

Insurance Call Conversion Trends



Most businesses understand that their phone is a common entry point in the path to purchase and also at the final point of sale.

Whilst it used to be almost impossible to track phone calls from websites back to marketing – we've been doing it for a while. Being able to understand the effects the phone call has on a prospects path to conversion across devices, channels and messages has changed the game – how to you measure up?

Online Call Trends



The phone call is the most common lead conversion type from insurance websites.

Insurance websites conversion rate for

- 3.3% Phone Calls
- 0.3% Live Chats
- 1.61% Contact Forms

Path to Conversions*



Organic search is most commonly the first entry in the conversion path.



Generic paid search terms drive interactions at the mid point of conversion paths most commonly.



A direct visit is most commonly the final click to conversion.

* Conversions = e-commerce transaction or phone sale

They Said It

5.3 min

is the ideal time for insurance enquiries over the phone. Our insurance customers have 7.8 minute average call duration. Do your call centre wait times mirror what prospects want?

\$416

is the mean price point when a prospect would be more likely to call for a purchase or transaction.

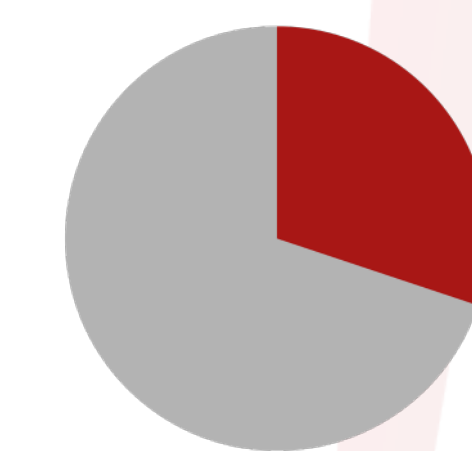
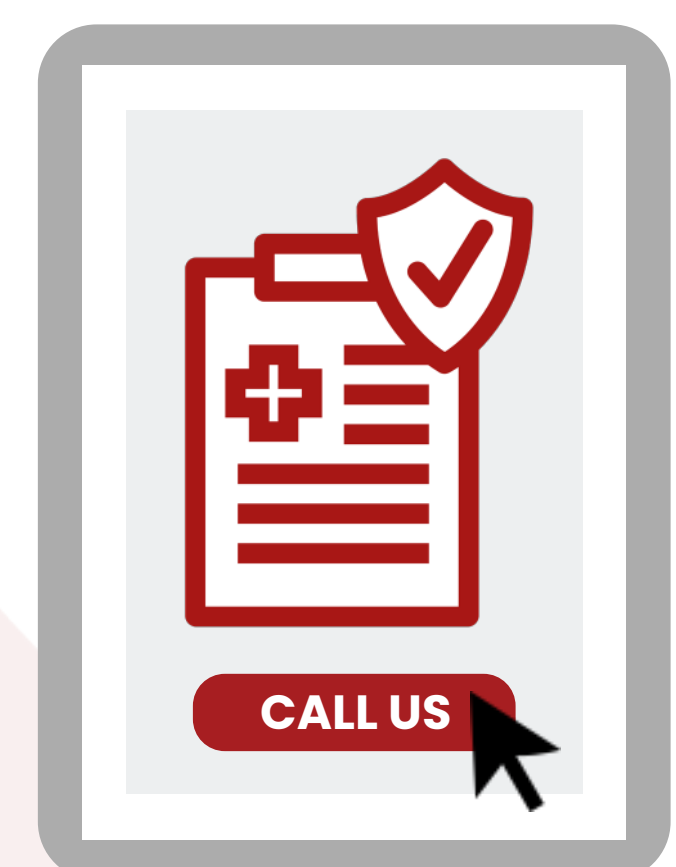
60%

of consumers find it extremely important to be able to contact insurance companies over the phone at the point of sale.

Click to Call

41%

of prospects seeking insurance products would use click to call if it was available on the search page.



30%

accidental pocket dials (calls under 30 secs) on click to call within search results.

These industry trends were derived from our customers with our online call tracking technology, and from Google's recent reports: [The Role of Click to Call in the Path to Purchase](#) and [Customer Journey to Online Purchase](#)

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