

Lemonade

About

Lemonade is a renter and homeowner insurance provider powered by artificial intelligence.

www.lemonade.com

Goals

- Increase its number of policyholders over time.
- Empower a data informed company.
- Optimize marketing channels.

Approach

- Added Mixpanel to new hire onboarding.
- Trusted Anomaly Detection to surface dips in key user flows.
- Used Funnels to learn more about why drop-off was occurring, and identify strategic solutions.

The Results

+ 500%

increase in new policyholders 15 months after implementing Mixpanel

+ 250%

increase in overall quote-view to purchase rate

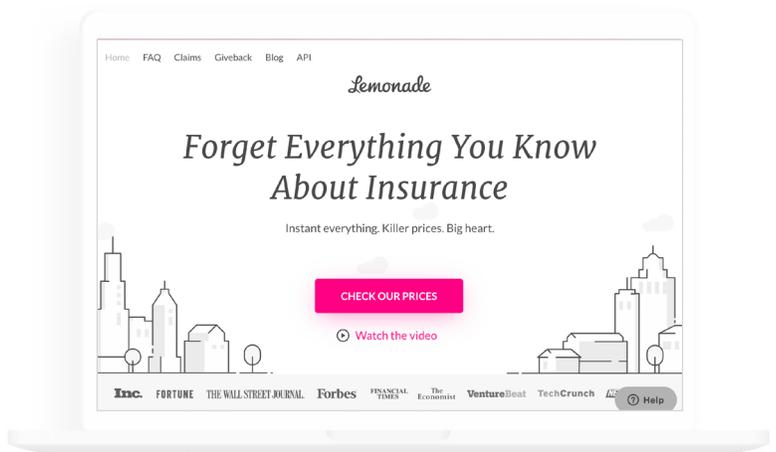
+ 50%

increase in Extra Coverage purchase rate

How Lemonade Used Mixpanel to Empower 95% of Employees and Drive 6X Growth

Lemonade is not your average insurance company. With no brokers and an experience powered by artificial intelligence, Lemonade offers a new way to get affordable renters or home insurance from the comfort of the web or a mobile device.

To upend a longstanding industry, Lemonade needed to learn from user behavior quickly and use that data effectively across the whole organization. That’s where Mixpanel came in.



Why Lemonade Chose Mixpanel

Lemonade credits much of its exponential growth to the insights its teams find and leverage through Mixpanel.

“We’ve had Mixpanel implemented since day zero” said Gil Sadis, Head of Product at Lemonade. Gil had used Mixpanel at other companies, and knew it was the go-to solution when it came to user analytics. “The difference between Mixpanel and other analytics tools is that Mixpanel’s machine learning will notify you with what you should care about,” Gil continued. That’s why Lemonade wants every employee using Mixpanel.

User Experience Improvements with Mixpanel

Setting and Balancing Priorities with Data

All new hires learn how to use Mixpanel during onboarding. As a result, instead of focusing efforts around quarterly roadmaps, 95 percent of Lemonade's employees have clear evidence on what to care about and how to balance priorities in Mixpanel.

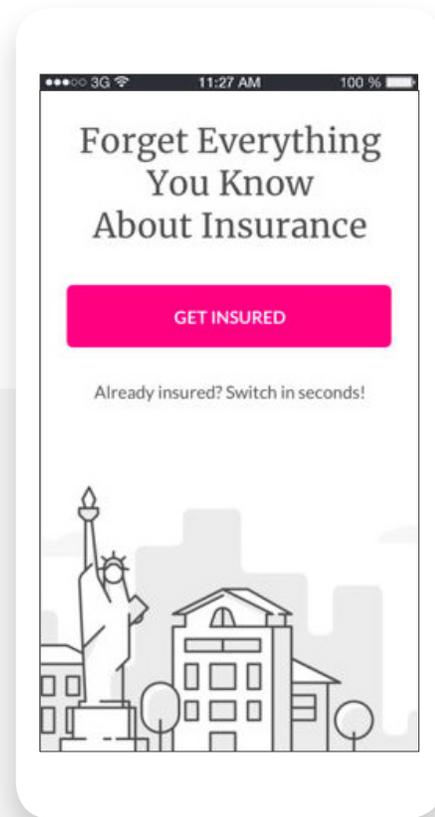
Anomaly Detection Helps Grow Conversion

Anomaly detection helped the team uncover a key insight in their Extra Coverage product launch: new policyholders weren't fully completing the purchase flow. Digging deeper into Funnels, they learned a browser-based technical issue was part of the problem, and the call to action was not clear enough. These fixes led to a 50% increase in overall conversion.

By making product and UX improvements like the one described above, Lemonade's overall purchase rate has improved by 250%.

Optimizing Paid Acquisition Channels

Marketing found that many paid channels came from mobile devices, so they started directing people to download the app and not go through the mobile web flow. However, this caused a steep decline, which led them to improve the mobile web flow and drive app downloads later in the process, instead. This improved conversion rates by hundreds of percents.



Mixpanel saves every Product Manager, at minimum, half a day's work, every week. And with Anomaly Detection, the most important user priorities surface to us instantly."

Gil Sadis

Head of Product, Lemonade

What's next?

Moving forward, Marketing will use Mixpanel to tie marketing and email campaign data to user behavior data. As a result, they can answer questions like: How did the campaign perform end-to-end? Did the email language convert? And, did these campaigns prompt users to take action within the product? By syncing multiple data sources to Mixpanel, Lemonade's teams can see the downstream effects and direct impact of their efforts.