



# Shopping for Life Insurance



## Behavioural Segmentation



### THE ISSUE

A leading life insurer had an attitudinal based segmentation in place, but found it didn't help them understand how and when to target consumers, as there was a lack of understanding of how people went about buying life insurance.



### WHAT WE DID

As the process of buying life insurance can be lengthy and complex, we ran an online 'diary' where consumers posted and shared their experiences with us as they actually went about buying life insurance.

This was 'book-ended' by group discussions, where initial attitudes and subsequent experiences were shared.



### OUTCOME

Typical patterns of behaviour were established based on a consumer's understanding and confidence as they progressed through their purchase journey.

These were then quantified and a full behavioural segmentation was developed.

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