

# Suncorp | Digital Analytics Case Study



Prepared for  
BizCover

AAMI | GIO | Business  
Insurance Funnel Analytics

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Director | Founder

# Executive summary

DIGITXL

The problem Suncorp's AAMI and GIO brands lacked end-to-end funnel visibility. Customer journeys from landing to purchase were incomplete, with no reliable way to diagnose drop-off across quote and buy steps.

Poor attribution across the quote-to-buy journey, and limited reporting capability, left product and marketing teams without the insight they needed to act.

The solution We designed an end-to-end funnel tagging framework across all journey stages, with field-level abandonment analytics for rapid CRO diagnosis. A standardised event taxonomy and page naming convention underpinned consistent measurement across brands.

Executive dashboard reporting gave senior stakeholders real-time conversion optimisation insights.

## Improved funnel visibility

End-to-end coverage across all brands and products

## Reduced data blind spots

Complete customer journey tracking from landing to purchase

## Better attribution accuracy

Reliable channel attribution across the quote-to-buy journey

## Improved CRO capability

Real-time insights to diagnose and act on conversion drop-off



# TESTIMONIAL



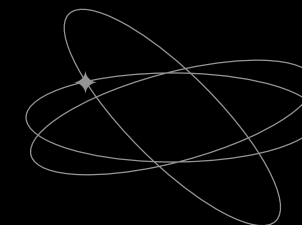
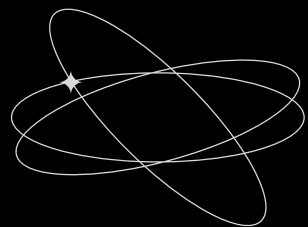
Working with DigitXL has been an incredibly seamless experience, and their services are genuinely first-class. Their dedication to providing Adobe Analytics playbooks and reporting has yielded significant outcomes for our team. All in all, we highly endorse DigitXL for their outstanding digital solutions.



**LAURA CAMPUZANO**

SUNCORP

[www.suncorp.com.au](http://www.suncorp.com.au)



01 Discovery & Workshops

Workshops with product, insights, marketing, and engineering. Identified KPIs and mapped the quote-to-buy journey across brands.

02 Journey & Data Design

Mapped all funnel stages from landing to policy purchase. Defined events, page names, taxonomy, and product hierarchy.

03 Playbook & Event Framework

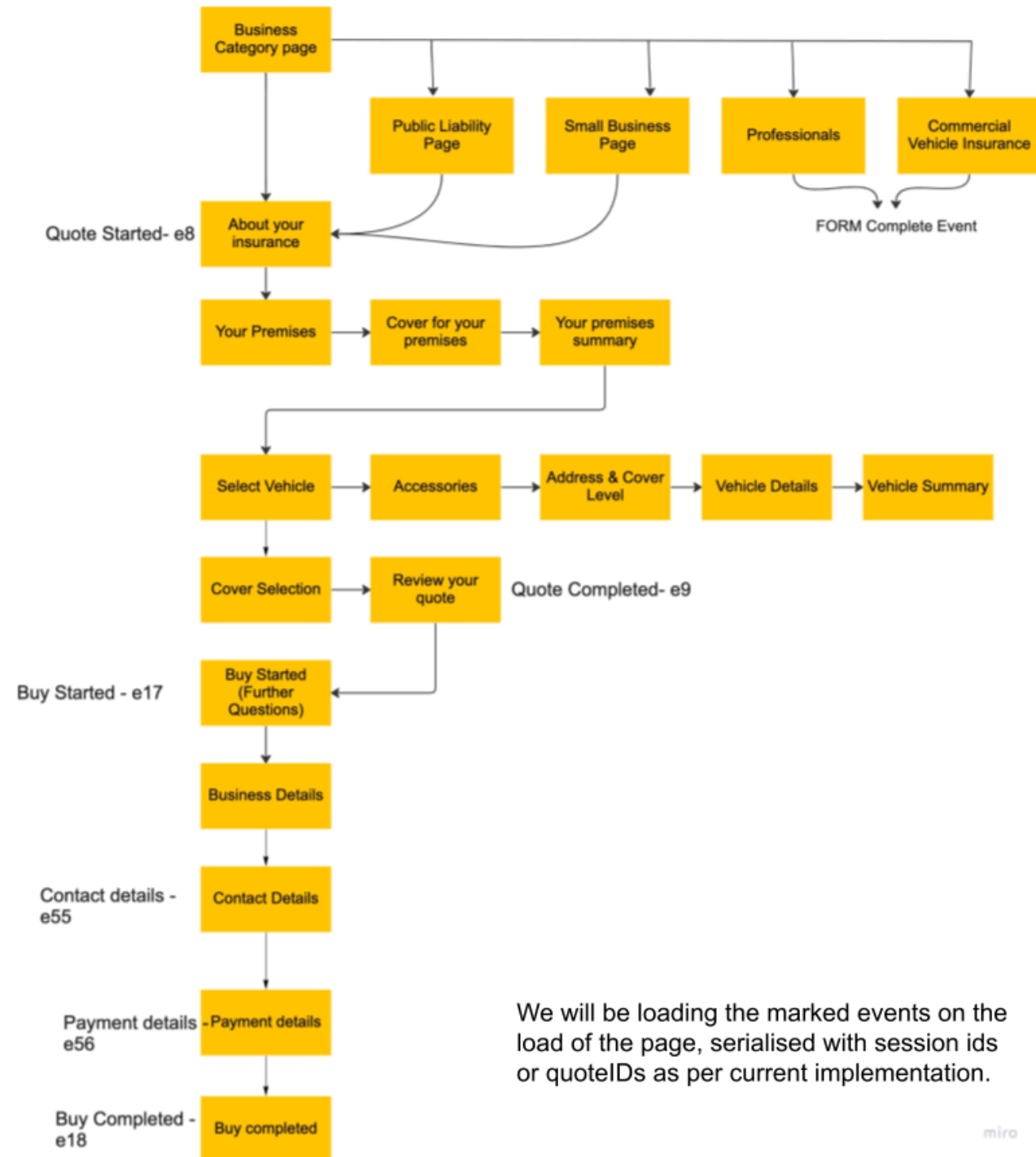
Built the event tagging playbook. Defined props, eVars, and listVars. Documented error, jeopardy, and field-level abandonment tracking.

04 Reporting & Optimisation

Designed executive dashboards, fallout reports, and product analytics. Delivered CRO insights to support conversion improvement decisions.

# Customer Journey & Solution Design Framework

## Experience Flow & Events



# Playbook Design & Event Framework

A structured playbook ensures every touchpoint is captured, named, and reported consistently. This enables cross-brand benchmarking and funnel-level decision-making.

## Page naming

Structured journey stages:  
Landing → Quote Start →  
Cover Selection →  
Summary → Buy → Payment  
→ Purchase Complete.  
Enables cross- brand fallout  
analysis.

## Variable framework

eVar = customer and  
product variables. prop =  
page interactions. listVar =  
cover class taxonomy.  
event = behavioural  
milestones tied to  
conversion.

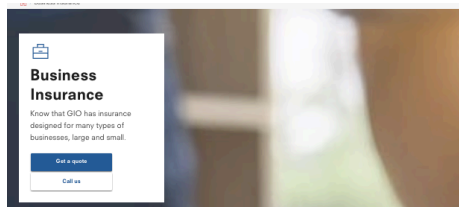
## Event taxonomy

Key milestones tracked:  
Quote Started, Quote  
Completed, Buy Started,  
Buy Completed, CTA Clicks,  
Form Interactions,  
Validation Errors.

## Abandonment & errors

Field-level drop-off at  
form step level. Validation  
error reporting flags  
quote friction. Technical  
and business jeopardy  
events surface system  
failures.

# Playbook Design & Event Framework



## Types of Business Insurance

GIO offers a range of business insurance packages that can be customised to suit your business. We have a range of cover options that address the needs of businesses who work from site to site, as well as options for businesses who operate from a fixed premises. Whether you're simply after public liability insurance, require small business insurance or are a professional seeking customisable cover, GIO has a range of options for your business. We also have specialised packages for retail and not-for-profit businesses, as well as offering standalone cover for your commercial vehicle if you need it. Get a quote online or by calling us on 13 10 10.

**Public Liability**

Helps cover your business, as to your insured limit, for compensation claims of third party professional negligence and property damage arising from covered events related to your business. It pays to know your business can get cover from certain liability.

[GET A QUOTE](#) [READ MORE](#)

**Small Business**

From Property Damage to Business Interruption, GIO has a range of covers for small and medium-sized businesses. Find the right cover to meet your specific business needs and know you're covered.

[GET A QUOTE](#) [READ MORE](#)

**Professionals**

Medical and health practitioners, solicitors, consultants, engineers and many other professionals are required to take from the services they offer. GIO provides insurance options designed to cover your professional business from certain liability, damage, theft and more.

[GET A QUOTE](#) [READ MORE](#)

**Workers Compensation**

Covers the wages of your workers if they suffer a work-related injury. Keep your business and employees secure with the knowledge that your business has cover.

[GET A QUOTE](#) [READ MORE](#)

**Not-for-profit**

Each not-for-profit operates differently and will therefore have its own particular risks, such as personal injury or property damage, which can occur in many ways. If your organisation is deemed liable for certain injury or property damage to a third party, GIO Public and Products Liability cover is designed to pay compensation.

[CONTACT US](#) [READ MORE](#)

**Commercial Vehicle Insurance**

Provides comprehensive cover and liability insurance for business use vehicles, such as trucks, vans, sedans and more. Take to the road knowing your vehicle is covered.

[GET A QUOTE](#) [READ MORE](#)

**MAKE SURE YOU KNOW**

### Which type of Business Insurance is right for me?

Unlike many other insurers, GIO has specific Business Insurance covers that are tailored to meet the needs of different industries. From [restaurants](#) to [hospitals](#), GIO's legal and many more, you can confidently find a type of cover that's right for your business' needs.

### Need your Certificate of Currency?

Request a copy of your Certificate of Currency and we'll make sure you receive it within 4 business hours via email.

[BUSINESS INSURANCE](#) [WORKERS COMPENSATION](#)

**Know More** Showing 3 of 4 articles

**Why do I need Public Liability Insurance?**

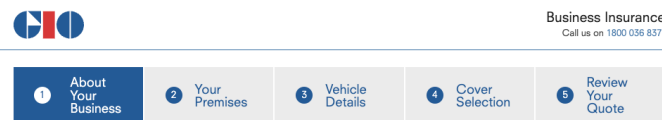
When it concerns your business, it's better to be safe than sorry. Explore how Public Liability Insurance can help cover your business.

**What does Tradies Insurance cover?**

Here are a few insurance cover types you'll need to consider before heading out on-site. [Read More](#)

**The different types of Business Insurance**

Covering your business with right types of insurance can be important to ensure your business is adequately covered in the event of an incident.



By getting a quote you agree that the right PDS is being made available to you by this website and agree with our [Online Terms & Privacy Statement](#).

**It's important that you read and understand your duty of disclosure and that you answer all our questions accurately.**

**Your duty of disclosure**

**What you must tell us**

Before you enter into an insurance contract, you have a duty to tell us anything that you know, or could reasonably be expected to know, may affect our decision to insure you and on what terms.

You have this duty until we agree to insure you.

You have the same duty before you renew, extend, vary or reinstate an insurance contract.

You do not need to tell us anything that:

**Have you read and do you understand your duty of disclosure?**

Yes  No

**Find your occupation** [Help](#)

Enter a keyword e.g. cleaning

**Where is your business located?** [Help](#)

Find your postcode and suburb

**Which best describes your business?** [Help](#)

Business with contents + stock  Mobile business or contractors

**What is the expected annual turnover of your business?** [Help](#)

Also known as the 'revenue' or 'gross income'

\$

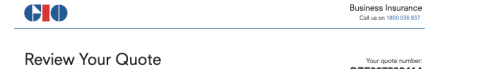
**Do you have turnover across more than one state?**

Yes  No

**Do you want to include any business vehicles in your quote?** [Help](#)

Yes  No

[Next](#)



### Review Your Quote

Here you can adjust the insured amounts for the covers included in your quote and add other covers. The price quoted is based on the information you have provided so far, and may be subject to change if you adjust an insured amount, add cover, or make similar changes to the quote. [Contact](#) your broker for more information.

Please check the insured amount(s) cover your needs.

<b>Premises</b> <a href="#">Help</a>	Required
12 POLARIS CCT, Williams Landing VIC, 3027	
<b>Property Damage</b> <a href="#">Help</a>	Required
Contents	\$25,800
Stock	\$25,800
Building	\$25,800
Standard excess is \$500	

<b>Theft</b> <a href="#">Help</a>	Remove X		
Insured Amount	\$25,000 <a href="#">Change amount</a>		
Standard excess is \$500			
<b>Money</b> <a href="#">Help</a>	Remove X		
Money kept at this premises during business hours or whilst in transit			
Please select your insured amount			
<input type="radio"/> \$2,000	<input type="radio"/> \$4,000	<input type="radio"/> \$6,000	<input type="radio"/> \$8,000
<input type="radio"/> \$10,000	<input type="radio"/> \$12,000	<input type="radio"/> \$15,000	<input type="radio"/> \$20,000
Standard excess is \$250			

<b>Glass</b> <a href="#">Help</a>	Remove X
Insured Amount	Replacement Value
Standard excess is \$250	

<b>Public and Products Liability</b> <a href="#">Help</a>	Remove X	
Please select your insured amount		
<input type="radio"/> \$5,000,000	<input type="radio"/> \$10,000,000	<input type="radio"/> \$20,000,000
Standard excess is \$500		

<b>Portable and Valuable Items</b> <a href="#">Help</a>	Remove X
Insured Amount	\$2,500 <a href="#">Change amount</a>
We will pay up to \$2,500 per item	
<b>Optional extras</b>	
<input type="checkbox"/> Theft of portable and valuable items without forced entry (up to \$2,500 per event) <a href="#">Help</a>	
Standard excess is \$250	

<b>Business Interruption</b> <a href="#">Help</a>	Remove X
Indemnity Period	12 months
Standard excess is nil	
<b>Tax Probe</b> <a href="#">Help</a>	
Covers costs incurred by you in connection with an audit	
<a href="#">Add Cover</a>	

**Policy Start Date**

Choose a start date up to 42 days from today, until 23/11/2022.

**Period of Insurance**

12 month policy, expiring at 4pm 11 October 2023

<b>Review Your Details</b>	
Insurance Product	Business Protect <a href="#">Product Disclosure Statement</a>
Occupation	Cleaner



Your quote number: QT027592414

Pay Annually  Pay Monthly

**\$494.36** /month

[BUY ONLINE NOW](#)

VISA  MASTERCARD

[Save this quote](#)

We will email your quote and may send you one or more reminders.

[Send](#)

**Need help?**

[Request a Call-Back](#)

One of our specialists will call you.

[Call us on 1800 036 837](#)

Monday to Friday 8am - 6pm (AEST/AEDT)



OK, lets get you a quote as quickly as possible, that will provide the cover you need.

Legally, we also need to point out that what you tell us needs to be the truth (at least to the extent that is reasonable you should know) and that the information solution we provide is based on the information you give.

First of all, what do you do?

Cafe serving meals cooked onsite

Ok, in your cafe, do you use a deep fryer?

Where do your primarily do business?

Out of a business premises

I am mobile (out on the road)

Suburb/Postcode

4000

Street Address

123 Albert St

What revenue do you think your business will make in the next 12 months?

Please Select...

\$0 - \$50K

\$51K - \$75K

\$76K - \$100K

\$101K - \$125K

\$126K - \$150K

\$151K - \$200K

\$201K - \$250K

\$251K+



<b>Your Cover includes</b>	
<b>Business Premises</b>	13 Polaris Circuit WILLIAMS LANDING, 3027, VIC
<b>Public and Products Liability</b>	\$10,000,000
<b>Property Damage</b>	\$83,000
<b>Commercial Motor</b>	
<b>Vehicle 1</b>	2020 Volkswagen California TDI4x4BEACH LTD 7MM MF21
Vehicle Cover	Comprehensive
Insured Amount	\$20,000
Basic Excess	\$600
<b>Vehicle 2</b>	2020 Bob Car
Vehicle Cover	Comprehensive
Insured Amount	\$20,000
Basic Excess	\$750
<b>Portable &amp; Valuable Items</b>	\$2,500
<b>Glass</b>	Replacement Value
<b>Back in Business</b>	Payable for up to 12 months

<b>Your Cover doesn't include</b>	
<b>Theft</b>	
<b>Tax Probe</b>	
<b>Money</b>	
<b>Equipment Breakdown And Deterioration Of Stock</b>	
<b>Goods In Transit</b>	
<b>Management Liability</b>	
<b>Flood</b>	

<b>Review Your Details</b>	<a href="#">Help details</a>
Insurance Product	Business Insurance <a href="#">Product Disclosure Statement</a>
Occupation	Cafe
Expected Revenue	\$150,000
<b>Your Premium Summary</b>	<a href="#">See details</a>

**Policy start date**

Choose a start date up to 42 days from today, until 05/09/2022

**Important Information**

This cover is subject to a 72 hour waiting period for options, flood and bush fire. Please refer to the [Product Disclosure Statement](#) for details.

12 month policy, expiring at 4pm 15 July 2023

**Complaints Process**

If you experience a problem, or are not satisfied with our products or services, please contact us by phone on 13 22 44 or by email at [complaints@aami.com.au](mailto:complaints@aami.com.au). Please refer to the [Product Disclosure Statement](#) / [Financial Services Guide](#) for further information on our complaints resolution process.

We will email your quote and may send you one or more reminders.

[Send](#)

e.g. john.silver@gmail.com

Please confirm that all your details in this quote are correct.

Actually [Modify](#)

**\$964.49** /month

You, GFI and your design. You save cost to pay monthly.

[Proceed to buy](#)

Category Page

Quote Started

Quote Complete

Quote Started

Quote Complete

Actual journey touchpoints and event tagging framework delivered across AAMI & GIO insurance funnels

Field-level abandonment and page-level fallout diagnostics enabled rapid CRO optimisation across AAMI and GIO quote journeys.

# Funnel Analytics

Stage	KPI Focus	Insight Type
Quote started	Step conversion	Entry drop-off
Quote completed	Quote-to-buy	Mid-funnel fallout
Payment	Abandonment analysis	Payment friction
Policy purchased	Premium value	End conversion

# Reporting domains

DIGITXL

## Commercial

Quote conversion, premium value, revenue attribution

## Experience

Page fallout, error rates, form abandonment by field

## Product

Coverselection, preset vs custom, product mix trends

## Marketing

Channel attribution, campaign performance, remarketing

## Unified executive dashboard

All four domains feed a single view for senior leadership reviews and quarterly business updates

Four reporting domains designed to serve distinct stakeholder groups across the business

# Business impact

Impact delivered across Suncorp / AAMI / GIO:

- Improved conversion visibility across the full quote-to-buy funnel
- Better attribution across paid and organic channels
- Reduced drop-off blind spots through field-level diagnostics
- Faster decision-making via real-time dashboards
- Standardised reporting across stakeholder teams

This engagement established a scalable digital analytics framework across business insurance journeys.

By combining structured funnel tracking, event taxonomy, and real-time reporting, the solution enabled data-driven optimisation across product, marketing, and customer experience teams.

The approach provides a strong foundation for continuous conversion improvement and personalisation.

