



CASE STUDY

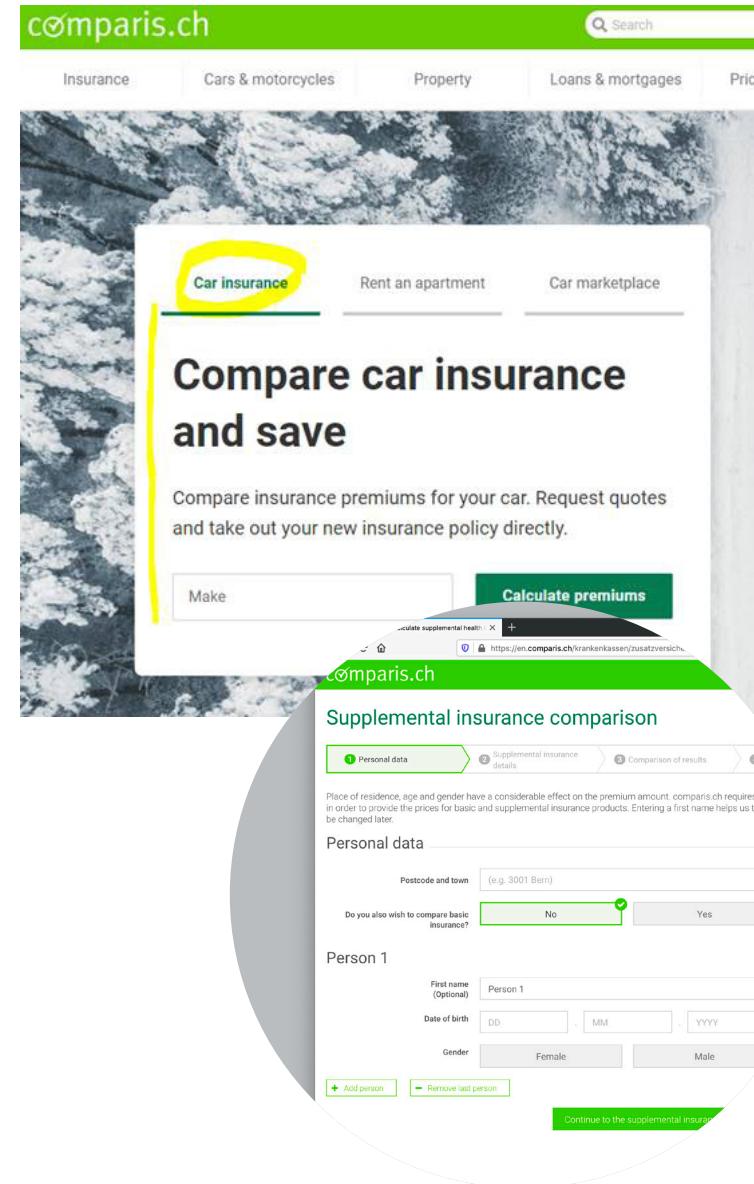
Comparis and Lytics make online comparison shopping an incomparable experience.



comparis.ch

Few things in life feel as good as getting a good deal, whether it's finding the best price for a new motorcycle or a new mortgage. And few companies understand this as well as Comparis. Based in Switzerland, Comparis is the online comparison tool that Swiss shoppers turn to most often—over 80 million times per year—to buy or sell their car or home, choose insurance, invest money, hire a moving company and more.

Online shoppers trust Comparis for their transparency and neutrality. The company doesn't charge to use its online service, instead earning its revenue primarily through referral and brokerage fees. For shoppers, Comparis is an invaluable shopping tool that allows them to find great deals from multiple vendors in one place. For service providers and sellers, it's an affordable way to reach millions of potential customers and close the deal.



The image shows a screenshot of the Comparis.ch website. At the top, there is a navigation bar with links for Insurance, Cars & motorcycles, Property, Loans & mortgages, and Price. A search bar is also present. The main content area features a large image of a snowy landscape. Overlaid on this are two comparison forms. The top form is for 'Car insurance' and has a yellow circle highlighting the 'Car insurance' tab. It includes fields for 'Make' and a 'Calculate premiums' button. The bottom form is for 'Supplemental insurance comparison' and includes fields for 'Postcode and town', 'Do you also wish to compare basic insurance?', and 'Personal data' (with fields for first name, date of birth, gender, and buttons for '+ Add person' and '- Remove last person'). A 'Continue to the supplemental insurance' button is at the bottom right of this form.



Lots of customers, but limited customer insight

While Comparis offered its customers a wide range of services, the company had limited insight into which services aligned most with a customer's interests. Customer data was spread throughout the organization, making it difficult for Comparis to aggregate its data and create a 360-degree view of their customers. Further compounding the problem, data analysis required a level of programming and SQL skills that many knowledge workers lacked, resulting in an IT bottleneck for business analytics.

With limited customer insights and delayed data analytics, the company's marketing efforts were relegated to seasonal and one-off campaigns that were often reactive in nature. The company wasn't able to segment its customers effectively to create highly targeted marketing campaigns. In addition, lack of customer insight meant that the company presented the same generic landing page experience to each customer when they visited the site, rather than a personalized landing page that could help customers find information and tools faster.



You've got mail!

By most standards, Comparis's email campaigns were a success, with an average open rate of around 25%. Yet the company wanted to do a better job of using their email campaigns to engage with customers. As their first project with Lytics, the company sought to create an email campaign that targeted visitors with personalized messaging and offers, including links to services in which the customers had expressed interest. This campaign would have to be executed quickly, as Comparis wanted the email to arrive the day after a new customer's return visit to the site.

Using the Lytics customer data platform, Comparis was able to quickly target customers based on their interests and group them into unique segments. Each email included Comparis' highest-performing content for categories relevant to the customer's segment. The Lytics solution screened customers to ensure they had opted in for emails and sent them a highly targeted email based on their previous visit. The open rate for the new automated campaign? **49.7%**, a **2x increase**, with some use cases showing open rates **over 60%**!

"The results were crazy good," recalls Larissa Ameti, data product owner and agile master at Comparis. "It really showed us that Lytics was helping us provide relevant content at the right time."



Personalizing the online experience

Buoyed by the success of their personalized email campaign, Comparis focused on personalizing their website experience. They have implemented a module using Lytics Website Personalization that is displayed to visitors who engage with content on Comparis' magazine but have not yet opted in with their email address. Six percent of users seeing the modal have clicked on it, leading to a **3.5x increase** in visits to their newsletter subscription page year-over-year.

Comparis added a display that shows personalized product offerings on their homepage, achieving a boost in clickthroughs of **over 80%** and revenue per visitor of **over 10%**. They're also personalizing pages in the Comparis property market and initial tests are showing a significantly higher clickthrough rate as a result. Next up, Comparis will be using content affinity to personalize the articles that appear on the homepage as well!

Lytics CDP helps Comparis create these customized experiences by collecting and analyzing user behavior, then scoring each customer based on their interests to produce highly targeted customer segments. Comparis doesn't mind if the segments contain only a few dozen users. What they care about is relevance. If a customized experience resonates with a particular audience, Comparis considers it a success, since their goal is to create truly personalized experiences.

-  **49.7% open rate**
-  **6% modal click rate**
-  **3.5x increase in subscription page visits**
-  **10% increase in revenue per visitor**

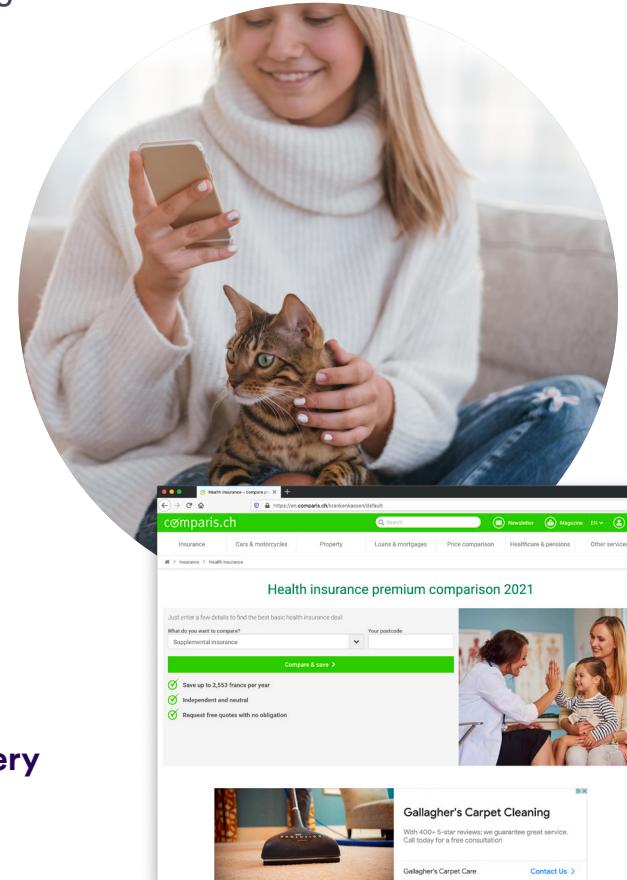


Comparis finds what it was looking for: a closer customer relationship

Since implementing Lytics, Comparis has been on a mission to improve their marketing through personalization. They've developed a better understanding of who their customers really are by unifying their data, breaking down the data silos of the past, and making insights easily available to everyone who needs them. Comparis' Larissa Ameti refers to this as "democratizing data."

In addition to unifying their data, Comparis has also unified their marketing efforts. Where before the company was content to run seasonal and short-term campaigns, today they run ongoing campaigns that are constantly optimized as new insights arrive. And on the digital front, Lytics' machine learning and natural language processing are leading Comparis ever closer to the holy grail of one-to-one personalization.

Looking ahead, Larissa Ameti sees a bright future for Comparis and Lytics. "**We are very excited and extremely happy with what we have achieved so far with Lytics,**" she notes. "**And we know that this is just the beginning.**"





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