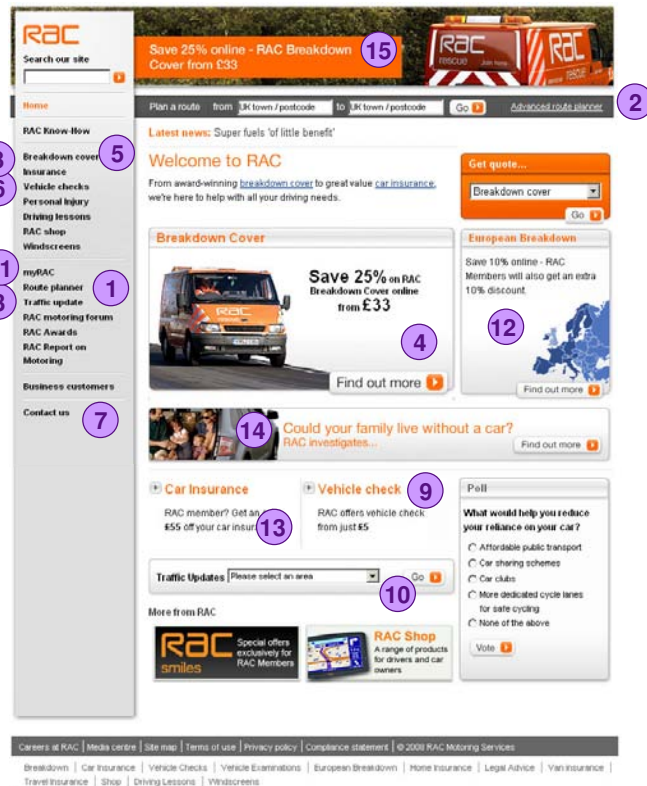


Top 15 page clicks RAC.co.uk

1	Route Planner (link leftnav)	32.4%
2	Advanced Route Planner	18.4%
3	Traffic Updates (link leftnav)	11.4%
4	Breakdown (promo image content area)	9.1%
5	Breakdown Cover (link leftnav)	5.3%
6	Vehicle Checks (link leftnav)	3.9%
7	Contact Us (link leftnav)	3.7%
8	Insurance (link leftnav)	3.1%
9	Vehicle Check (content area)	2.2%
10	Traffic updates (dropdown content area)	2.2%
11	My RAC (link leftnav)	1.9%
12	Euro breakdown (promo image content area)	1.8%
13	Car Insurance (content area)	1.6%
14	Full Width Promo (promo image content area)	1.2%
15	Banner (top nav)	1.2%

- The three most clicked areas on the home page are tools such as route planner and traffic updates
- Within the top 10 are Breakdown and Insurance
- Breakdown and Insurance **only get 17.5%** of top 15 page clicks
- 22.7% of top 15 page clicks lead to possible sales
- Route Planner gets **over 50%** of top 15 page clicks



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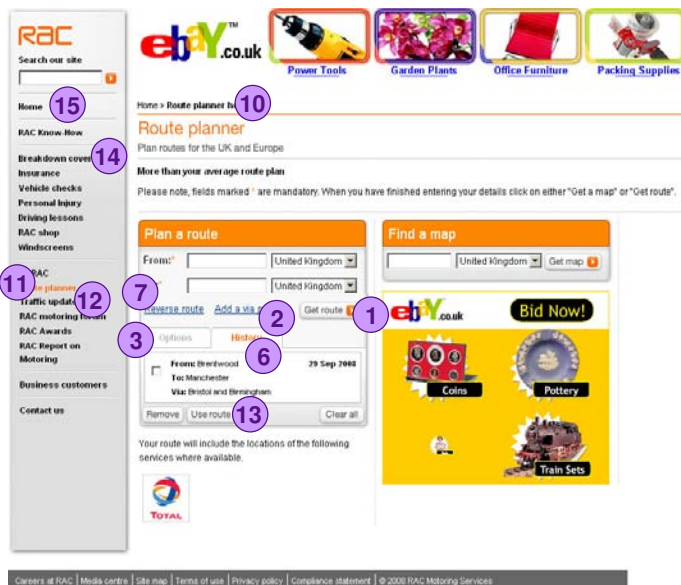
Top 15 page clicks route planner

1	Get route	60.7%
2	Add a via point	21.6%
3	Options	3.9%
4	Route planner**	3.6%
5	Ad image (not on site at time of screen grab)	2.3%
6	History	1.7%
7	Reverse route	1.3%
8	Traffic update**	1.2%
9	Home**	0.9%
10	Breadcrumb (home)	0.6%
11	Route planner (left nav)	0.5%
12	Traffic update (left nav)	0.46%
13	Use route	0.44%
14	Breakdown cover (left nav)	0.3%
15	Home (left nav)	0.2%

** 4 8 9

It is not clear from the analytics as to where these links are as the left navigation links are flagged as left nav.

- Of top 15 page clicks
- From the data it is clear that users understand the application
- Almost 93% of users use the route planner without deviating to other parts of the site



5 trafficmaster
traffic
Dial 1740 from your mobile
for live traffic information.*

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Top 15 page clicks UK Breakdown

1	Solution 1.	15.4%
2	Roadside	9.6%
3	Solution 2.	9.4%
4	Buy now solution 1	9.2%
5	Solution 3.	7.8%
6	Useful numbers	7.5%
7	Buy now roadside	7.1%
8	Solution 4.	5.8%
9	£97.95	4.9%
10	Existing members	4.6%
11	Buy now solution 3	4.2%
12	£139.75	4%
13	European breakdown	3.7%
14	Why choose RAC	3.2%
15	Buy now solution 2	3.2%

- Of top 15 page clicks
- 49% of users want to find more detail regarding to specific cover
- 23% of users go to start the 'Buy' process without further cover explanation
- 28% of users visit pages directly related to breakdown cover
- No users in the top 15 page clicks abandon the page.

The screenshot shows the RAC UK Breakdown cover page. Numbered callouts highlight the following elements:

- 1: Solution 1 (UK breakdown cover)
- 2: Roadside
- 3: Solution 2
- 4: Buy now solution 1
- 5: Solution 3
- 6: Useful numbers
- 7: Buy now roadside
- 8: Solution 4
- 9: £97.95
- 10: Existing members
- 11: Buy now solution 3
- 12: £139.75
- 13: European breakdown
- 14: Why choose RAC
- 15: Buy now solution 2

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Top 15 page clicks European Breakdown

1	Get a quote (button 1)	50.8%
2	Levels of cover	12.5%
3	Get a quote (button 2)	9.5%
4	Vehicle checks	3.2%
5	European breakdown cover	3.2%
6	Get a quote	3.1%
7	UK breakdown	3.1%
8	Countries covered	3%
9	Travel guidebook	2.5%
10	Levels of cover	2.2%
11	Personal injury	1.8%
12	Policy summary	1.6%
13	Countries covered	1.2%
14	Route planner	0.9%
15	Breakdown cover	0.7%

- Of the top 15 page clicks
- Over 60% of users go straight to quote without any supporting data.
- Less than 2% visit pages unrelated to cover
- Some confusion over what European breakdown cover home page is as 3.2% click link.

The screenshot shows the RAC European Breakdown cover page. Numbered callouts highlight the following elements:

- 1: Get a quote (button 1)
- 2: Levels of cover
- 3: Get a quote (button 2)
- 4: Vehicle checks
- 5: European breakdown cover
- 6: Get a quote
- 7: UK breakdown
- 8: Countries covered
- 9: Travel guidebook
- 10: Levels of cover
- 11: Personal injury
- 12: Policy summary
- 13: Countries covered
- 14: Route planner
- 15: Breakdown cover

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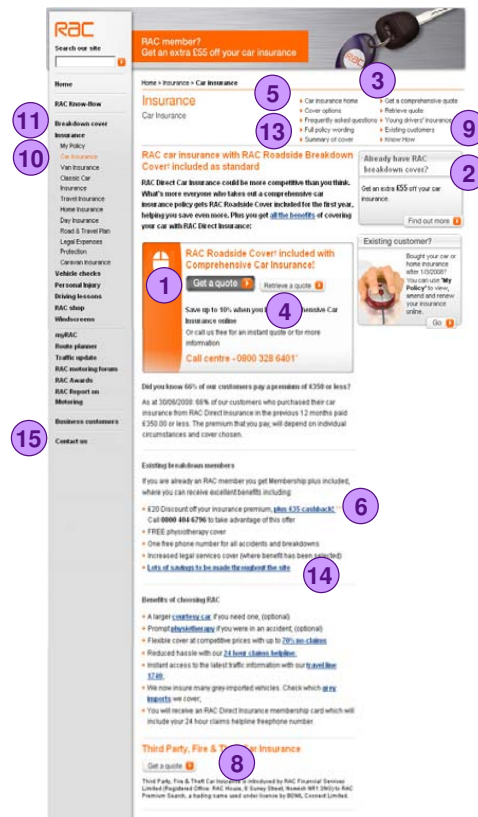
Top 15 page clicks Car Insurance

1	Get a quote (button 1)	56.7%
2	£55 discount	10%
3	Get a comprehensive quote	6%
4	Retrieve a quote	5.9%
5	Car insurance home	2.8%
6	Plus £35 cash back	2.8%
7	Self serve promo **	2.6%
8	Get a quote TPFT	2.2%
9	Existing customers	2.1%
10	Car insurance	1.6%
11	Breakdown cover	1.5%
12	Self serve **	1.4%
13	Cover options	1.4%
14	Lots of savings to be made	1.3%
15	Contact us	1.2%

** 7 12

It is not clear from the analytics as to where these links are on the Car Insurance landing page.

- Of 15 top page clicks
- No users abandon page to unrelated topic
- Majority of users want quotes and discounts/offers
- Some confusion again as users click link to this home page



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Top 15 page clicks Van Insurance

1	Get a quote (private van insurance)	53.6%
2	Get a quote (sole trader)	18%
3	Get a quote (company business van insurance)	10%
4	Car insurance	3.1%
5	Existing customers	2.8%
6	Van insurance home	2.2%
7	Classic car insurance	1.9%
8	Breakdown cover	1.2%
9	Caravan insurance	1.2%
10	Cover options	1%
11	Personal injury	1%
12	Self serve **	1%
13	FAQ's	0.9%
14	Contact us	0.7%
15	Van insurance	0.7%

** 12

It is not clear from the analytics as to where this link is on the Van Insurance landing page.

- Of the top 15 page clicks
- Over 80% of users go straight to quote
- Some confusion again as users click link to this home page
- 5% of users abandon page to other insurance cover types



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Top 15 page clicks Home Insurance

1	Get a quote	62.5%
2	Home insurance home	7.5%
3	Self serve **	5.6%
4	Existing customers	5.3%
5	Cover options	3.4%
6	Retrieve quote	3%
7	Contact us	2.3%
8	Full policy wording	2%
9	Self serve **	1.8%
10	Policy summary	1.3%
11	Home insurance	1.2%
12	FAQ's	1.1%
13	Optional cover	0.8%
14	Car insurance	0.8%
15	Important information	0.7%

** 3 9

It is not clear from the analytics as to where this link is on the Van Insurance landing page.

- Of the top 15 page clicks
- Over 60% of users go straight to quote
- Some confusion again as users click link to this home page
- The links panel, top left corner is heavily used
- Low abandonment rate

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Top 15 page clicks Travel Insurance

1	Further information	13.8%
2	Self serve **	7.2%
3	Cover options	5.2%
4	Summary of cover	5.2%
5	Home insurance	5.2%
6	Existing customers	4.6%
7	Travel insurance home	4.6%
8	Contact us	3.9%
9	FAQ's	3.2%
10	Vehicle checks promo	3.2%
11	Car insurance	3.2%
12	Full policy wording	2.6%
13	Annual multi trip	2.6%
14	Personal injury	2.6%
15	Breakdown cover	2.6%

** 2

It is not clear from the analytics as to where this link is on the Travel Insurance landing page.

- Of the top 15 page clicks
- Majority want further information of cover
- Some confusion again as users click link to this home page
- The links panel, top left corner is heavily used
- Low abandonment rate

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