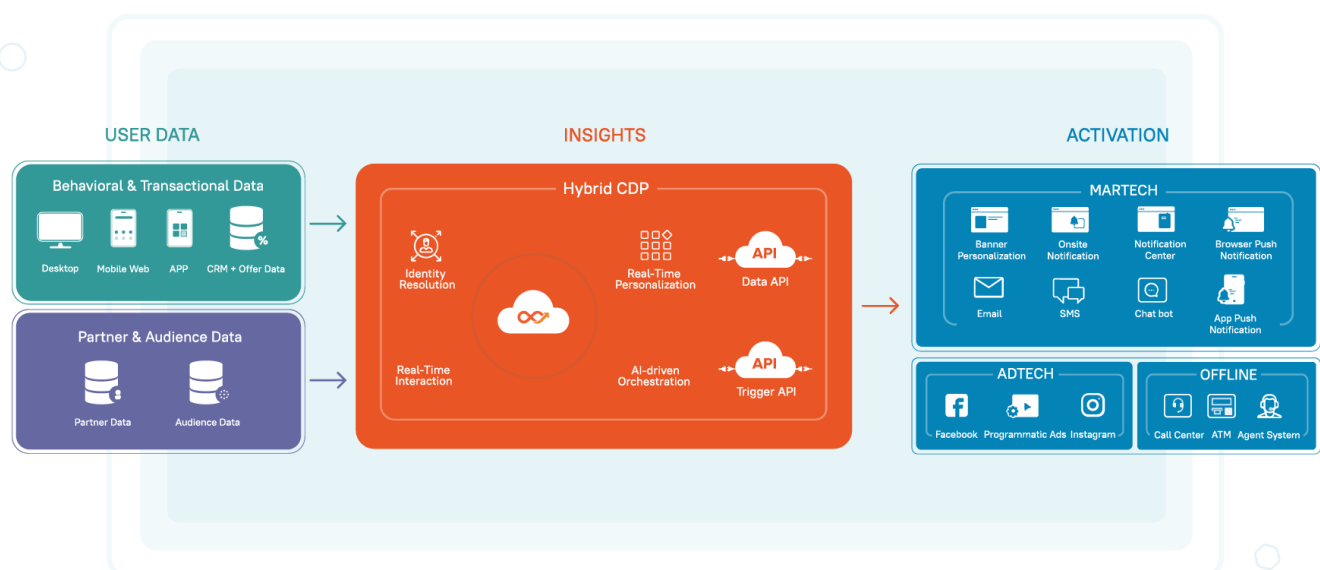
#### The strategic objectives were to,

- Boost repeat visitor conversion with cross channel engagement
- Drive down cost per acquisition through focused personalization
- Maintain customer data confidentiality and integrity by conforming to the standards set by the industry

They turned to Lemnisk to help achieve these objectives.

## Lemnisk: Customer Data Platform & Real-Time Marketing Automation

Lemnisk is the world's first real-time marketing automation built on an intelligent & secure Customer Data Platform orchestrating 1-to-1 personalization and cross-channel customer journeys at scale that increases conversion, retention & growth for enterprises.



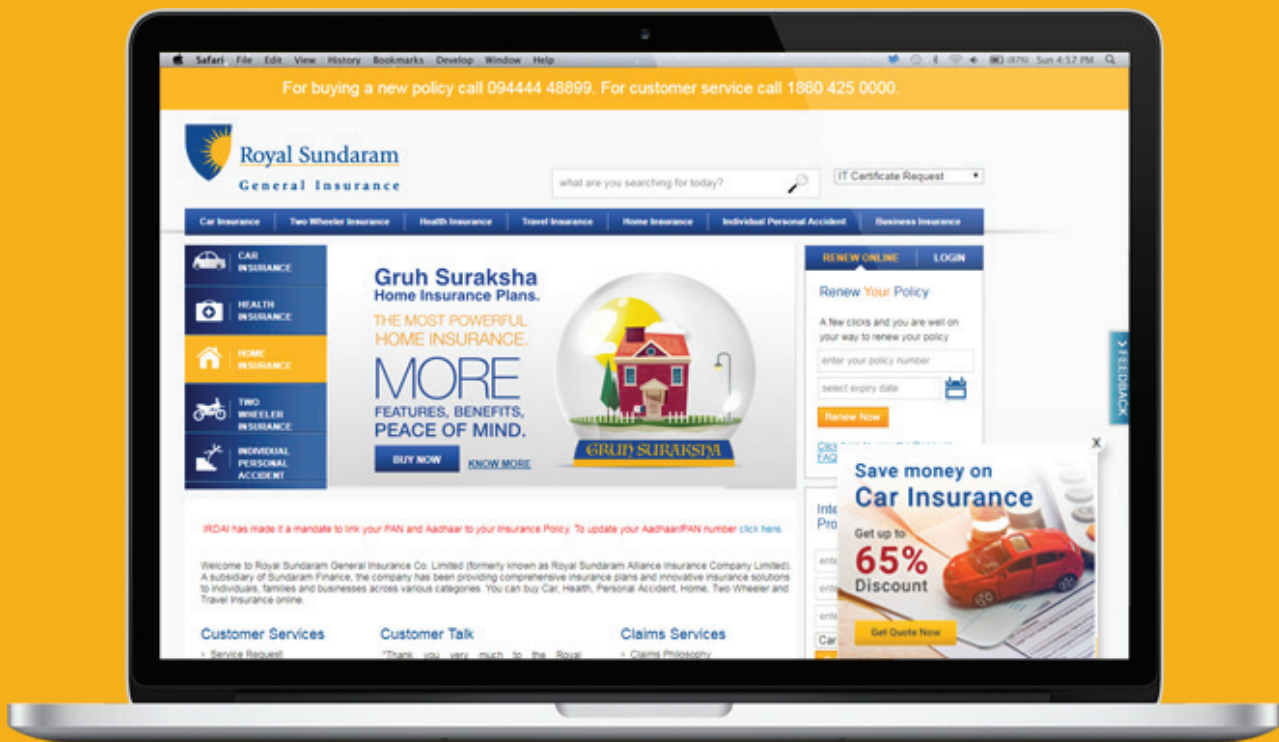
## User Level Personalization

Lemnisk tags placed on the Royal Sundaram website collected first party website behavior data at a user level – based on which messaging was personalized for each user. Users were targeted with personalized engagements on and off the website through two specific channels – Onsite Notification and Web Push Notification respectively. Campaigns went live on all 5 products – Home insurance, Car insurance, Health insurance, Travel insurance and Two wheeler insurance.

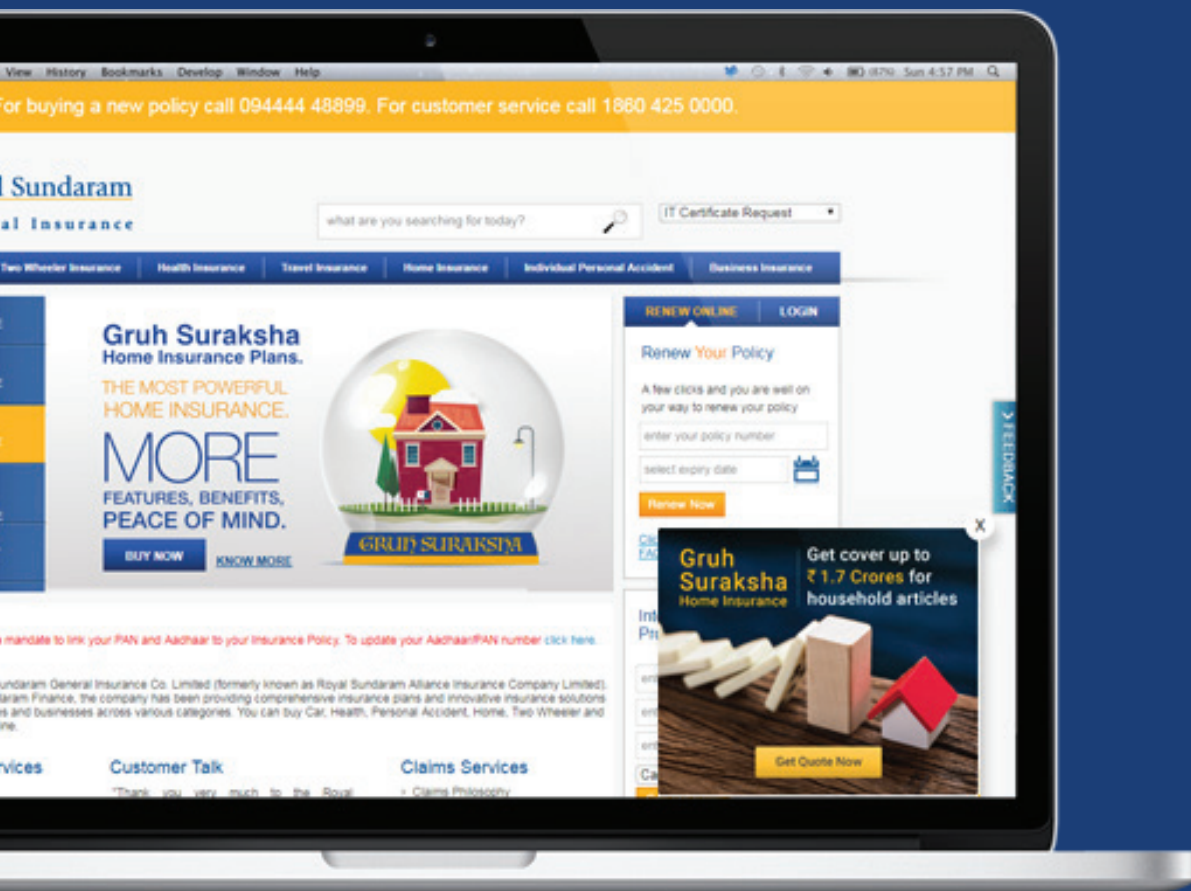
### Onsite Notification

Onsite notification is a ‘moment of truth’ channel on the brand’s website specially targeted at repeat visitors to shorten the purchase cycle. Royal Sundaram’s repeat visitors were targeted with personalized onsite notifications based on the last product they visited on the website:

Onsite notification on Home page based on last visited product (Car insurance)



Onsite notification on Home page based on last visited product (Home insurance)



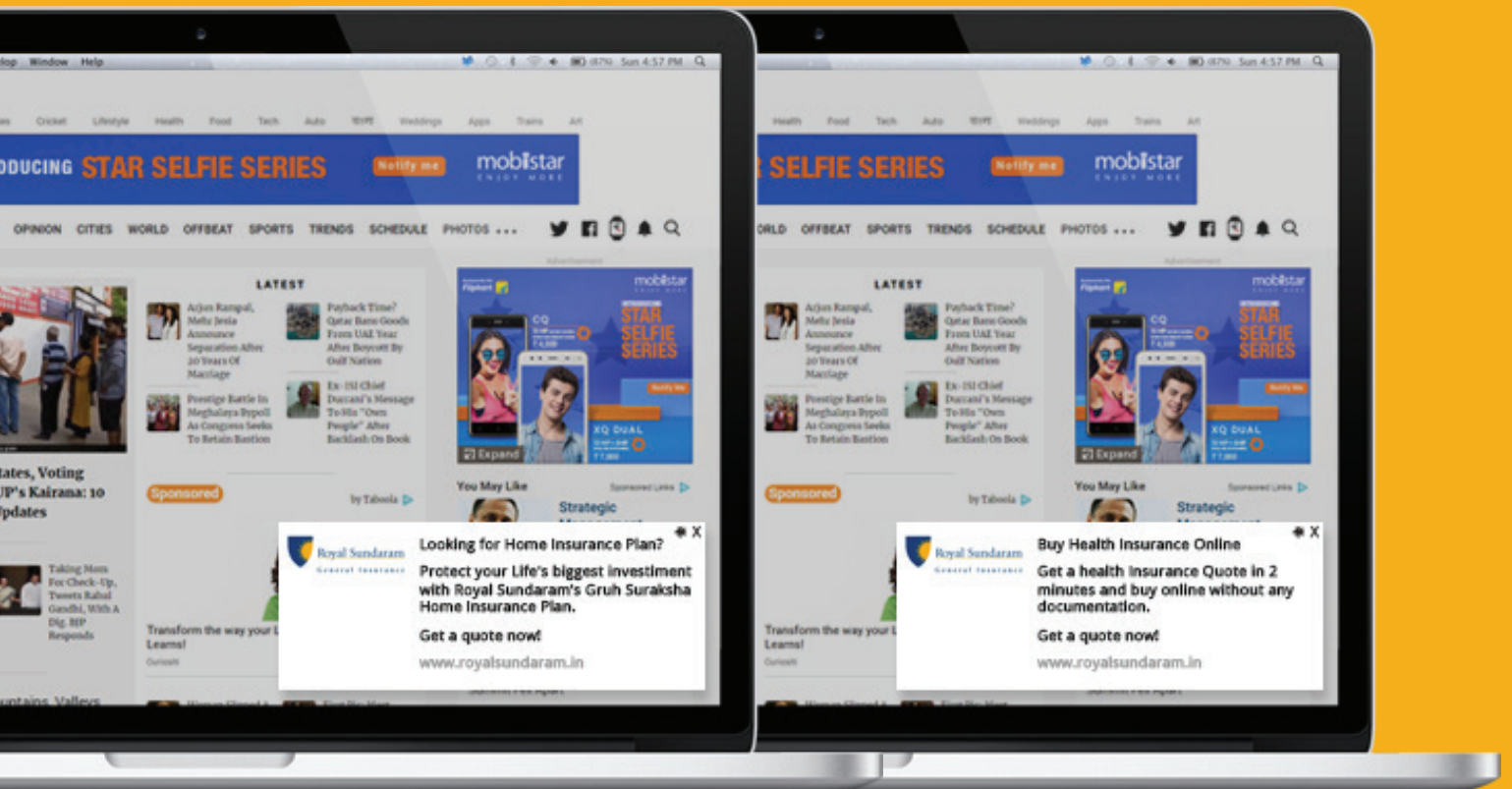
Onsite notifications personalized with product intent drove up user engagement on the website generating CTR up to 3.41%. The contextualized buying journey further led to a rise in the click-to-conversion ratio as well to as much as 14%.

## Web Push Notification

Web Push Notification is a free channel outside the website to engage users who have dropped off from the website. Royal Sundaram delivered web push notification personalized at a product level for each user based on the product page they dropped off from the website. The objective was to bring back users to the website and nudge them further down the buying funnel. Customization was done at a user level rather than segment level. Hyper personalization to this extent generated exceptional repeat visitor engagement with CTR up to 3.85%.

Web Push Notification based on last visited product (Home insurance)

Web Push Notification based on last visited product (Health insurance)



Web Push Notification along with Onsite Notification being free channels without media spend contributed to driving down cost of acquisition.

## Results

Royal Sundaram has become one of the first general insurance companies in India to execute product level personalization on Web Push Notification and Onsite Notification.

Over a 5 month time-frame,



12%

increase in unique repeat visitors among total unique visitors on the website



33%

increase in unique repeat visitor conversion

“ We have seen phenomenal results in a short period of time from our partnership with Lemnisk. We are already in the process of implementing new innovative channels in addition to the two we are currently live on. We are excited about the prospect of being one of the first general insurance companies in India to hyper personalize user experience across the online ecosystem ”



**TM Shyam Sunder,**  
CIO & Country Head - Retail Operations,  
Customer Service & Direct, Royal Sundaram.