

# Equi=Media create and manage a continually improving Petplan website

Petplan has been established for over 35 years, during which time, millions of pet owners have entrusted them to look after their pets and their pockets. They entered the market back in 1976 and continue to specialise in domestic pet insurance. They are committed to providing the best level of cover available.

Petplan assigned Equi=Media to create and manage their underperforming website, and three years later the relationship continues to deliver improvements to all Petplan digital assets and their performance. Through highlighting opportunities for enhancements and developments within the website, and ways to improve creative performance in display campaigns, Equi=Media has been able to provide Petplan with effective digital assets.

## The Challenge

Petplan approached Equi=Media with a website that had:

- Average conversion rates
- A lack of sophistication
- No on-going development program
- Poor calls to action
- Very limited impact

Overall, it was a website desperately in need of a transformation. The look and feel needed updating, plus the site needed to perform better as a sales channel. Equi=Media tackled the problems with the insight and vision needed to....

**.....improve the effectiveness of Petplan’s digital assets.**

Petplan needed to increase online effectiveness by driving new visitors to the site and ensuring a greater proportion of these visits resulted in conversions to sale. Equi=Media confronted the challenge, redeveloped the website, rolled out new banner display creative and produced a complementary social media presence.

*“Our digital assets have improved dramatically since Equi=Media took responsibility for them back in 2008. They worked closely with the Petplan team to overhaul the existing website to deliver a customer centric, content rich online environment. Since the launch, the team at Equi=media have consistently defined ways in which the site can be improved to increase conversion, whilst also delivering designs that look great and in line with the brand. It also helps that they design and build across multiple channels including our websites, social media and banners. I highly recommend them and consider them a true extension of my team.”*

- Margi Tooth  
Marketing Manager (Petplan)

The in-house web development team at Equi=Media were able to deliver a significantly improved web presence that converted site traffic more effectively by improving the user journey from interest to sale.

## The Solution

Create a new look and feel to the Petplan digital presence...



In order to improve the presence of Petplan in the digital arena, it was necessary to start with the basics – **a new website design**. Through usability testing and analysis, plus a focus on creativity, Equi=Media was able to filter the design to ensure the journey through the site both engaged users and improved conversion. This revolutionised the website with a clean, modern and sophisticated look and feel, which encompassed clear call to actions.

In addition to a new build, design refinements for the **quote and buy (Q&B)** process were implemented. This was an essential element to get right; to improve the calls to action and maximise conversion. With these additions Petplan consumers were greeted with a much simpler buying process.

The **messaging and content** was also updated to correspond with the current design, which again improved the conversion journey with clear actions and consistent communication.

Finally, to underpin the whole revamp, a **custom Google Analytics** was applied by the fully qualified Google analytics certified partners (GACPS) at Equi=Media. This ensured the accurate collection of data to track results and highlight new opportunities for Petplan.

### On-going improvements...

Equi=Media and Petplan have continued to work together to produce constant additions to further advance the Petplan website.

Mechanisms such as **A/B landing page testing and optimisation** and **Usability testing** are a core part to the process to improve Petplan’s overall digital strategy.

Both companies have worked to provide increased engagement onsite through the introduction of a blog which provides rich content and attracts repeat visitors as well as providing SEO benefits.

The focus on customer engagement continued offsite with **banner creative** that ranges from effective DR messaging through to more engaging creative such as a quote calculator within the



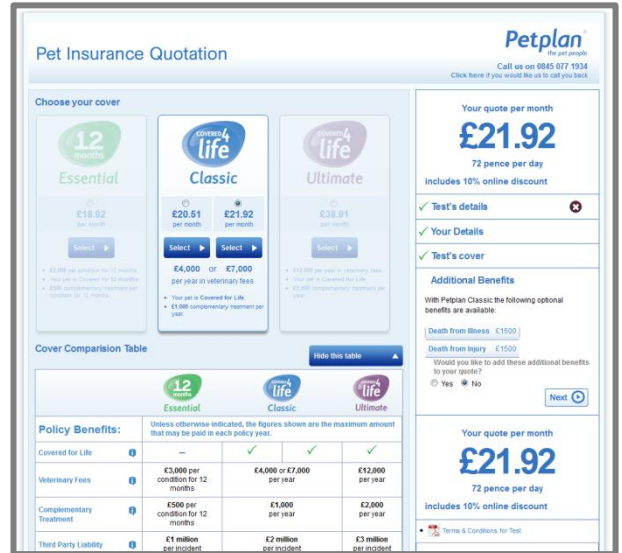
display ad that allows data capture. Equi=Media has also driven forward the Petplan **social media** presence by managing cross-channel design through Facebook and Twitter, and implementing YouTube video content through the Petplan channel and integrating within the main site.

### Quote and Buy...

Furthermore, in Spring 2011, the Client requested that we take full responsibility for the Quote & Buy pages, with an opportunity to review them and deliver a completely fresh solution.

With significant time invested in web analytics, wire framing, design, usability and build, the Petplan website now has a completely new Quote and Buy process. This seeks to deliver a prospective customer seamlessly through to quote (and sale) by making it an incredibly engaging, yet simple process. It is best viewed by visiting the Petplan website: [www.petplan.co.uk](http://www.petplan.co.uk)

Client expectations for this project have been surpassed.



The solution we delivered not only converts better, but it delivers more transactions (i.e. more customers are insuring multiple pets) and it also sells the higher premium products more effectively. Subsequently, in August 2011, Petplan had a record month which saw them produce 54% more sales than they had done in August 2010.

## The Results

### So how did we do?

We have a very satisfied Client that keeps asking us to take on more and more creative work for them. Our design and build remit therefore continues to grow into other brands and channels.

Some of the direct results that Petplan have seen include:

- A much greater **return on investment**
- **Higher level of transactions at higher rates of premium**
- **50%** increase in on site conversion (and climbing)
- **60% Quote to sale** conversion improvement
- **10% increase in revenue** (MOM)
- Banner creative response (CTR) increase of **200%**

As a result, **Petplan had a record year in 2010/11 delivering over £6m in online revenue.....**

.....the indications so far are that **we'll beat this again in 2011/12.**