

Suncorp | Digital Analytics Case Study



Prepared for
Fusion Markets

AAMI | GIO | Business
Insurance Funnel Analytics

Tapan Patel
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



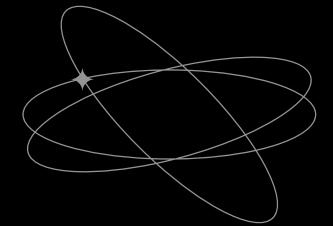
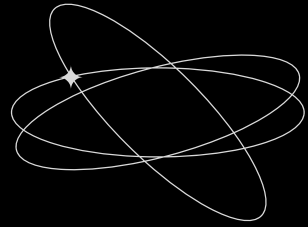
The engagement process with DigitXL is very smooth and the services they provide are top quality 🙌



DIGITAL ANALYTICS MANAGER

SUNCORP

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.

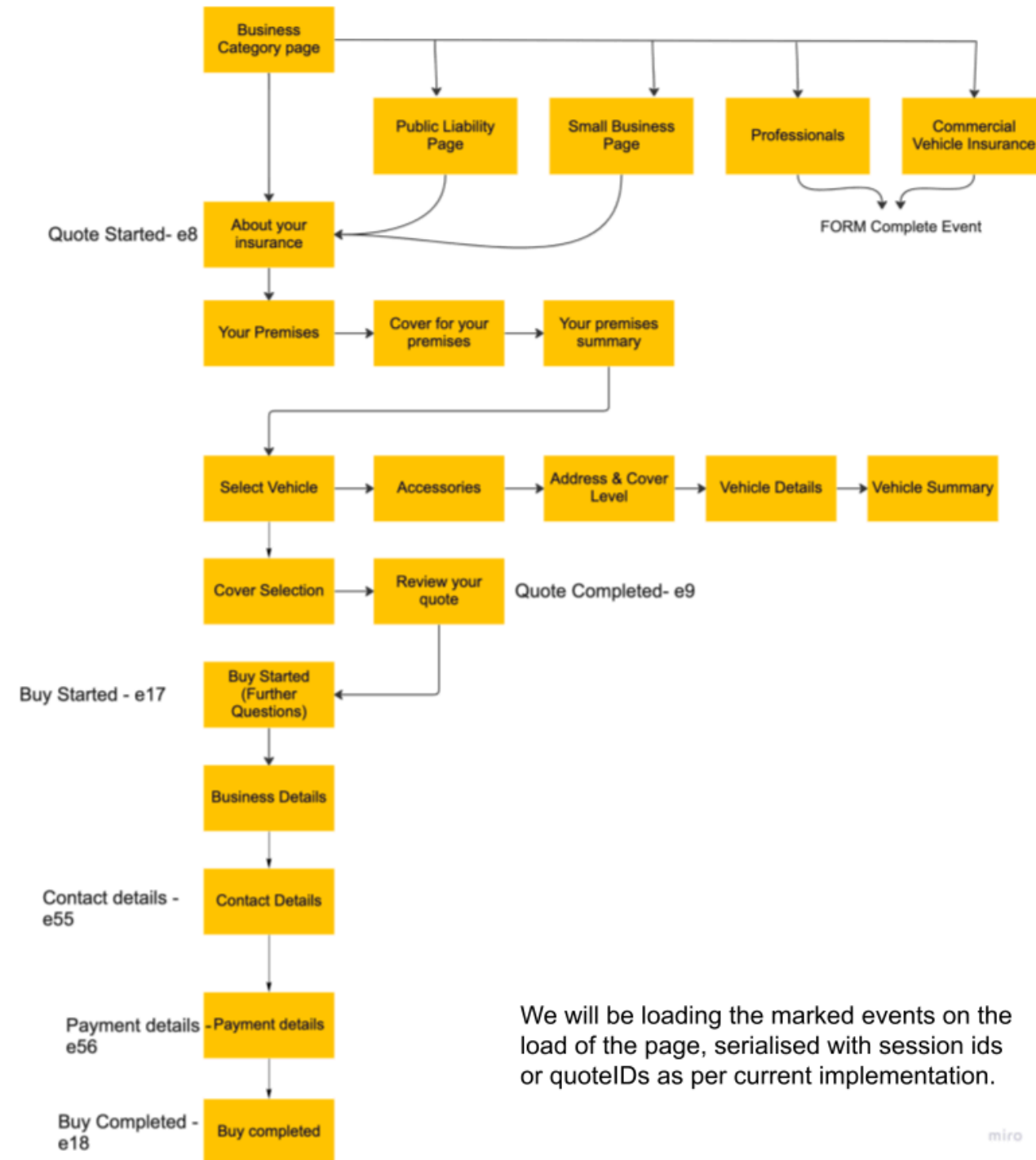
.....

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



We will be loading the marked events on the load of the page, serialised with session ids or quoteIDs as per current implementation.

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.

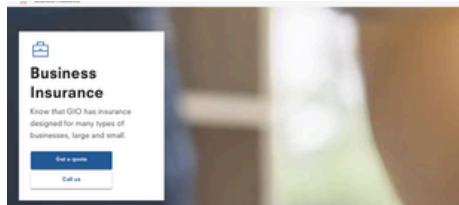
Event taxonomy

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 reasonable 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, up 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 fence 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. Tailor 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, damages, 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. 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, with trucks, vans, trailers and more. Take to the road knowing your vehicle is covered.

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

NEED SOME TIPS?

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 [Accidentally Injured](#) to [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 comes to your business, it's better to be safe than sorry. Business Public Liability Insurance can help cover your...

What does Tradies business 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 type of insurance can be required to ensure your business is adequately covered in the...



Business Insurance
Call us on 1800 036 837

1 About Your Business

2 Your Premises

3 Vehicle Details

4 Cover Selection

5 Review Your Quote

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](#).

Need help?

- 1 [Request a Call-Back](#)
One of our specialists will call you.
- 2 [Call us on 1800 036 837](#)
Monday to Friday
8am - 6pm (AEST/AEDT)

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

Your duty of disclosure

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](#) ▶



Business Insurance
Call us on 1800 036 837

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. [Click](#) quote available by calling us.

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

Premises [Help](#) Required

12 POLARIS CCT, Williams Landing VIC, 3207

Property Damage [Help](#) Required

These are your insured amounts

Contents	\$25,000
Stock	\$25,000
Building	\$25,000
Standard excess is \$500	

Theft [Help](#) Required

Insured Amount **\$25,000** [Change amount](#)

Standard excess is \$500

Money [Help](#) Required

Money kept at this premises during business hours or whilst in transit

Please select your insured amount

\$2,000	\$4,000	\$6,000	\$8,000
\$10,000	\$12,000	\$15,000	\$20,000

Standard excess is \$250

Glass [Help](#) Required

Insured Amount Replacement Value

Standard excess is \$250

Public and Products Liability [Help](#) Required

Please select your insured amount

\$5,000,000	\$10,000,000	\$20,000,000
-------------	--------------	--------------

Standard excess is \$500

Portable and Valuable Items [Help](#) Required

Insured Amount **\$2,500** [Change amount](#)

We will pay up to \$2,500 per item

Optional extras

Theft of portable and valuable items without forced entry (up to \$2,000 per event) [Help](#)

Standard excess is \$500

Business Interruption [Help](#) Required

Indemnity Period 12 months

Standard excess is nil

Tax Probe [Help](#)

Covers costs incurred by you in connection with an audit

[Add Cover](#)

Policy Start Date

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

12 / 10 / 2022 [Help](#)

Period of Insurance

12 month policy, expiring at 4pm 11 October 2023

Review Your Details

Insurance Product [Business Protect](#)

[Product Disclosure Statement](#)

Occupation Cleaner

Your quote number: QT027592414

Pay Annually Pay Monthly

\$494.36 / month

This \$51.00 includes GST

No extra cost to you monthly

[BUY ONLINE NOW](#)

VISA


Save this quote

We will email you a copy and may send you one of our specialists

med@mail.com [Send](#)

Need help?

- 1 [Request a Call-Back](#)
One of our specialists will call you.
- 2 [Call us on 1800 036 837](#)
Monday to Friday
8am - 6pm (AEST/AEDT)



13 22 44 Call me
Mon-Fri 8:30am - 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 insurance solution we provide is based on the information you give.

[I understand](#)

First of all, what do you do?

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

Yes No

Where do your primarily do business?

Out of a business premises

I am mobile (out on the road)

Suburb/Postcode

Street Address

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+

Confirmation

Your quote number: QT027592414

Your Cover includes:

- [Business Premises](#) 12 Polaris Circuit WILLIAMS LANDING, 3207, VIC \$10,000,000
- [Public and Products Liability](#) \$10,000,000
- [Property Damage](#) \$83,000
- [Commercial Motor](#)
- Vehicle 1: 2020 Volkswagen California TDO40SEACH LTD ED TWIN MT21
 - Vehicle Cover Comprehensive
 - Insured Amount \$20,000
 - Basic Excess \$750
- Vehicle 2: 2020 Bob Car
 - Vehicle Cover Comprehensive
 - Insured Amount \$20,000
 - Basic Excess \$750
- [Portable & Valuable Items](#) \$2,500
- [Glass](#) Replacement Value
- [Tax Probe](#) Replicable for up to 12 months

Your Cover doesn't include:

- [Theft](#)
- [Tax Probe](#)
- [Money](#)
- [Equipment Breakdown And Destruction Of Stock](#)
- [Goods In Transit](#)
- [Management Liability](#)
- [Food](#)

Review Your Details [Help](#)

Insurance Product [Business Insurance](#)

Occupation [Product Disclosure Statement](#)

Expected Revenue [Product Disclosure Statement](#)

Equipped Revenue [Product Disclosure Statement](#)

Your Premium Summary [See details](#)

Policy start date

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

23 / 07 / 2023 [Help](#)

Important Information

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

12 month policy, expiring at 4pm 11 October 2023

Period of Insurance

12 month policy, expiring at 4pm 11 October 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. Please refer to the [Product Disclosure Statement](#) for further information on our complaints resolution process.

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

[Send](#)

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

Actually Identify

\$964.49 / month

This \$51.00 includes GST

No extra cost to you 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.

