

THE IMPORTANCE OF MARKETING WEB METRICS FOR MODERNISATION OF THE INSURANCE MARKET

In today's digital age, the insurance market is facing major changes under the influence of new technologies and changing consumer needs. One of the key factors in the modernisation of this market is the application of marketing web metrics, which enables precise monitoring and analysis of user behaviour on the Internet. These metrics provide insights into the efficiency of marketing strategies, identifying potential customer preferences, and optimising offers and communications. By implementing advanced data analysis tools, insurance companies can improve their business processes, target specific market segments and compete efficiently in a dynamic business environment. This paper investigates the importance of marketing web metrics as a key tool for the modernization of the insurance market, with a special focus on its application in creating competitive advantages and increasing client satisfaction.

1. DIGITAL MARKETING AND ITS SIGNIFICANCE

The fourth industrial revolution, which led to a significant improvement in digital technology and the spread of the Internet, caused radical changes in the way companies meet the demands of their consumers⁶⁷², as well as in corporate communication⁶⁷³. A special type of marketing that uses digital channels such as computers, text or multimedia messages via mobile phones, interactive television, IPTV, various forms of digital displays, etc. for the promotion of products and services, as well as for establishing and maintaining relations with consumers is digital marketing.

In the process of applying digital marketing, a company can use websites, search engines, blogs, social media, video, email and similar channels to reach customers. The main purpose of digital marketing is for the company to get closer to consumers using digital media to better research and understand them, add

⁶⁷² Rancati, E. (2010). Market-driven management, global markets and competitive convergence. *Symphonya - Emerging Issues in Management*, 1, pp. 76-85.

⁶⁷³ Winer, R. S. (2009). New communications approaches in marketing: Issues and research directions. *Journal of Interactive Marketing*, 23, pp. 108-117.

value to products, expand distribution channels and increase sales through digital promotion.⁶⁷⁴

One of the most important novelties in the digital approach to marketing, compared to the classical approach, is that the clear boundary between the roles of service providers and service recipients: final or business customers is erased. In digital marketing, the boundaries between these roles are blurred, and more complex relationships are created between participants. Namely, there is a sharing of free marketing content that attracts potential consumers and thus increases their engagement and the power of companies to impose themselves as relevant and capable of instilling trust in existing and potential customers⁶⁷⁵. To understand the importance of digital marketing in the future, it is important to consider the key aspects of a company's interactions with consumers, which it must understand in order to manage them efficiently.

Digital marketing today encompasses a much broader field than it used to, including the variety of devices people use, such as smartphones, computers, and other connected devices. Also important is the Internet of Things (IoT), which enables devices to communicate and exchange data without human intervention. Interactions often take place through digital platforms such as social networks and search engines, while various forms of digital media are used to engage audiences. The collection of user data has become crucial, and in order to do so legally, the relevant regulations must be followed. Finally, digital technology, such as marketing platforms and tools for creating interactive experiences, plays a significant role in today's marketing.⁶⁷⁶

Unlike traditional marketing, which is static and often referred to as „one-way“ communication, digital marketing is dynamic and allows interaction. Namely, clients cannot communicate with bidders through billboards or printed ads, while digital marketing provides a way for two-way communication between companies and their real or potential customers and other stakeholders, as well as communication between customers themselves.

In the modern age, a large number of people spend a lot of time on the Internet. Thanks to digital marketing, this reality is used, and products and services are

⁶⁷⁴ Filipović, J. (2021). *Digitalni marketing*. Belgrade: University of Belgrade, Faculty of Economics and Business, p. 14.

⁶⁷⁵ Kucuk, S. U., & Krishnamurthy, S. (2007). An analysis of consumer power on the Internet. *Technovation*, 27, pp. 47-56.

⁶⁷⁶ Craffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson Education Limited, p. 5.

promoted online. In this way, companies' marketing efforts increase the likelihood of reaching customers by targeting them where they spend most of time. A successful digital marketing strategy generally involves a combination of different methods, such as online advertising, search engine optimisation, marketing, social media content management and creation, and others.

From startup to enterprise, a multifaceted approach to digital marketing can lead to digital marketing goals and significant commercial benefits: online sales growth, branding, content creation, personalization, considerable cost savings, entry into new, remote markets, and better measurement of marketing results in real time.⁶⁷⁷

2. THE INFLUENCE OF THE INTERNET ON THE EFFICIENCY OF MARKETING

The impact of the Internet on marketing efficiency has become the subject of numerous researches and studies, as the digital revolution has changed the way companies do business and communicate with consumers. The Internet enables faster, more accurate and cheaper marketing activities, which makes marketing more effective. In order to analyse the impact of the Internet on the efficiency of marketing, the starting point is the improvement of technology and tools that were necessary for e-commerce.

Advances in tools and technology make it possible to review and analyze the large amount of data needed to provide a true picture of a company's marketing performance. Having the right tools and technology in your company is a necessary condition for managing marketing efficiency. Without basic tools and technology, it's very difficult for marketers to consider anything but the simplest metrics in an effort to leverage analytics to improve their results.

With the tool, marketers can build and manage a sustainable analytics process, which is broad enough to allow consideration of the large amount of data necessary to provide a true picture of marketing performance. That's why having advanced tools and technology is essential to create and manage an effective marketing analytics process that contributes to marketing efficiency. The fourth industrial revolution, which brought significant advances in digital technologies and the spread of the Internet, caused major changes in the way companies meet the needs of their consumers and in corporate communication. One of the key

⁶⁷⁷ Ahuja, V. (2016). *Digital marketing*. Oxford: Oxford University Press, pp. 14-16.

innovations in digital marketing is the free sharing of content that attracts potential customers, which helps build trust with existing and new customers.⁶⁷⁸

The Internet has significantly improved the efficiency of marketing through the development of technologies and tools that enable the analysis of large amounts of data. Companies now use advanced tools to build databases and analyze marketing performance. These tools allow marketers to effectively manage marketing analytics processes, which is essential for successful marketing.

Technology refers to the underlying platforms that enable marketing processes, while tools are specific software systems that perform certain functions, such as, above all, performance monitoring through dashboards. Although these terms are often used together, the distinction between them is becoming less pronounced as technology advances and integrates new features.

As previously stated, there are two types of marketing today: traditional and digital marketing. Traditional marketing refers to methods that have been used for decades, such as television commercials, print ads, billboards, and radio spots. These methods usually target a wider audience, in a specific geographic area or in a specific demographic group.⁶⁷⁹ On the other hand, digital marketing uses digital technologies such as social media, email marketing, search engine optimisation (SEO) and online advertising, which allow more precise targeting of the audience based on their interests, behaviour or geographic location.⁶⁸⁰ Although traditional marketing can still be effective, digital marketing has become increasingly popular and important due to the development of technology and the Internet.⁶⁸¹

Digital marketing enables businesses to reach a wider audience, measure marketing efforts and adjust their strategies based on analysed data. Also, digital marketing can be more profitable and bring a higher ROI (Return on Investment) compared to traditional marketing.⁶⁸² In addition, social media is crucial to marketing strategies, as there is a strong correlation between customers' use of

⁶⁷⁸ Craffey & Ellis-Chadwick (2019), op. cit., p. 5.

⁶⁷⁹ Rosario, A. M. F. T., & Cruz, R. N. (2019). Determinants of Innovation in Digital Marketing. *Journal of Reviews on Global Economics*, 8(1), pp. 1722-1731.

⁶⁸⁰ Montgomery, K. C., Chester, J., Grier, S. A., & Dorfman, L. (2012). The New Threat of Digital Marketing. *Pediatric Clinics*, 59, pp. 659-675.

⁶⁸¹ WSI (2013). *Digital Minds: 12 Things Every Business Needs to Know about Digital Marketing*. Altona, MB, Canada: Friesen Press, p. 7.

⁶⁸² Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10), pp. 321-339.

social media and their brand loyalty. Greater use of social media leads to greater loyalty, which in turn improves sales performance. However, many organizations are not ready to invest in digital marketing because they still see it as an addition to traditional methods.⁶⁸³

Digital marketing is one of the most important drivers of innovation that enables the competitiveness and growth of companies. Innovation is defined as the process of introducing new ideas, products or methods to improve an existing system or create a new one. This process involves creativity and problem-solving to develop solutions that meet the changes in society. Marketing innovations refer to the introduction of new methods of promoting, evaluating or selling products/services, as well as to significant changes in product design or packaging. As consumers increasingly use digital channels to research and shop, businesses must embrace digital marketing to remain competitive. It is very important for companies to have an effective marketing system that provides consumers with a wide range of alternatives, including new product launches, promotions and increasing loyalty, in order to attract and retain customers.

Innovation positively affects business performance, increasing customer satisfaction, production speed, growth and efficiency. Research on the example of Fortune 1000 companies indicates an increase in sales, internal efficiency and a reduction in production costs.⁶⁸⁴ Empirical studies of marketing innovations also show a positive impact on performance, including growth in sales, profits, cash flow, and shareholder value. For example, a study of the top 100 Korean firms found that investing in social media can lead to high financial performance.⁶⁸⁵ Marketing innovations enable companies to achieve competitive advantages in the market, improving economic efficiency, product differentiation and increasing consumption.

Digital marketing has become crucial for many companies, as it allows automating processes, measuring performance and improving marketing strategies. In the past, the digitalization of marketing was the privilege of large

⁶⁸³ Pollák, F., & Markovič, P. (2021). Size of business unit as a factor influencing adoption of digital marketing: Empirical analysis of SMEs operating in the central European market. *Administrative Sciences*, 11(3), 71, <https://doi.org/10.3390/admsci11030071>

⁶⁸⁴ Cho, H. J., & Pucik, V. (2005). Relationship between Innovativeness, Quality, Growth, Profitability, and Market Value. *Strategic Management Journal*, 26(6), pp. 555-575.

⁶⁸⁵ Chung, S., Animesh, A., Han, K., & Pinsonneault, A. (2014). Firm's social media efforts, consumer behavior, and firm performance. *ICIS 2014 Proceedings*, 14, pp. 1-20.

companies, but today it is also available to smaller companies. Digital marketing enables the collection and analysis of data on the presence of customers on the Internet, which helps in optimising marketing activities and recognising moments when specific content should be applied or special offers activated.

The implementation of modern digital marketing enables companies to improve customer service, focus on the customer and thus achieve high financial performance.⁶⁸⁶ Modern digital marketing 5D includes digital devices, Internet of Things, digital platforms, digital media, digital data and digital technologies. Audiences interact with companies using a variety of digital devices, such as smartphones, tablets, computers, televisions, gaming devices, virtual assistants and other devices. The Internet of Things is a system of devices and objects that can transmit data over a network without human intervention, using machine-to-machine interactions.⁶⁸⁷ Interactions often take place through digital platforms such as Facebook, Google, YouTube, X (ex Twitter), LinkedIn, Amazon and others. To win and engage users, digital media such as ads, email messages, search engines and social networks are used. Thanks to digital marketing, companies collect data on the profiles of their users, and the protection of that data is regulated by legislation in most countries.

Companies use marketing technologies (martech) to create interactive and personalised experiences, enabling better user engagement and more effective communication with them. These technologies include content management tools, analytics and automation, and are implemented through websites, mobile apps, email campaigns and other digital channels.

Thanks to 5D digital marketing, consumers now have a greater choice of products and services than ever, and companies have the opportunity to expand their market and communicate with audiences in new ways. By embracing new technologies, a company can increase brand awareness, increase sales, and improve customer experience. Effective innovations in digital marketing can contribute to better attracting and retaining customers, i.e. strengthening loyalty, resulting in increased sales and overall company performance.⁶⁸⁸ These

⁶⁸⁶ Dumitriu, D., Militaru, G., Deselnicu, D. C., Niculescu, A., & Popescu, M. A. M. (2019). A perspective over modern SMEs: Managing brand equity, growth and sustainability through digital marketing tools and techniques. *Sustainability*, 11(7), 2111, <https://doi.org/10.3390/su11072111>

⁶⁸⁷ Craffey & Ellis-Chadwick (2019), op. cit., p. 5.

⁶⁸⁸ Javalgi, R. R. G., Radulovich, L. P., Pendleton, G., & Scherer, R. F. (2005). Sustainable Competitive Advantage of Internet Firms: A Strategic Framework and Implications for Global Marketers. *International Marketing Review*, 22(6), pp. 658-672.

capabilities enable SMEs to compete with large players in the market. Digital marketing innovations have the potential to positively impact business performance by enabling companies to reach a wider audience, improve customer engagement and gather valuable data for targeted advertising.⁶⁸⁹

Innovations in digital marketing have become more popular and important in recent years due to the increasing reliance on digital channels to communicate with consumers. With the widespread adoption of digital technologies, an increasing number of people are present on social networks. Companies should adapt to this change in the behaviour of potential and existing consumers by embracing innovations in digital marketing. These innovations offer companies new opportunities to engage with their target consumers, collect valuable data, and survive or emerge ahead of the competition. As a result, many companies are investing in digitization and introducing marketing innovations in order to be relevant and competitive in the digital market.⁶⁹⁰

In the following, the key factors of the impact of the Internet on marketing effectiveness are discussed, such as global availability and scale, personalization and market segmentation, cost reduction, increased interactivity and user engagement, as well as the use of artificial intelligence and automation.

Global availability and range increase the chances of sales growth and brand recognition. One of the Internet's most significant impacts on marketing is its ability to connect businesses to the global marketplace. Through the Internet, companies can reach consumers all over the world, thereby significantly expanding the market and reducing the geographical barriers that existed before the digital era. As a result, marketing becomes more efficient as market reach is greater and distribution costs are reduced.⁶⁹¹

The Internet enables companies to personalise and segment the market, that is, to collect data about users and develop personalised marketing campaigns based on that data. By using analytics and user behaviour data, businesses can create targeted ads and offers that match specific consumer needs and wants. This approach to personalised marketing is much more effective than traditional

⁶⁸⁹ Ibid.

⁶⁹⁰ Peter, M. K., & Dalla Vecchia, M. (2021). The Digital Marketing Toolkit: A Literature Review for the Identification of Digital Marketing Channels and Platforms. In: *New Trends in Business Information Systems and Technology. Studies in Systems, Decision and Control*, Vol. 294, Dornberger, R. (ed.), Springer, pp. 251-265.

⁶⁹¹ Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley, pp. 47-53.

approaches, as it increases the likelihood that consumers will respond positively to marketing activities.

One of the main reasons why the Internet has improved the effectiveness of marketing is the reduction of costs compared to traditional forms of advertising, such as TV commercials, radio and print materials. Digital marketing offers much cheaper options for advertising and promotion, including social media, SEO, email marketing and PPC (pay-per-click) campaigns. In addition to lower costs, digital channels allow companies to effectively track ROI (return on investment) and optimize their marketing strategies in real time.⁶⁹²

The Internet enables two-way communication between businesses and consumers, which has significantly increased user engagement. Through social networks, blogs, forums and other interactive platforms, businesses can communicate directly with consumers, respond to their comments and questions, and adjust marketing strategies based on feedback. This level of interactivity improves the effectiveness of marketing because it enables a faster and more relevant adaptation of the offer to the needs of the user .

The use of artificial intelligence (Artificial Intelligence - AI) and automation in marketing has become a key factor in increasing efficiency. Digital platforms use algorithms to personalise content, optimise ads, predict consumer behaviour, and automate marketing processes. For example, chatbots can provide 24/7 customer support, while automated email campaigns can target users with relevant content at the right time, increasing the chances of conversion.⁶⁹³

The Internet has significantly improved the effectiveness of marketing through global accessibility, personalization, cost reduction, interactivity and the use of new technologies such as artificial intelligence and automation. These factors allow businesses to more effectively reach their target audience, better understand their needs and quickly adapt their marketing strategies, thereby achieving a higher return on marketing investment.

3. WEB METRICS

Today, every 60 seconds on the Internet, 241 million emails are sent, 41.6 million WhatsApp messages are sent, 6.3 million Google searches are performed, 25.1 million hours are spent online (globally), 694,000 Instagram DMs are sent,

⁶⁹² Kotler et al. (2017), op. cit.

⁶⁹³ Craffey & Ellis-Chadwick (2019), op. cit.

360,000 tweets are sent on X (Twitter), 4 million Facebook posts are made, and 6,060 LinkedIn bios are submitted.⁶⁹⁴ The modern information age enables us today, more than ever before, to get a lot of data about consumers (clients), partners, competition and events in the environment. This data is unstructured and is growing three times faster than structured data, and it is predicted that in 2025 it will be the majority of data (90%) and amount to 175 billion terabytes.⁶⁹⁵ How we access and process these large amounts of data is crucial. It is for this reason that a set of procedures and tools called web analytics and consequently web metrics was developed.

Web analytics is the measurement, collection, analysis, and reporting of Internet data for the purpose of understanding and optimising Web usage. The purpose is to understand consumer behaviour online, measure their responses to digital marketing efforts, and optimise digital marketing elements and processes that drive customers to appropriate behaviour that benefits the business.⁶⁹⁶ In general, web analytics can be divided into descriptive (what happened), diagnostic (why it happened), predictive (what will happen) and prescriptive (how to influence it to happen). Predictive analytics, which makes it possible to predict future purchase decisions based on user behaviour, is of great importance. This type of analytics represents the next step in the development of marketing automation and allows organizations to use data to make informed decisions about future campaigns.

The basic steps in the web analytics process are: collecting data, processing data into metrics (data is turned into information), developing key performance indicators (KPIs) (measurable values that show how effectively a company achieves its goals) and formulating an online marketing strategy. As metrics represent a measurement system that quantifies trends, dynamics and characteristics of a phenomenon, marketing metrics are a set of benchmarks that help companies quantify, compare, and interpret their performance.⁶⁹⁷

Web metrics allow a company to measure the impact of online marketing activities on the company's profits and assets, better diagnose and make decisions

⁶⁹⁴ Kumar, N. (2024). Big Data Statistics 2025: Growth and Market Data, *Demandsage*, November 13, 2024, <https://www.demandsage.com/big-data-statistics> (accessed 10.4.2025)

⁶⁹⁵ Ibid.

⁶⁹⁶ Jarvinen, J., & Karjaluoto, H. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*, 50, pp. 117-127.

⁶⁹⁷ Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*. Hoboken, NY: Pearson, p. 112.

about the amount, type and structure of marketing expenses. Web metrics data is essential for tailoring an insurance company's online marketing strategy and offering to profitable customers. Marketing and web metrics track and measure the factors that drive an insurance company's financial results. At the same time, they serve as a justification for marketing costs and investments. The main goal is to reduce costs and increase their efficiency.

There are a number of web metrics that can be used in digital marketing. Most authors divide them according to the stages of the consumer or client consumption process:

- brand awareness - these indicators explain the company's current and potential audience;
- engagement – these metrics show how the audience interacts with the company's digital content, e.g. banner, application, etc.;
- conversion – these metrics show the effectiveness of the company's efforts on certain digital channels and
- consumer loyalty - these metrics reflect what active customers feel and think about the company's brand.

The specific metrics of each of these categories will vary by type of digital tool, and we will encounter some of them in each of them. The most commonly used metrics for website performance is the Google Analytics toolkit, which includes: number of sessions, number of users, number of page views, number of pages per session, average session duration, bounce rate, new user rate and repeat visitor rate. The basic metrics related to email are: delivery rate, open rate, response rate, conversion rate and unsubscribe rate. Indicators used to measure the effectiveness of ads on the search engine are: views (impressions), click-through rate or number of clicks per view, conversion rate.

Social media metrics are related to brand awareness: awareness, audience growth rate, post reach, potential reach and social share of resonance; Engagement metrics are: applause rate average engagement rate, boost rate, viral rate, conversion metrics: conversion rate, click-through rate, bounce rate, cost per click, cost per thousand impressions, conversion rate; Customer metrics: Customer Testimonials, Customer Satisfaction Score and Promoter Net Score.

Mobile marketing metrics are on the rise today. Engagement indicators are: session duration, session interval, interaction flow, interaction rate, opt-in, opt-out, stickiness indicators, and retention rate. Conversion metrics are average cost per install, average cost per signup, cost per acquisition, average order value, and average revenue per user. Relationship indicators are: love relationship and app store ranking.

It is important for a company to understand what it can measure and what metrics are available. Depending on the goals, the company will decide which metrics will be used and which will be key for them to evaluate the success of the business.

A marketing automation system has become an integral part of marketing analytics as it collects data on interactions with potential customers. This data allows marketers to better understand purchase flows and identify areas for improvement. Through integration with CRM systems, digital marketing provides a broader perspective on customer interactions and enables better insights into the entire sales process.

For digital marketing, the HubSpot platform is very important, allowing accurate tracking and analysis of marketing metrics, including site visits, page performance, blogs, social media metrics, and CTA (call to action) clicks. This tool centralises all marketing efforts, enabling effective analysis and optimisation of marketing strategies. Through deep data analysis, the platform enables the recognition of successful and unsuccessful tactics, making the marketing process driven and results-oriented.

Using data such as conversion rates, click-through rates and SEO (Search Engine Optimization) metrics allows for the recognition of patterns in user behaviour and the optimisation of marketing campaigns. HubSpot, as an integrated marketing automation platform, helps analyze that data and guides marketers through the analytics process.

Marketing teams can use the above analytics tools for strategic and operational purposes. Strategic marketing analytics helps make decisions that direct resources in the most profitable way, while operational analytics focuses on optimising current marketing activities and testing the performance of campaigns.

It is important that marketers choose the right analytics tools according to the specific needs of their organizations. There are many tools available that can be used for different aspects of marketing analytics, and the selection depends on the types of metrics being tracked. This wide range of tools allows marketers to explore the best options for their specific goals.

Analytics tools in the field of operations and logistics are today closely linked to the digital presence of organizations, which goes beyond the boundaries of a simple website. This includes all digital touchpoints, including micro-sites, social networks, search engine optimization (SEO), search engine marketing (SEM) and

mobile applications. Marketers need tools that provide a holistic view of all these activities and their mutual impact on organisational performance.

More and more customers are researching sellers online, which means a website is critical to an organisation's digital marketing. If a website is not optimised or does not offer quick and easy access to information, it can be a problem for the company. That's why tools are needed that allow insight into the behaviour of site visitors in real time.

Google Analytics is the dominant tool in the field of marketing analytics. This free tool is used by many websites and provides valuable information about site visitors, traffic and content. Google Analytics provides insight into the number of visitors, demographic data, traffic sources, and keywords that bring users to the site. This tool is indispensable for site optimization, as it provides data that helps improve SEO features.

Google Analytics is constantly evolving and now offers the ability to track users across multiple devices, allowing data to be collected from a wide range of devices. However, in addition to Google Analytics, there are other analytical tools that can provide additional information and help in understanding the market. TrustRadius, for example, offers detailed analyses and rankings of analytics software based on user ratings, which can be useful for organisations looking to select the right tools for their specific needs.

In addition to the website, today it is important to analyze the company's presence on social networks and mobile platforms. To successfully manage a digital presence, marketers use tools that allow monitoring of brand conversations on social networks, as well as user engagement. Tools like HootSuite, Netbase, and SproutSocial make it possible to spot important interactions, such as customer complaints or brand sentiment analysis. Also, the mobile channel is crucial for many companies, as it allows the use of GPS data to create a personalised offer in real time.

4. USE OF MARKETING WEB METRICS IN THE INSURANCE INDUSTRY

The use of marketing web metrics in the insurance industry not only allows insurance companies to better understand their users, but also allows them to become more agile in their marketing strategies. Companies such as AXA, MetLife, Allianz and AIG are successfully using advanced data analysis techniques, predictive models and personalised marketing campaigns to improve

customer experience and increase their competitiveness in the market⁶⁹⁸. Through a better understanding of customer behaviours, insurance companies can optimise their marketing activities, reduce costs and increase conversion.

Example 1. Allianz⁶⁹⁹, a global insurance leader, uses marketing web metrics to create personalised offers for its customers. By using advanced analytical tools, Allianz monitors user behaviour on its website, identifies their needs (eg interest in car insurance) and generates targeted marketing content based on this data. By tracking those metrics, Allianz was able to increase conversion rates, as it offered users exactly what they were looking for at the right time.

Allianz implements data analysis tools such as Google Analytics, Adobe Analytics and internal data analysis systems that enable monitoring of user behaviour on their websites. This data includes information about what services users search for, how much time they spend on certain pages, and what questions they ask before making a decision to purchase an insurance product.⁷⁰⁰ Through user segmentation, Allianz is able to recognise different groups of consumers and offer them personalised services. For example, for users who have been interested in car insurance, Allianz may display special offers for cars of certain brands or types, using data about the user's previous interactions with the site.

Predictive analytics plays a key role in their marketing efforts. Based on past data, Allianz uses algorithms to predict which customer groups are most likely to purchase a particular insurance product. This data allows campaigns to be precisely targeted towards users who are likely to be interested in additional products. For example, if a user frequently searches for life insurance options, Allianz may automatically display ads for similar products such as health insurance or accident insurance.

Allianz also uses its CRM (Customer Relationship Management) systems in combination with web analytics to create a comprehensive view of customer interactions. CRM allows a company to track the history of customer interactions, from the first contact to the moment they make a decision to purchase a product. Linking this data with web metrics allows Allianz to build long-term, personalised customer relationships, which are key to retaining existing and attracting new customers.

⁶⁹⁸ Craffey & Ellis-Chadwick (2019), op. cit.

⁶⁹⁹ <https://www.allianz.com/>

⁷⁰⁰ Kaushik, A. (2010). *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity*. Wiley.

Example 2. AIG⁷⁰¹ is one of the global leaders in the insurance industry, and their application of marketing web metrics aims to improve the user experience on their website, improve conversion and optimize marketing campaigns. AIG uses Google Analytics and other advanced tools to track user interactions on its site. Through detailed monitoring of click-through rate (CTR), bounce rate and conversion rate, AIG can identify exactly which pages attract users and which cause them to leave the site. For example, AIG identified that site visitors often abandon the insurance application form at the stage where personal information is required. Based on that data, the company optimised the site design, simplified the sign-up process, added clear calls to action and reduced the number of steps required to fill out the form, leading to an increase in conversion rates.

AIG is focused on improving the mobile user experience. The data collected through web metrics helps them understand how users interact with mobile versions of their websites, as well as mobile applications. Based on that data, AIG improved the design of its mobile applications, allowing users easier access and a faster process of contracting insurance policies.

Using web metrics, AIG is able to develop multi-channel marketing campaigns that integrate digital and offline channels, such as TV ads, email marketing, social media and SEO optimization⁷⁰². AIG tracks how users behave after they come into contact with different ads, and by analysing their interactions, they can optimise which campaigns bring the best results.

For example, AIG can track how users who first interacted with an ad on social media later convert through their website, or how users who first watched an ad on TV search for their products online. These metrics help determine which marketing channels provide the highest ROI.

AIG uses A/B testing to test different versions of its web pages and marketing messages. For example, a company can test different headlines on its website, different calls-to-action, or even different insurance premium prices. By using web metrics, AIG can determine which version performs better in terms of conversion rate, thereby increasing the effectiveness of its marketing campaigns.

Example 3: AXA⁷⁰³ is another large international insurance company that uses digital tools and marketing web metrics to improve customer engagement and

⁷⁰¹ <https://www.aig.com/>

⁷⁰² Smith, P. R., & Zook, Z. (2016). *Marketing Communications: Integrating Offline and Online with Social Media*. Kogan Page.

⁷⁰³ <https://www.axa.com/>

conversion. AXA is known for using personalization and digital strategies to create relevant and timely offers for its customers.

AXA uses analytical tools such as Google Analytics and HubSpot to track user visits and analyze their interests. Using that data, AXA was able to personalize marketing messages and increase user engagement. For example, if a user visits a life insurance page, AXA may send automatically generated e-mail messages containing information about different life insurance plans, all in order to provide a personalised offer.

AXA conducts regular A/B testing on its website and digital ads to see which campaign variation works best. For example, they tested different insurance application page designs and found that a simpler form with fewer data entry fields performed significantly better in terms of conversion rate.

Similar to Allianz, AXA uses predictive analytics to predict which customers are likely to be interested in additional services, such as additional health insurance. Based on data about previous user interactions with their website, AXA creates automated campaigns that target users with a high potential to purchase those products. AXA also uses sentiment analysis techniques to track brand conversations on social media. Monitoring positive and negative comments on networks such as Twitter, Facebook, and LinkedIn helps them better understand how consumers perceive their products and services. By analyzing this data, AXA can adapt its approach and improve customer relations.

*Example 4: MetLife*⁷⁰⁴, one of the largest insurance brands in the world, uses web metrics marketing to integrate innovative technologies and create long-term relationships with its customers. This company focuses on connecting digital channels with offline interactions, thereby maximizing user reach and engagement.

MetLife uses mobile applications and web platforms to collect customer data in real time. Through the application, users can monitor the status of their policies, receive notifications about insurance expiration or even calculate the cost of new insurance packages. Using web metrics like user flow and funnel analysis, MetLife analyses user habits and optimises flows through applications to increase the number of active users.

Like other competitors, MetLife uses personalisation based on data it collects about user behaviour. For example, if a user frequently searches for life insurance

⁷⁰⁴ <https://www.metlife.com/>

products, MetLife will use that data to display relevant ads or offers on the Internet, through mobile applications, or even through personalised email messages. This approach increases the likelihood that users will make a final purchase decision.

MetLife is a pioneer in integrating digital and traditional marketing channels. They use email marketing, SEO, Google Ads, as well as offline channels like TV commercials and radio spots. By using data analysis and metrics such as customer journey and cross-channel attribution, MetLife can better understand how customers behave throughout the decision-making process and optimize its marketing activities accordingly⁷⁰⁵.

One of the interesting aspects of the application of marketing web metrics at MetLife is the use of data to optimize the price of insurance policies. Based on data collected from users browsing the site or contacting customer support, MetLife can test different price points and offers to determine the optimal price level that elicits the best response from users and increases sales.

A useful direction for future research is the degree of use of web marketing metrics by insurance companies in the Republic of Serbia, comparison of the achieved level with use in developed economies and the adoption of good practice.

⁷⁰⁵ <https://www2.deloitte.com/>