

# AVATAR-AIDED ENGAGEMENT

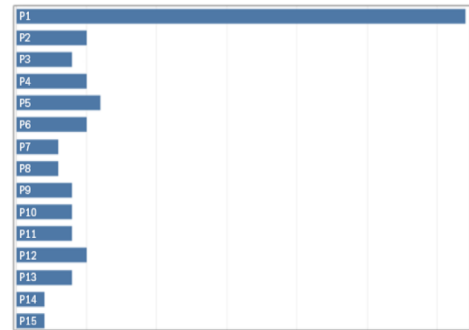


## How did an insurance company see engagement with their content increase 260%?

We worked with a prominent insurance company who had multiple pages of member content that had a disappointing number of page views on the company's website. We created an avatar guide for that content and measured how site visitors interacted with the content with – and without – the help of an avatar.

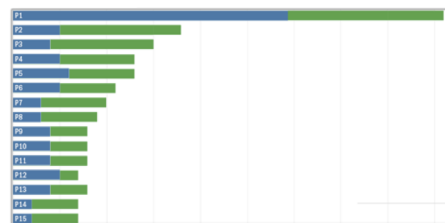
### The Challenge

Our client had a 15-page document online to help members understand insurance coverage and other related issues. They were seeing limited interaction with the document, and for users who accessed the first page, there was an 86% drop-off in visitors who went to the second page of the document. In addition, only 6.3% of the visitors to Page 1 made it all the way to Page 15. The client wanted to increase the number of site visitors who engaged with the document and to improve engagement with pages beyond the first.



### The Avatar Advantage

To control for seasonal variation in site traffic, we set up an A/B test to see the effect of the Avatar's presence on engagement with the first page and with subsequent pages.



For visitors with the avatar, we observed:

- **45% increase in engagement with first page**
- **260% increase in engagement with second page (39% vs 15% retention)**
- **250% increase in engagement with last page (15.2% vs 6.3% retention)**