



CASE STUDY: DIGITAL

Digital Analytics Assessment Sets New Path for Travel Company



CHALLENGES

Seven Corners, a comprehensive travel insurance company, was ready to change their overall digital strategy. The first step for the marketing team was to shift the way the organization analyzes and understands marketing data by increasing the focus on digital analytics. However, they quickly realized their foundational data was not consistent or accurate. Multiple data sources, including lead gen data, agencies and data analytics, told different stories.

The company needed to establish an authoritative source of truth by which they could measure all other tactics. Lacking internal expertise in digital analytics and documentation on the implementation, the company needed help. Seven Corners engaged Fusion Alliance to perform an assessment of their Google Analytics (GA) and Google Tag Manager (GTM) implementation to identify issues and areas for improvement.

IMPACT



40 actionable recommendations to fix GA and GTM issues



Potential for more useful data set and more comprehensive digital strategy



Greater clarity in how to leverage analytics tools



Focused understanding of digital analytics and best practices

Do you have what you need to create the right digital strategy and effectively reach your customers? What could Fusion's digital analytics assessment do for you?

"This was one of the most valuable projects for Seven Corners in 2018.

The partnership with Fusion on our foundational digital analytics assessment gave us the confidence to make a pivot with our digital demand generation strategy.

It served as a springboard for us to drive significant improvements in Return on Marketing Investment."

—Greg Jung, VP of Marketing, Seven Corners

THE STORY BEHIND THE SOLUTION

A digital marketing strategy is an integral tool for businesses today. But without the right data, that strategy becomes ineffective.

After Seven Corners had identified inaccurate and inconsistent data was being collected in Google Analytics via Google Tag Manager, Fusion conducted a comprehensive audit and assessment of the digital analytics implementation. We evaluated the implementation across the following primary interactions on the website:

- Path to purchase for consumer insurance products on both agent pages and consumer pages
- Key user interactions, like forms, button clicks, video views, downloads, etc.
- MyAccount features and interactions

We also checked the implementation against best practices, audited the digital transaction path, and validated the quality of the data being collected.

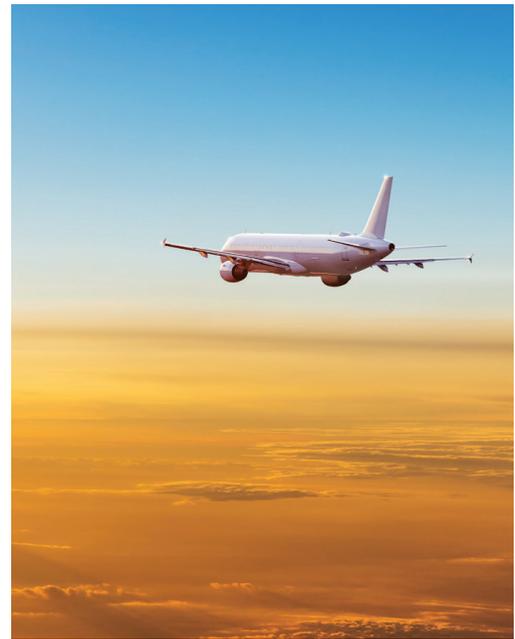
Fusion then provided Seven Corners with:

- 40 actionable and prioritized recommendations to significantly improve the accuracy and quality of the data being collected
- Detailed list of issues in GA and GTM that need to be corrected
- Suggestions for the future use of features within GA and other tools that would enhance digital analytics capabilities
- Best practices recommendations
- Suggestions of improvements to implement after resolving prioritized issues

With Fusion's assessment complete, Seven Corners' VP of Marketing called this one of their most valuable projects of 2018. Seven Corners was given a firm foundation on which they can rely when conducting future campaigns and drawing insights from their data. Moving forward, the client can maintain ownership of strategy and execution, controlling the budget and pace at which improvements are made.

The Bottom Line

The strategic value that a digital analytics assessment can bring to an organization is highly underrated. Companies rely on their digital analytics data every day to inform business decisions and evaluate the effectiveness of their current strategies. But when that data lacks quality, company leadership lacks the ability to drive their business forward. An assessment helps an organization step back and gain a true understanding of the current state and develop an effective path for the future.



SEVEN CORNERS

Seven Corners, Inc. is an international travel insurance and specialty benefit management company. Their services include consumer travel insurance options, business and government solutions, and specialty benefit management.

Fusion Alliance



Fusion Alliance is a one-stop, enterprise solution provider with big-picture expertise across strategy, digital, data, technology and cloud.

Fusion partners with companies to help them solve their business challenges and navigate digital transformation through a technology-based strategy that aligns with their business goals.

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David Schroeder
Business Development Manager
dschroeder@fusionalliance.com



www.fusionalliance.com