

North American Insurance Company Personalizes Customer Experiences with EmotionsAI

A North American insurance company, known for providing health and life insurance, partnered with AB Tasty to take its customer experience to the next level. Using EmotionsAI, they transformed how they connect with their customers—getting to the heart of what people really want and need. The result? Smarter, more agile personalization that boosts engagement and drives big results.

CHALLENGE

In the early days of its digital transformation, the company relied on assumptions to guide its personalization strategy. This approach made it hard to keep up with user needs, let alone adapt quickly. They needed a solution that wasn't just smart—it had to be insightful and flexible.

That's where AB Tasty's EmotionsAI came in, turning their assumptions into a data-driven game plan, enabling bold, agile strategies powered by emotional insights.

EXPERIMENTING WITH EMOTIONS AI

EmotionsAI opened up a whole new world of understanding. By segmenting users based on emotional needs—like "Need for Competition" and "Need for Safety"—the company started creating hyper-targeted, meaningful experiences. Every insight became an opportunity to test, tweak, and try again, helping them build momentum toward measurable success.

Emotional segments targeted

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1. Boosting engagement with email capture

Low engagement on the dental page for mobile users was a challenge.

This prompted the team to introduce an "Email My Quote" pop-up for those who hadn't scrolled within 20 seconds. This simple nudge proved highly effective in capturing leads:

- **+340.54%** increase in email addresses collected
- **0%** impact on ongoing application activity

Email addresses collected

+341%

"With EmotionsAI, we're finding unique ways to capture our users' attention and engage them effectively."

— AVP of E-commerce

2. Winning Back Application Abandoners

Not every customer finishes what they start. For users who abandoned their application but returned to the dental landing page, the team tested an automatic quote widget. This gentle reminder worked wonders:

- **+95.83%** increase in applications started
- **+23.47%** increase in applications submitted

Returning users

+23.5%

3. Addressing "Need for Immediacy" with FAQs

For users craving quick answers, the team brought FAQs front and center—strategically placing them right above the quote area for dental insurance. By giving customers what they needed faster, they encouraged more completed applications:

- **+140.33%** increase in application submissions with FAQs above the quote section.

Application submissions

+140%

"The insights from EmotionsAI enable us to fine-tune content placement based on customer needs, driving immediate results."

— Digital Marketing Strategist

4. Engaging Non-Buyers with a Pop-In

Not every visitor is ready to commit right away, and that's okay. For users lingering on the page without taking the next step, the team used a pop-in targeting emotional segments like "Safety," "Comfort," "Community," "Immediacy," and "Notoriety". It was the nudge these users needed:

- **+55.18%** increase in Kit submits among targeted segments.

INTERNAL IMPACT

EmotionsAI has transformed how this insurance provider approaches testing.

By embracing a data-driven culture of agility and improvement, the team has started building trust across the organization. Marketing and customer service are now exploring how EmotionsAI insights can refine their strategies, setting the stage for future cross-department collaboration.

While iterative testing has long been part of their process, EmotionsAI takes it to the next level. By integrating emotional segmentation into their strategy, the team has made testing more precise and impactful—turning insights into actions that resonate with their audience.

"EmotionsAI is not just a tool; it's changing how we approach customer experience, making us bolder and more effective across the board."

— E-commerce Manager

FUTURE PLANS WITH EMOTIONS AI

With EmotionsAI, this North American insurance company is just getting started. Here's what's next:

- **Personalized call center experiences:** Using emotional insights to make real-time interactions more meaningful.
- **Smarter digital remarketing:** Refining campaigns to resonate with high-value customer segments.
- **Organization-wide adoption:** Expanding EmotionsAI insights across all teams for a unified, customer-first strategy.

CONCLUSION

With the AB Tasty platform and EmotionsAI, the company has shifted from a one-and-done testing mindset to an agile, always-evolving strategy. Every test brings them closer to their "better"—creating smarter, more meaningful experiences for their customers and empowering their teams to think big, act boldly, and keep improving.