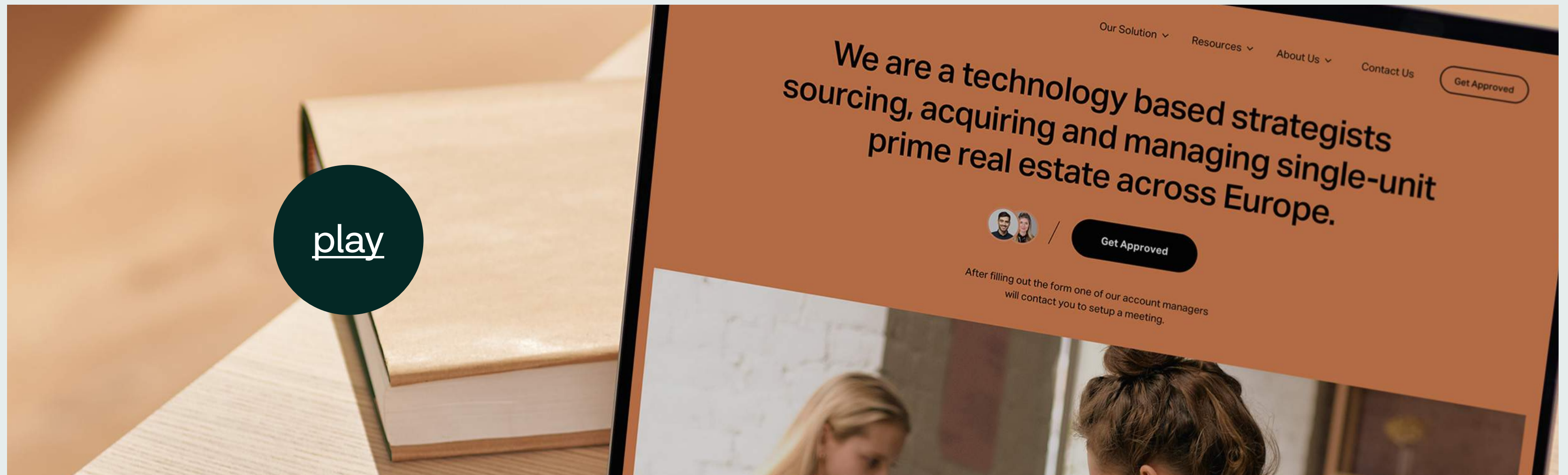# BB Agency — company deck

BB Agency is a creative agency that crafts holistic, people-friendly digital experiences for inspiring brands. We offer a complete process from discovery, branding, design, launch to post-launch optimization and testing.

Our specialized team of researchers, strategists, designers, developers, and project managers work with streamlined processes to break through organizational roadblocks. We translate research into solutions, crafting thoughtful and unified brands, apps, websites, interfaces and systems.

Our clients are the companies and startups who make the world go round — they treat diseases, move parcels, insure cars, process payments, create jobs, send emails and publish news. Vast and complex businesses like these need digital experiences that are just as people-friendly as they are robust and scalable.

Through challenging core assumptions, we shape the products and services that improve the lives of thousands every single day.

We translate research into solutions, crafting thoughtful and unified brands, apps, websites, interfaces and systems.

play

Our Solution ⌄ Resources ⌄ About Us ⌄ Contact Us Get Approved

We are a technology based strategists sourcing, acquiring and managing single-unit prime real estate across Europe.

Get Approved

After filling out the form one of our account managers will contact you to setup a meeting.

BB Agency was founded in 2012 on Island Krk, Croatia. Through the years, what started as a side-gig turned into a fully remote digital agency with more than twenty members and collaborators working together from the United Kingdom, France, Netherlands, Czechia, Bulgaria, Ukraine, Croatia, Lithuania, Philippines, and Russia, providing a valuable global perspective on our work.

We pride ourselves on our ability to challenge core assumptions, unpick legacy behaviors, streamline complex processes, and shape the products and services that improve the lives of thousands every single day.

We've been privileged to work with startups, SME's, corporations, and fortune 500 companies that have a combined valuation of ~$250B. Including corporations like Progressive, BNP Paribas, Otsuka Pharmaceutical, Deloitte, and SME's like ShipBob, Wibbitz, Assembly Payments, Rainmaking, Sendlane, Crisp and Teachable.

20+

Researchers, strategists, designers, and developers working together to create people-friendly experiences.

200+

Digital products we've helped shape, optimize, and launch since 2012.

10

Countries represented in our agency, offering a valuable global perspective on our work.

Approach

We uncover insights and **shape brands** through a process of exploration and investigation.

We **design to simplify**. We are fostering a human-centric ideology to achieve lasting solutions.

Backed by modern technologies. We **build products** that improve functionality, stay relaible, and evolve with time.

Like the world around us and the businesses we work with, our design practice is **always striving to improve**.

To make what is digital more human.

Living in a digital age, people's experiences can sometimes feel quite disconnected. That is why our work values the human connection and always has users as the focal point.

Branding

— Findings and opportunities
— Brand strategy
— Identity development
— Digital and print collateral
— Brand guidelines

Discovery

— Competitive benchmarking
— Customer research and data analysis
— Stakeholder and user interviews
— User flows and customer journey
— Information architecture
— Wireframes and testing

Digital experiences

— Marketing websites
— Digital products
— Mobile apps
— Design systems
— Interactions and animations
— Illustrations and iconography

Engineering

— Front-end development
— Website development
— Product development
— CMS implementation
— Quality assurance

Who do we work with?

We work primarily with technology SMEs, corporations, and funded startups who develop products in the SaaS, finance, banking, property, healthcare, transport, and communication sectors.

We're proud to say our clients come to us from all around the world. We mainly work with companies from these countries:
North America - the United States, East, and West coast;
Western and Central Europe - France, UK, and Ireland, Germany, Belgium;
Northern Europe - Denmark, Sweden, Norway;
Australia - Sydney, Melbourne;
United Arab Emirates - Abu Dhabi, Dubai;

We like to collaborate closely with clients, and see the best results when working directly with CEOs, Heads of Marketing, CMOs, and VPs of Marketing, Product or Technology.

We make especially great partners for companies who are growing fast and need a scalable design system, modular CMS and a future-proof brand identity that they can manage internally as their user base grows.

~$250B — combined valuation of companies we've partnered with.

12 — SaaS products successfully launched in the previous 24 months.

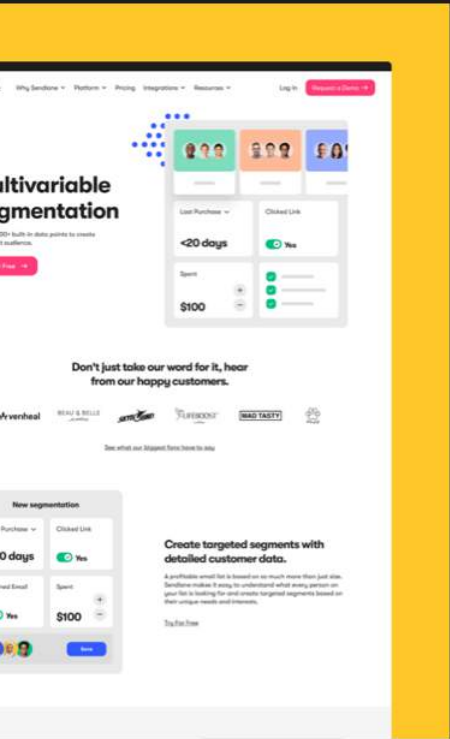**40-200** — average company size we partner with.

$30M — average funding our clients have before starting the partnership with us.

4 - 6 weeks — average waiting time until project kickoff.

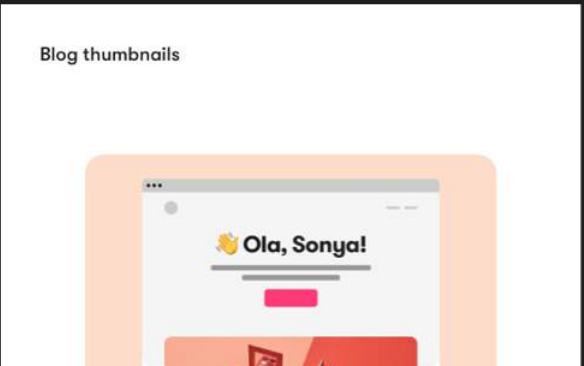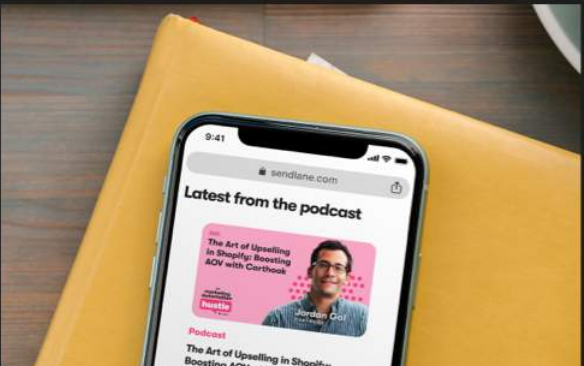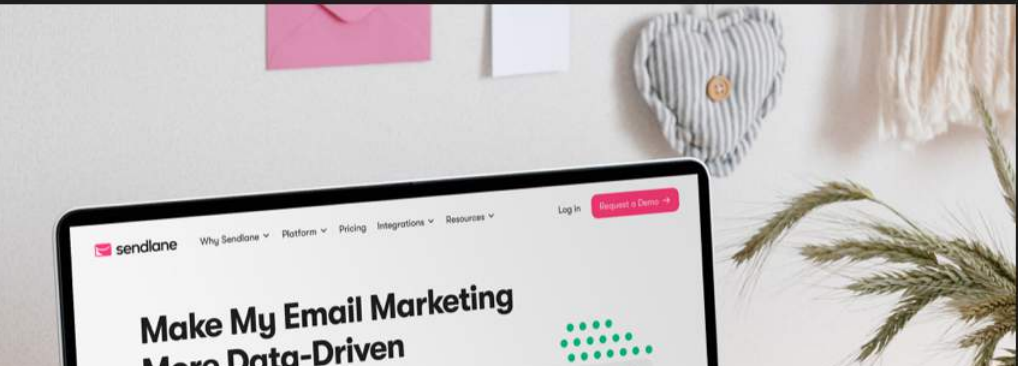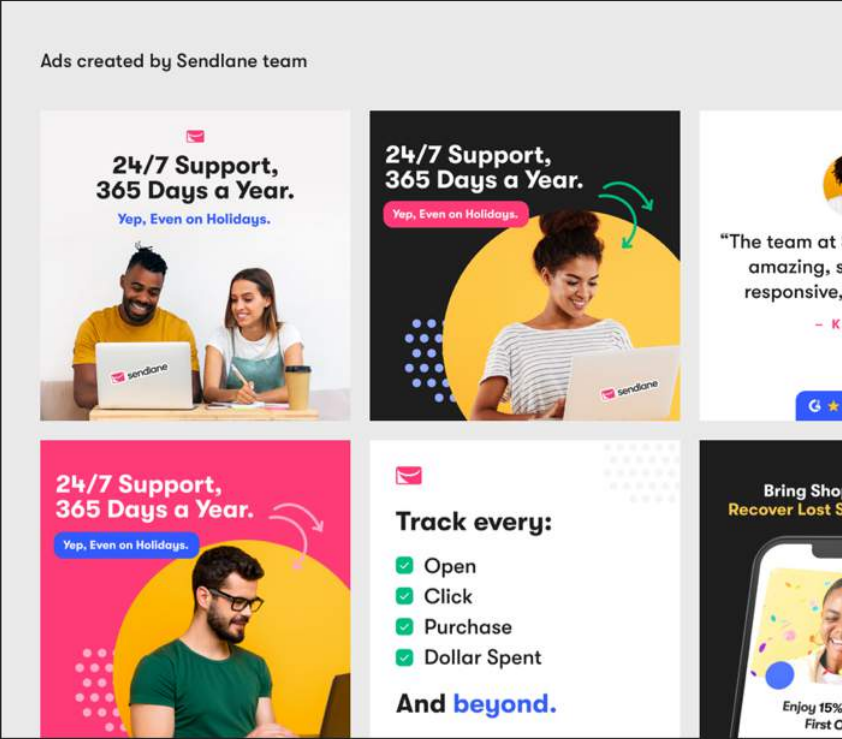**$80K - $160K+** — average engagement size for 3 to 5 months of work.

Work

Sendlane —

Revitalising the website, product, and brand for a premier automated marketing platform.

Sendlane —

Revitalising the website and brand for a premier automated marketing platform.

Multivariable segmentation

Don't just take our word for it, hear from our happy customers.

Create targeted segments with detailed customer data.

Ads created by Sendlane team

24/7 Support, 365 Days a Year.
Yep, Even on Holidays.

24/7 Support, 365 Days a Year.
Yep, Even on Holidays.

"The team at amazing, responsive,

24/7 Support, 365 Days a Year.
Yep, Even on Holidays.

Track every:
☑ Open
☑ Click
☑ Purchase
☑ Dollar Spent
And beyond.

Bring Sho
Recover Lost S

Enjoy 15%
First C

Make My Email Marketing More Data-Driven

Latest from the podcast
The Art of Upselling in Shopif...
Podcast
The Art of Upselling in Shopif...

Blog thumbnails

👋 Ola, Sonya!

Core value illustrations

We are a team   Channel positivity   Be passionate

Sendlane

Sendlane is a behavior based email marketing automation tool for eCommerce stores.

Headquarters

San Diego, US

Industry

SaaS, Email marketing

Company Size

51 — 200 employees

Funding

$24.5M

Services we provided

— Visual identity
— UX research
— Website design
— Design system
— CMS integration
— Product design

The client

Sendlane is an email marketing platform based in San Diego. Founded in 2013, the company has grown to a team of more than 50 people and helps a wide range of ecommerce businesses to get more from their email marketing efforts.
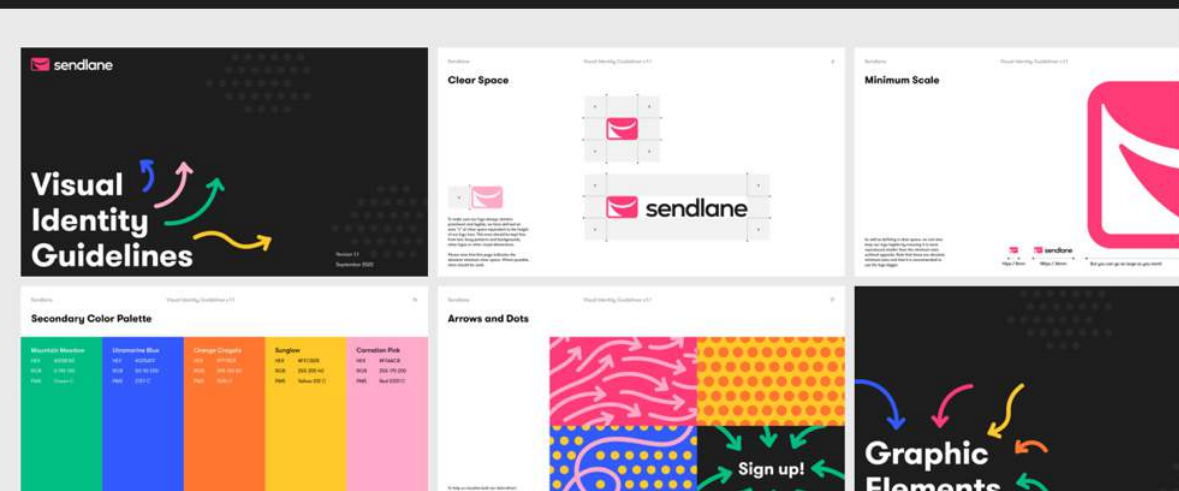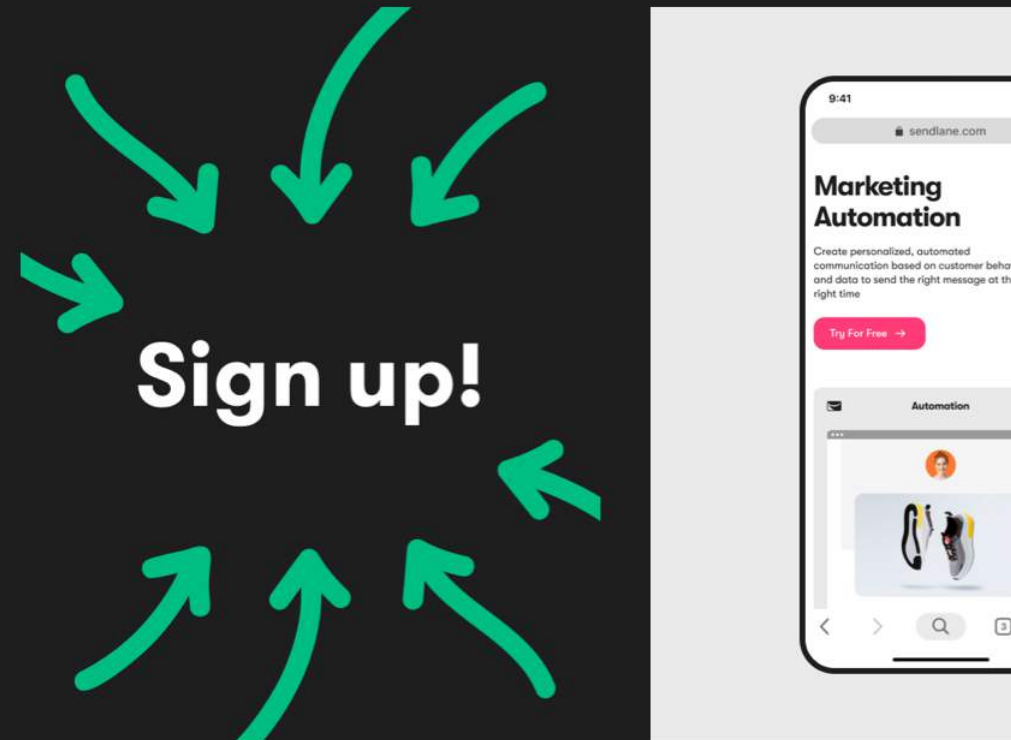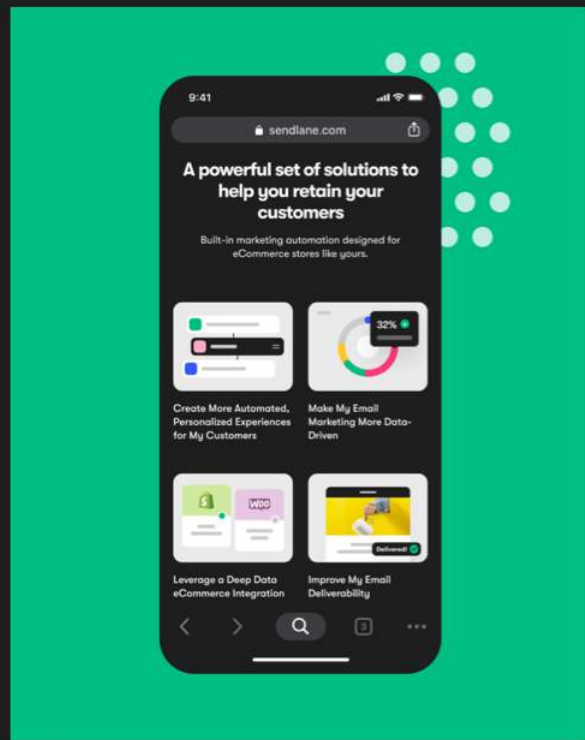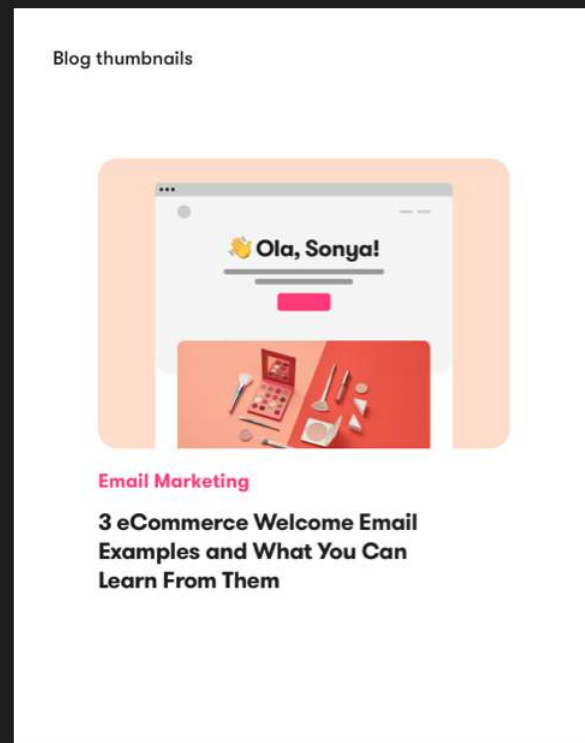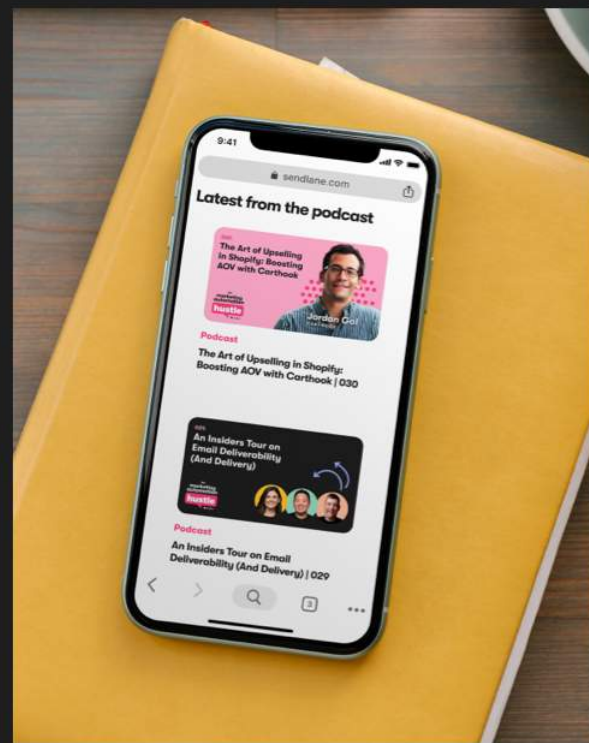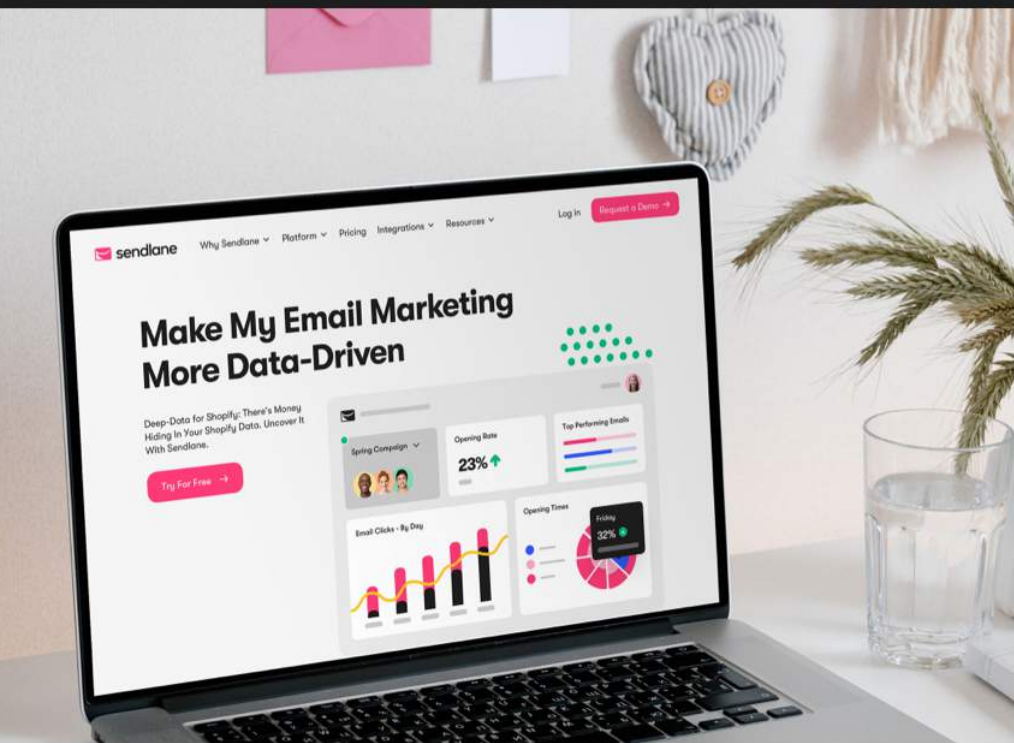
The problem

As with most b2b cloud software tools, email marketing has become very crowded space. Sendlane had been working hard to deeply understand their customers and created a platform that is uniquely suited to both them and the demands of the ever-growing ecommerce space. But whilst their product was hitting all the right notes with their avid users, CEO Jimmy Kim and his marketing team felt that their own brand and website was vastly underselling their powerful offer — so BB Agency came onboard to help.

The solution

We completed a full rebrand for Sendlane, supported by a brand new website with an optimised user experience and CMS integration.
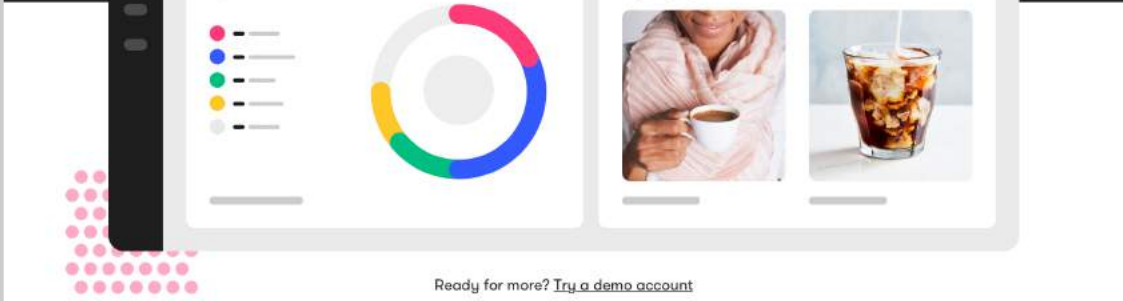
24/7 Support, 365 Days a Year.
Yep, Even on Holidays.

Track every:
- Open
- Click
- Purchase
- Dollar Spent

And beyond.

sendlane

Blog thumbnails

Core value illustrations

Ola, Sonya!

Email Marketing
3 eCommerce Welcome Email Examples and What You Can Learn From Them

We are a team
Channel positivity
Be passionate
Be quick but don't hurry
Be humble
Be a part of the solution

Make My Email Marketing More Data-Driven

Latest from the podcast

The Art of Upselling in Shopify: Boosting AOV with Carthook | 030

An Insiders Tour on Email Deliverability (And Delivery) | 029

A powerful set of solutions to help you retain your customers

Icon construction

Sendlane Beacon - Website Tracking

Hey Mike!
You have a product waiting in your cart!

Empowering eCommerce brands everywhere.

Sign up!

Marketing Automation

Vertical Spacers

5px Spacing System

Visual Identity Guidelines

Clear Space
Minimum Scale

Secondary Color Palette

Arrows and Dots

Graphic Elements

Hi Jenna!

User personas

Small Business
Mark Estrada

Medium Business
Theresa Haynes

Turn online shoppers into loyal, lifetime customers with email & sms marketing

Sendlane helps you generate more revenue, increase retention, and automate personalized experiences for your customers.

Request Demo →

Total Revenue
$769.20 +9%

New Subscribers
+912 +15%

Since Yesterday
8% + 172

Top Products

Top Campaigns

Ready for more? Try a demo account

1,700+
Companies using Sendlane

40 million+
Emails sent daily

88
Net Promoter Score
Learn more on NPS here

30 seconds
Average response time (24/7)

Drive 30-40% of your revenue with email marketing

Email marketing should be your #1 source of revenue for your business, and we aim to help you achieve that goal. Sendlane provides you with the knowledge, support (available 24/7 with a 30-second avg. response time), and essential tools to help you make more money with email.

Try For Free

Hi Shawn!
We've added a 15% discount to the products in your cart!

Email Test 5,124 $2,830

Email Marketing
Create visually stunning, high-conversion emails with our drag and drop builder.

SMS Marketing
Spark conversations and drive revenue by adding personalized SMS messaging to your funnels.

Intelligent Pop-Ups
Design forms, capture more emails, reduce browse abandonment, and drive more sales.

Get helpful support, fast. Like really fast.

Get 24/7 rockstar support, 365 days a year. We are always happy to help!

- ✓ 1 minute average response time
- ✓ San Diego, CA based support
- ✓ Choose between live chat or email
- ✓ Personable white-glove approach

Request a Demo →

Powerful set of solutions to help you retain your customers

Built-in marketing automation designed for eCommerce stores like yours.

Create More Automated, Personalized Experiences for My Customers

Make My Email Marketing More Data-Driven

32%

Leverage a Deep Data eCommerce Integration

Delivered!
Improve My Email Deliverability

Make The Switch From Another ESP

Connect Store
Connecting Multiple Store Under 1 Roof

+$485
Boost my ROI

Interested in more?
Why Sendlane →

Sendlane Resource Library

Unlock your marketing automation powers with Sendlane's helpful batch of resources.

Articles · E-books · Podcast

Tips of the Week
The Ultimate Growth Hack: Hyper-Personalized Email Marketing (and How To Do It)

eCommerce
Drive 320% More Revenue From Your Welcome Emails with These 3 Tips

eCommerce
The Ultimate Growth Hack: Hyper-Personalized Email Marketing (and How To Do It)

See resources →

Robust Features. Enterprise Ready. Easy peasy lemon squeezy.

Try For Free →

Simply easy.

Easy doesn't mean it lacks the tools or features. It just means it's easier to understand and use. We measure this with an NPS score, and ours is world-class.

An average NPS score for a top tier Software like ours is 33. We're at 88. The worst score is -100, and the best is 100. We don't disappoint. So give us a spin; besides, it's risk-free.

Try For Free →

Sendlane 88%
76%
64%
40%
38%
28%
16%
12%

No hidden costs, consultants required, or onboarding fees.

There's nothing worse than getting excited about using a platform only to jump in and feel overwhelmed. And, the moment you reach out to support, they want "extra fees" or recommend you to an agency partner of theirs to help you "use the tool."

At Sendlane, we don't require extra help or fees. We're here to provide you with the service you need when you need it. 24/7.

Try For Free →

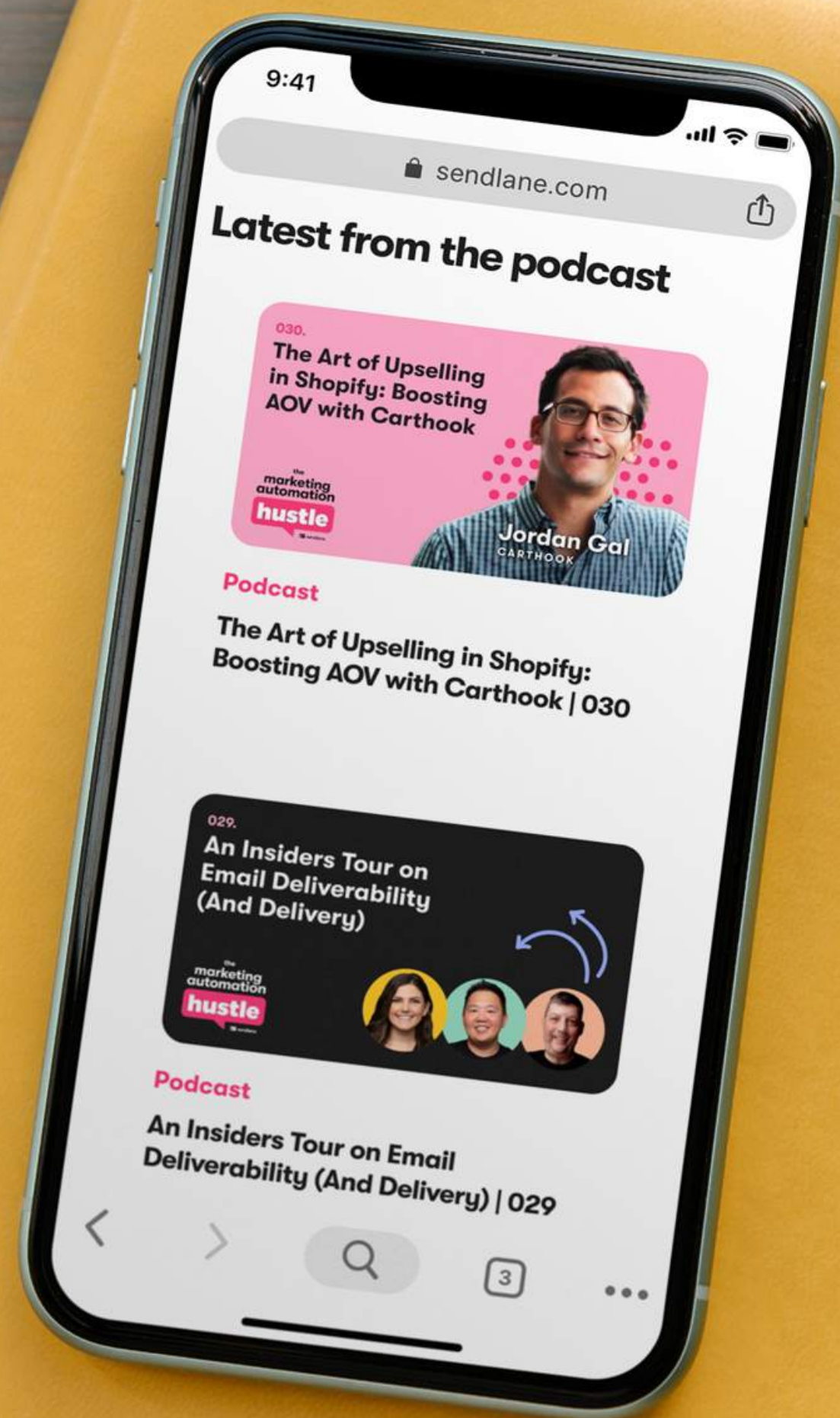### Truly robust features beyond newsletters and drip campaigns.

We might be beating a dead horse here, but we want you to know. Our features go far beyond the basics, and we're excited to show you how to tap into them.

From hyper-targeted automation triggers to in-depth behavioral segmentation and even browser

Dashboard
Last Purchase
$126

Latest from the podcast

030.
The Art of Upselling in Shopify: Boosting AOV with Carthook

Jordan Gal
CARTHOOK

the marketing automation hustle

Podcast

The Art of Upselling in Shopify: Boosting AOV with Carthook | 030

029.
An Insiders Tour on Email Deliverability (And Delivery)

the marketing automation hustle

Podcast

An Insiders Tour on Email Deliverability (And Delivery) | 029

sendlane.com

9:41

sendlane

Why Sendlane   Platform   Pricing   Integrations   Resources   Log in   Request a Demo →

Make My Email Marketing More Data-Driven

Deep-Data for Shopify: There's Money Hiding In Your Shopify Data. Uncover It With Sendlane.

Try For Free →

Spring Campaign

Opening Rate
23% ↑

Top Performing Emails

Email Clicks - By Day

Opening Times
Friday
32% ↑

20%

Bounce rate drop on the homepage just 30 days after the launch.

$20M

Raised in Series A, 8 months after launching the new website.

View Case Study

The Result

Within 30 days after the launch, Sendlane experienced an uptick in everything from trial conversions to demo sign-ups, compared to the old website.

We continue to work closely with Sendlane on growing and optimizing their website and are proud to be a part of their journey towards a $1B valuation.

We have a fantastic relationship with the team behind Sendlane. We've helped them re-brand, design, and launch their two sub-products called Commerce Roundtable and eCommerce Academy.

"... They're very experienced and know what they're doing as designers. If you listen to them, they will help elevate your brand and achieve your goals."

Jimmy Kim
— CEO at Sendlane

Teachable —

Discover by Teachable — Helping 100,000 creators to share their knowledge.
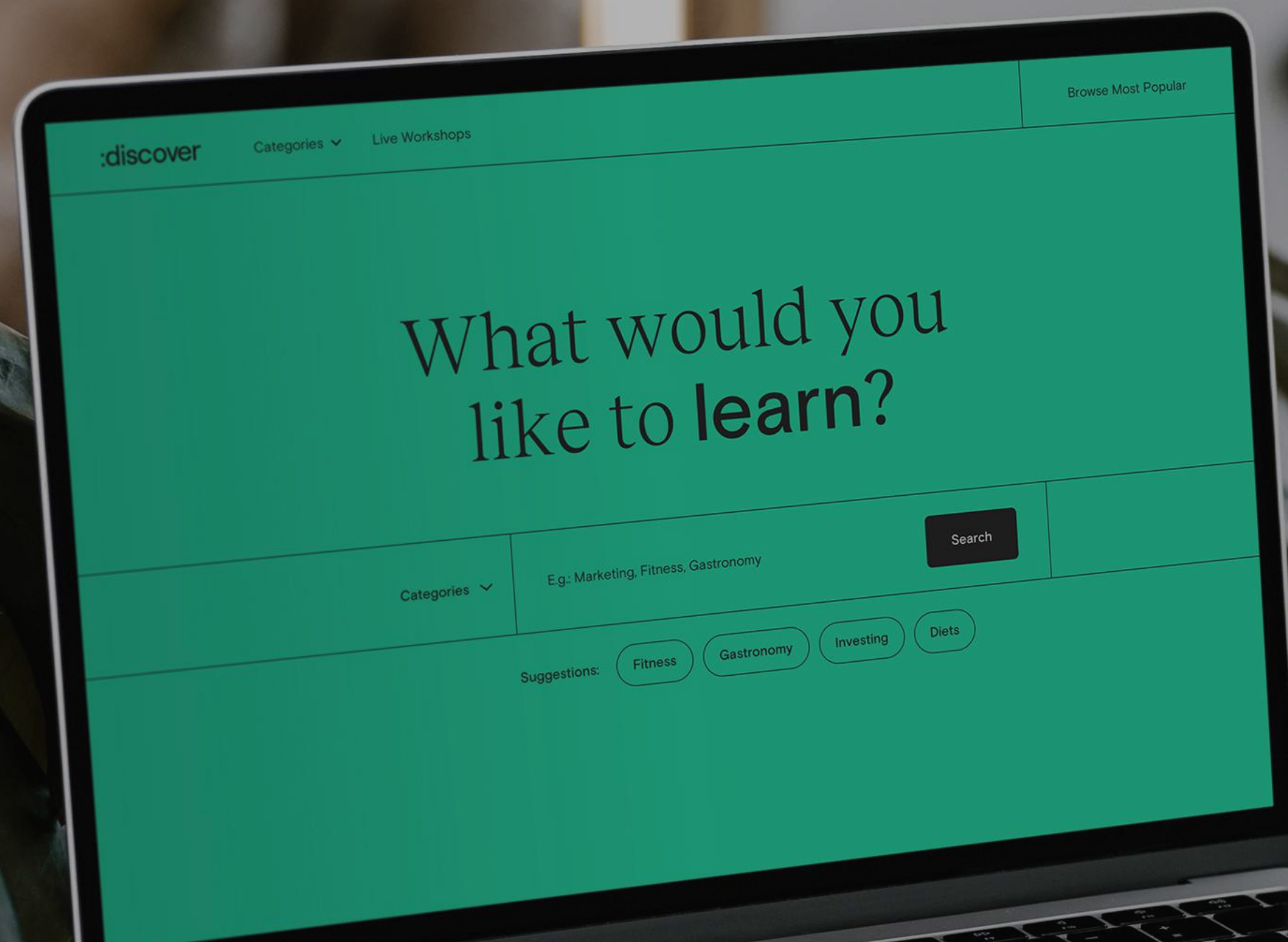
Teachable

A famous online course platform helping independent professionals to transform their experience into a thriving business.

Headquarters

New York, US

Industry

SaaS, Video courses

Company Size

101 — 250 employees

Sold for

$250M to Hotmart

Services we provided

— Website design
— Design system
— CMS integration

The client

Teachable is a SaaS subscription service that provides independent professionals with the tools and know-how they need to build a business selling online courses. Since launching in 2013, the New York based company has grown to more than 200 people, and by 2020 more than 100,000 instructors had joined up to Teachable, earning $500 million to date.

In 2019, Teachable launched Discover, a new dedicated sub-domain, created for both customers and students to browse, preview or enroll in courses from Teachable instructors.

The problem

2020 was a big year for Teachable. With the COVID-19 pandemic triggering an increased need for online learning, and having been acquired by Hotmart for $250M, the company launched a bold new visual identity, ready to support its continued growth. BB Agency has been working with Teachable since 2016, and when they approached us to roll out their new identity across the Discover platform, we were happy to step in and support their mission.

We were briefed with only a matter of weeks to go until Black Friday — a key sales date for the platform — so this project was an exercise in highly efficient, streamlined working processes, and one we're very proud to share.

The solution

The Discover platform is a dedicated sub-domain, created for both customers and students to browse, preview or enroll in courses from Teachable instructors.

discover.teachable.com

:discover

What would you like to learn?

Categories ∨

E.g.: Marketing, Fitness, Gastronomy

Search

Suggestions:

Fitness Gastronomy Investing Diets
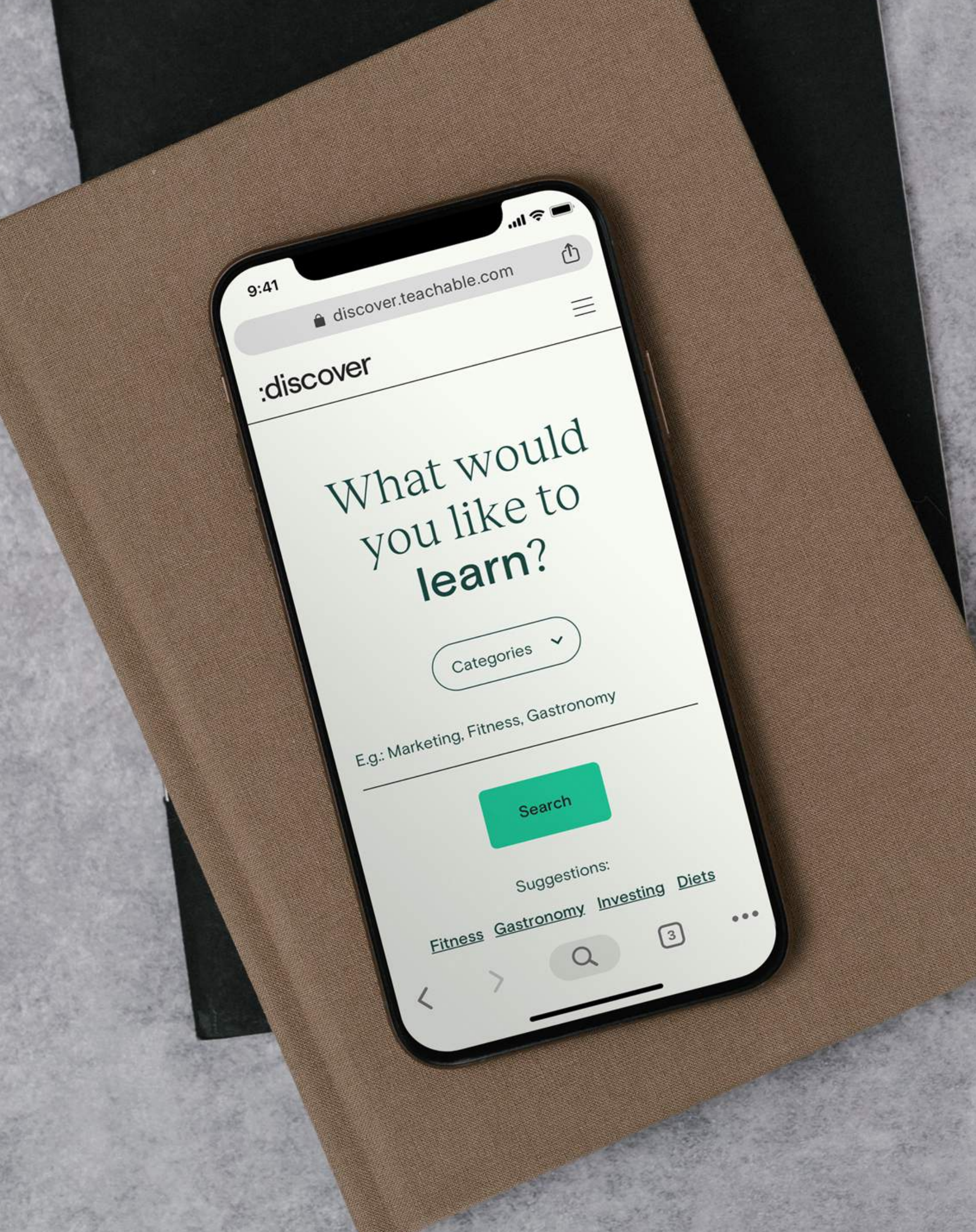
:discover   Categories ∨   Live Workshops   Browse Most Popular

A Step-By-Step Course to Launch a Successful Podcast that Gets Found

Featuring

Pat Flynn
Founder, Smart Passive Income

Hi there! I'm Angie Gensler and I used the power of Pinterest to go from a zero-follower blogger to six-figure months. I'm on a mission to show you every step I took so you can do the same.

But I haven't always been teaching online courses. I worked in corporate marketing for over 10 years. I earned my MBA and sped up the ladder to the top of a $150 million dollar business.

And that's when I realized I wanted more. More time, more flexibility, and more freedom.

So, in 2016, I started a blog. And used all my experience and expertise to crack the code on using Pinterest to grow my business fast. Crazy fast.

Featured Course

Power-Up Podcasting

A Step-By-Step Course to Launch a Successful Podcast that Gets Found

Learn more $799 $179

"Patt is a great teacher that clearly explains in easy to follow steps how you could setup your podcast. I highly recommend taking this

November 17—24, 2020

Discover Fest

Learn and connect with leading creators in a global, free, online event.

Your email to secure your place

Register

By submiting your email you agree to terms

Sign up for free to save your spot for this course

November 17—24 | Online

Register

By submitting your email you agree to terms

Upcoming

Conclu

Thursday, October 1, 2020
2:00 pm Eastern time

Thursd
2:00 p

3 Most Powerful Principles from Consumer Psychology to Increase Conversions

Cre
Pra

Featuring Angie Gensler

Featu

View Workshop

View W

Screen 1 — Featured Creators

Discover Fest starts in   02 Days   04 Hours   04 Mins   16 Secs

:discover   Home   Creators   Schedule

Featured Creators

Your email to secure your place   [Register]

By submitting your email you agree to terms

Tyler Lamb
Founder
Architecture Hunter

Matilda Burns
Founder
Architecture Hunter

Lilly Crawford
Founder
Architecture Hunter

Bertie Jensen
Founder
Architecture Hunter

Carlos Pittman
Founder
Architecture Hunter

Derek Payne
Founder
Architecture Hunter

Jesus Newman
Founder
Architecture Hunter

Ora May
Founder
Architecture Hunter

Rosetta Bradley
Founder
Architecture Hunter

Tech & Programming

teach:able   Visit Teachable.com   Contact Support   Privacy Policy   Cookies Policy   Terms of use

Screen 2 — Color & Typography

Color

Obsidian
Primary
R: 34 G: 34 B: 34
#222222
Color: var(—obsidian)

Teachable Green
Primary
R: 33 G: 205 B: 156
#21CD9C
Color: var(—teachable-green)

Goat Milk White
Primary
R: 248 G: 250 B: 244
#F8FAF4
Color: var(—goat-milk)

Celadon
Secondary
R: 200 G: 227 B: 216
#C8E3D8
Color: var(—celadon)

Deep Emerald
Secondary
R: 27 G: 73 B: 66
#1B4942
Color: var(—deep-emerald)

Typography

Primary
Reckless Light

Secondary
Reckless Regular

Primary
Basis Grotesque Pro Regular

Secondary
Basis Grotesque Pro Medium

Headers Desktop - Reckless

Name	Size	Line Height	Weight	Character
H1	100px	103%	Light	Normal
H2	72px	110%	Light	Normal
H3	58px	133%	Light	Normal
H4	40px	135%	Light	Normal
H5	32px	133%	Light, Normal*	Normal
H6	22px	135%	Light, Normal*	Normal

Screen 3 — CTA & Header Navigation

CTA

Primary - Green	Hover	Active	Disabled
[Search]	[Search]	[Search]	[Search]
BG: #21CD9C Text: #222222	BG: #C8E3D8 Text: #222222	BG: #21CD9C Text: #222222	BG: #CDCFCA Text: #FFF

Anatomy
32px   32px
16px
16px
[Search]

Text Link - Normal	Hover	Active	Disabled
Text Link	**Text Link**	**Text Link**	**Text Link**
#222222	#444444	#000000	#CDCFCA

Header Navigation

Normal

:discover   Categories ⌄   Live Workshops   Browse Most Popular

Active page

:discover   Categories ⌄   Live Workshops   Browse Most Popular

Categories Dropdown

:discover   Categories ⌃   Live Workshops   Browse Most Popular

Most Popular

New Courses

Limited Time

Art
Business
Careers
Course Creation
Design
Food & Drink

Health & Fitness
Home & garden
Lifestyle & Hobbies
Marketing
Music

Photo & Video
Productivity
Tech & Programming
Travel & Languages
Writing

13%

For the Black Friday launch first-time purchases grew from 1.7% to 13%.

100K

Instructors using Teachable.

$250M

Acquired by Hotmart in 2020.

View Case Study

The Result

After weeks of close collaboration and successful teamwork, we launched the new and improved Discover platform in time for the Black Friday holiday. The new Discover marketplace is now a fully fledged part of the Teachable platform. Hosting more than 1M daily visitors, and 200 custom courses, it has quickly become a highly valuable part of the Teachable offer.

We're looking forward to continuing our work with Teachable, helping them fulfil their mission to enable the transformative power of knowledge in our world.

"Balkan Brothers agency was a game changer for Teachable — we used them to design our homepage (and have used that for many years) and they were the first people we turned to when we needed to build a marketplace. I highly recommend them and our team loves working with them."

Ankur Nagpal
— Founder and CEO at Teachable

ShipBob —

From startup to grown up: building a scalable brand for ShipBob.

Shipbob

ShipBob is tech-enabled 3PL that offers simple, fast and affordable fulfillment for thousands of brands with an international fulfillment network across the US, Canada and Europe.

Headquarters

Chicago, IL,
USA

Industry

Shipping, transportation, logistics

Company Size

501 — 1,000 employees

Funding

~$330.5M, out of which $268M was post our partnership

Services we provided

— Visual identity
— Website design
— Design system
— CMS integration

The client

ShipBob is a logistics provider that supports e-commerce businesses with access to their network of fulfilment centers and tools to maintain control over inventory, orders, and shipments. ShipBob was founded in 2014 and is one of the fastest-growing tech companies in the US, with more than 650 employees and hundreds of thousands of square metres of warehouse space across the country.

The problem

ShipBob's existing brand was selling them short. Having secured $62.5m in total funding, the time was right to rebrand and to better communicate ShipBob's personality and story.

They wanted to bring to the fore their sense of warmth, emotion and the real connection to their customers that you don't typically see in the logistics category. Functionally, they needed to create a more cohesive experience across their website, increase conversions and create more flexibility for their internal teams.

The solution

We refreshed ShipBob's brand with an updated logo, color scheme and UI design. We also designed and built a flexible new website and an easy-to-use CMS platform.

Picked.
Packed.
Shipped.

ShipBob

Done.

Shipped with ShipBob

ShipBob

Picked, packed, and shipped.

ShipBob empowers you to run your ecommerce business with fulfillment centers near your customers and the tools to maintain control over **inventory**, **orders**, and **shipments**.

Get Started

✓ International shipping.
✓ Ecommerce platform integration.
✓ Branded packaging.

"To say that switching to ShipBob has been life-changing is an understatement."

Anastasia Allison,
founder @Kula Cloth

#**99**
No. 99 out of Inc. 5000
Most successful companies in America

#**1**
Top 3PL Provider
Multichannel Merchant's Top 3PL provider

#**32**
No. 99 out of Inc. 5000
Most successful companies in America

#**1**
Top 3PL Provider
Multichannel Merchant's Top 3PL provider

HOW IT WORKS

How ShipBob goes from your online store to your customer's door

---

9:41

🔒 shipbob.com

ShipBob   Get Started   ☰

Picked, packed, and shipped.

ShipBob empowers you to run your ecommerce business with fulfillment centers near your customers and the tools to maintain control over **inventory**, **orders**, and **shipments**.

Get Started

Join us at ShipBob to help people and businesses succeed online

We do this through our software, our operations, and our people. If you're a creative problem solver with a strong work ethic and the ability to persevere, we want to work with you.

Current Job Openings

CULTURE

Life at ShipBob

At ShipBob, we pride ourselves on our inclusive and richly diverse company culture. All voices are heard regardless of tenure or job title. We strive every day to go above and beyond not only for our customers, but for our teammates, too.

Most "productivity tools" drain creative energy. They constantly ping, distract, and disrupt your team's flow. And none of them connect, so you spend your days switching between apps, tracking down feedback. It's busywork, not the meaningful stuff. We want to change this.

So we're building a home for all your team's work. A better way to stay in flow and bring your team's best ideas to life. A set of tools that maximize inspiration and minimize distraction.

So you can focus on what matters.

GIVE BACK TO THE COMMUNITY

ShipBob Gives

Our Chicago office is in the heart of the Financial District, close to a BART stop and surrounded by great coffee shops, restaurants and bars.

How ShipBob works

See how ShipBob enables seamless 2-day order fulfillment from your online store to your customer's door. It's easy through order fulfillment and inventory management.

Get Started

IN 4 EASY STEPS

Order fulfillment and inventory management for e-commerce stores

1 Connect your store and send us your products

2 We store your inventory within our fulfillment centers

3 Your customer places and order through your store

4 We ship the order to your customer fast

FEATURES

Your e-commerce fulfillment and inventory toolkit

Easy onboarding

It's easy to get started with ShipBob. With just a few clicks, you can seamlessly sync your online store with ShipBob's software.

ShipBob integrates with all major e-commerce platforms and marketplaces — including Shopify, Magento, BigCommerce, Amazon, and Walmart — to import orders and send data back and forth for a two-way flow of information.
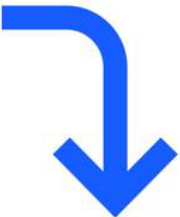
Learn More

Our mission is to help ecommerce businesses to be more successful online

With simple, fast, and affordable order fulfillment, Shipbob let's you focus on creating and selling great products — we'll handle the rest.

COMPANY

ShipBob's story starts in May of 2014

Back in 2014, that meant designing a simpler way to keep files in sync. Today, it means designing a more enlightened way of working—on files, projects, and more.

Most "productivity tools" drain creative energy. They constantly ping, distract, and disrupt your team's flow. And none of them connect, so you spend your days switching between apps, tracking down feedback. It's busywork, not the meaningful stuff. We want to change this.

So we're building a home for all your team's work. A better way to stay in flow and bring your team's best ideas to life. A set of tools that maximize inspiration and minimize distraction.

So you can focus on what matters.

2014 — Year founded — By Dhruv and Divey in Chicago

150+ — Happy employees — Working from our office in Chicago

2k+ — Happy customers — Using ShipBob daily to support their ecommerce growth

$40m — In funding — from our latest Series C funding

27%

Lift in conversion rate within 28 days of launching the new website.

$268M

Raised in Series D and E, after working with BB Agency.

[View Case Study](#)

The Result

After six months of collaborative work, we launched the new ShipBob visual identity, and the flexible new website that was custom-built into the WordPress CMS. The team at ShipBob saw immediate effects as the conversion rate went up by 27% within four weeks of launching.

"The positive feedback from our customers and prospective customers on the website was instantaneous. It was great for our team internally and the BB Agency to receive such glowing reviews, but it was the data on conversion rates that I focused on. We actually saw a 27% lift in conversion rates blended across all traffic sources."

Casey Armstrong
— CMO at ShipBob

Progressive Insurance —

Streamlining the digital experience for one of the biggest insurers in the US.
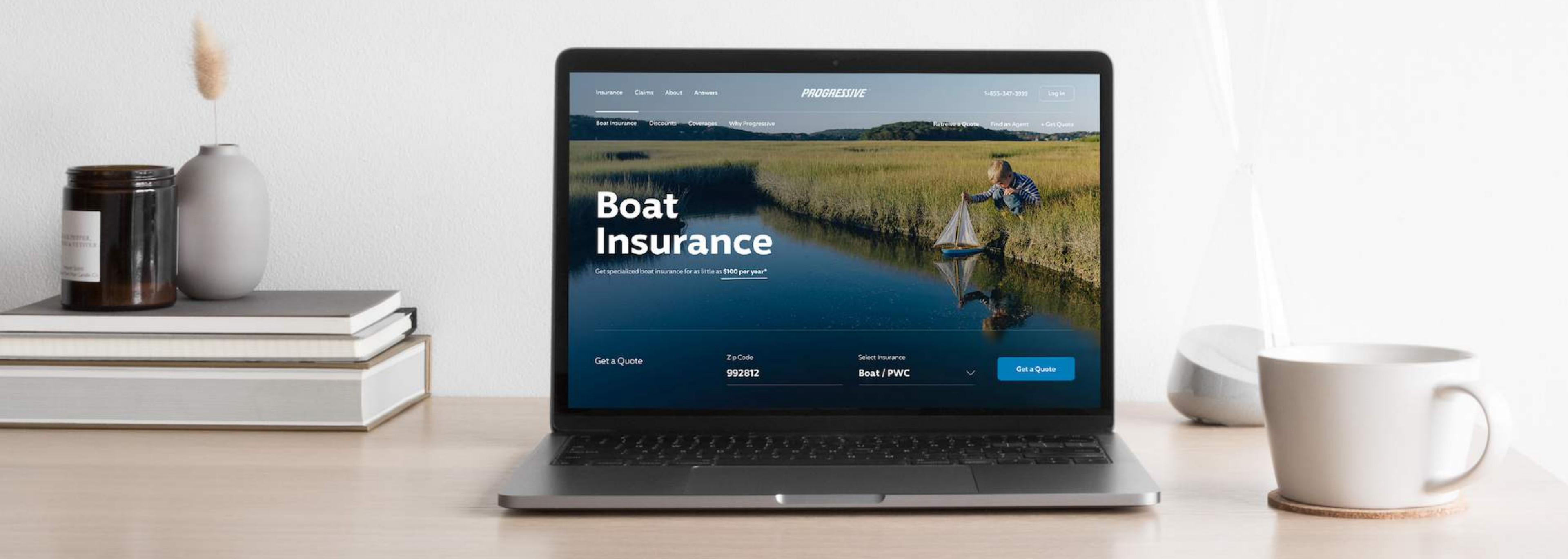
Progressive

With 80 years of experience and 40,000 employees Progressive is the third largest auto insurer in the United States.

Headquarters

Mayfield Village, OH,
USA

Industry

Insurance, Insurtech

Company Size

40,000+

Known value

~$54.26B

Services we provided

— Product design
— Prototyping
— Frontend development

The client

Established in 1937, Progressive is one of the largest insurance companies in the US, providing car, home, life insurance and more to millions of customers in every state.

The challenge

Progressive invited us to join forces with their in-house teams to reinvent one of their most critical (and complicated) digital infrastructures — the quotation engine. Progressive wanted to improve the user experience of obtaining and managing quotations for both employees, agents and customers.

The solution

Acting as an extension of Progressive's team, we worked to design, test and iterate hundreds of different UX and UI solutions for both the internal agent-facing and customer-facing quotation interfaces.

PROGRESSIVE® Insurance Claims About Answers

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ATV	PWC
Auto	RV/Trailer
Boat	Segway
Classic Car	Snowmobile
Golf Cart	
Motorcycle	

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| Condo |
| Flood |
| Homeowners |
| Homeshare |
| Mobile Home |
| Renters |

Everything Else
Auto Financing	Health	Pet
Auto Refinancing	Home Financing	Travel
Business	Home Refinancing	Umbrella
Car Shopping Service	ID Theft	Wedding & Event
Commercial	Life	
Electronic Device	Mexico Auto	

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| Golf Cart |
| Segway |
| Snowmobile |

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Create your own custom insurance bundle in 2 min

♥ **18 million+** people trust Progressive to insure something they love.

Auto & Property 5%off†
bundle and **save an extra 5%** on auto†

Property

Auto

Motorcycle   Boat   Rv Trailer

See All +

Find an Agent >   Retrieve a Quote >

Progressive Answers
Easy guides to everything Insurance

See Experience

Auto + Property
Exactly what you will be covered for

Bundle & Save

#1 in Motorcycle
Starting from $75 Per Year

Get Motorcycle

Create your own custom insurance bundle and save upto $399 per year

To **Start** just Your Base Pack

Property 5%off†   Auto   Motorcycle   Rv Trailer   Boat   More

Show me how it works

From **Hamsters** to The Hamptons

Products from Progressive
Check out our other products and services.

Select a product to get a quote:

What do you want to insure?

Over 18 million people trust Progressive to insure something they love.

That's no surprise because we're the third largest auto insurer and the #1 motorcycle/specialty RV insurer.‡

Find an Agent >   Retrieve a Quote >

Bundle & save up to $899 per year
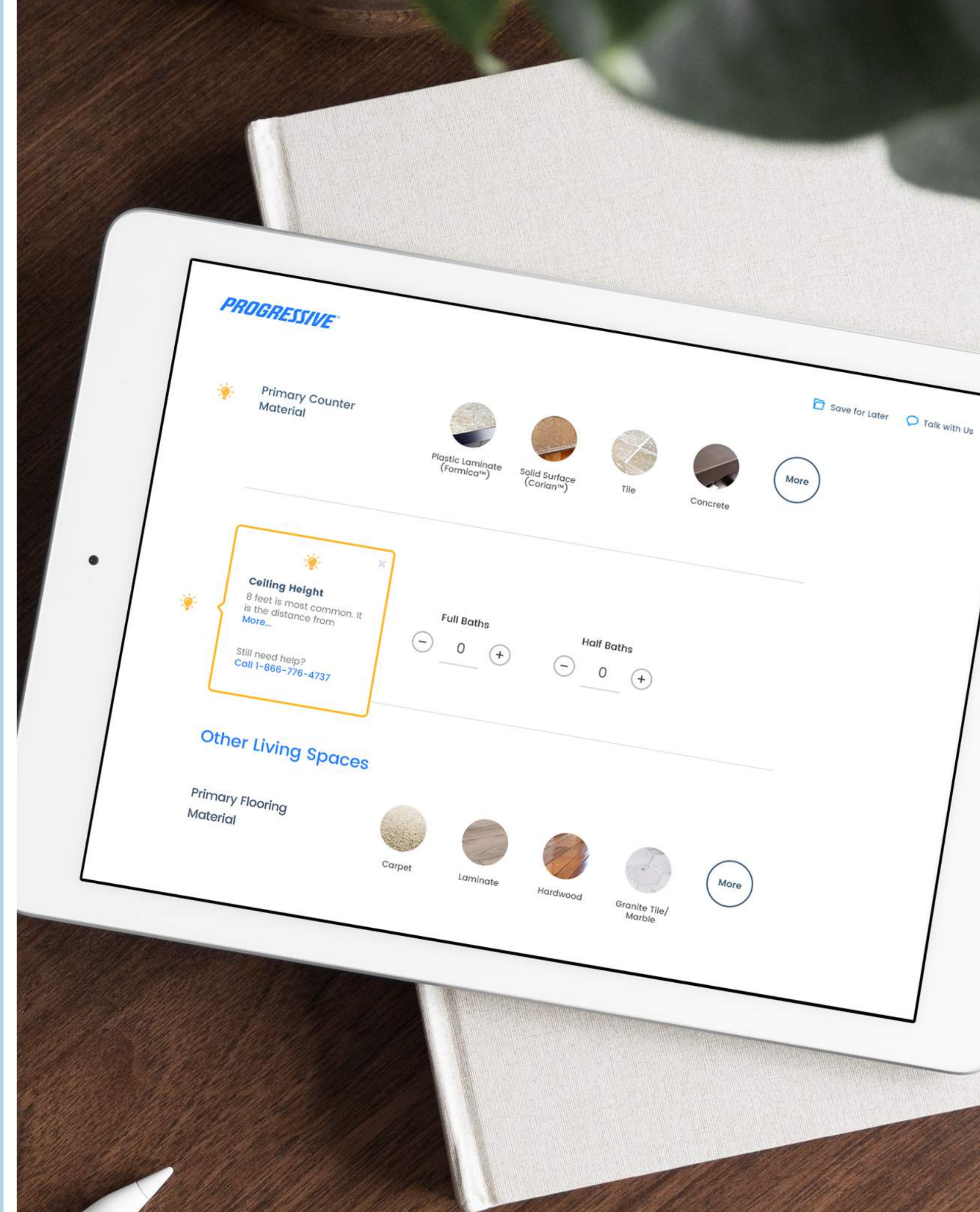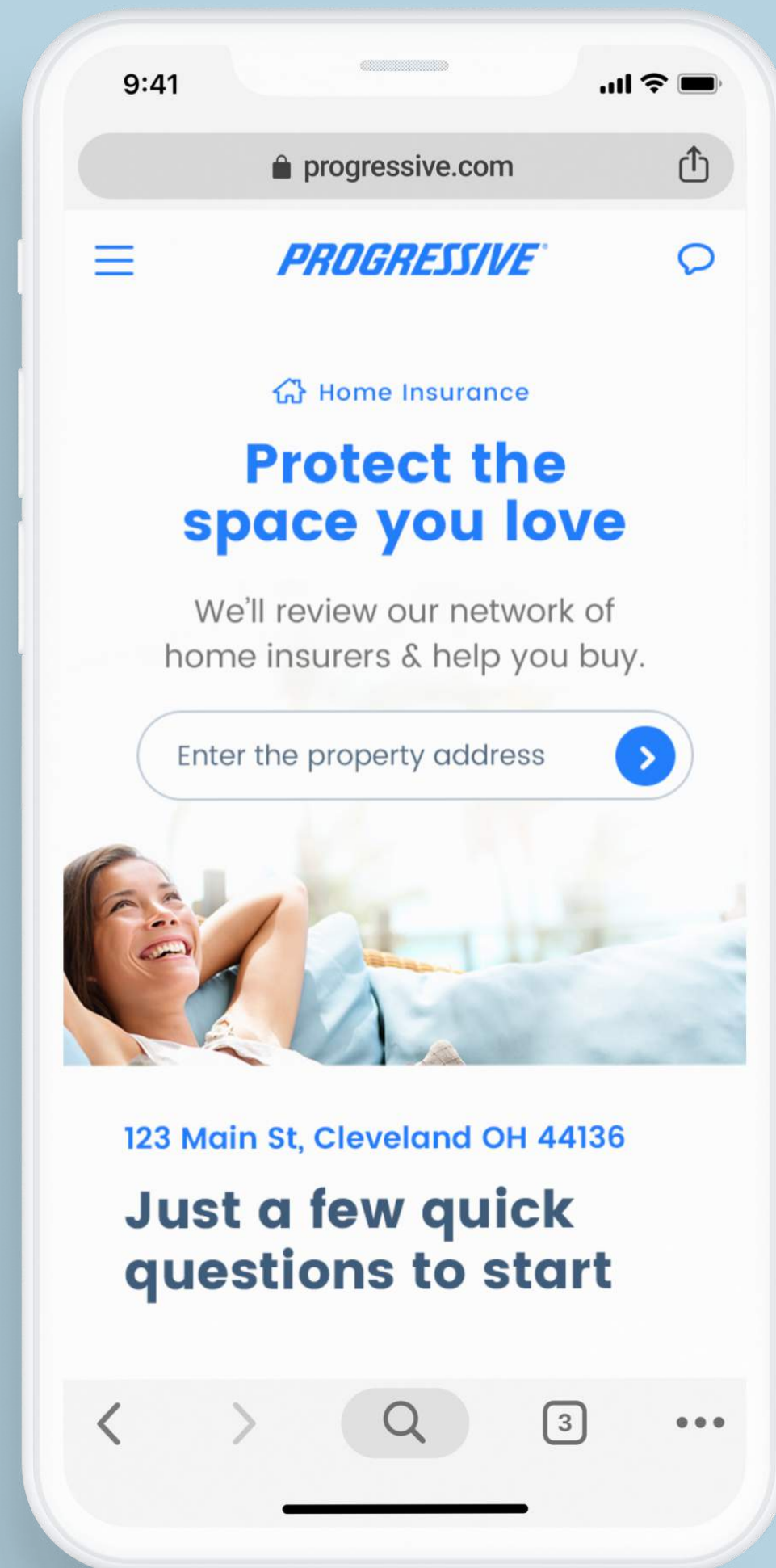
Bundle your Auto with Home and **Save an extra 10%**

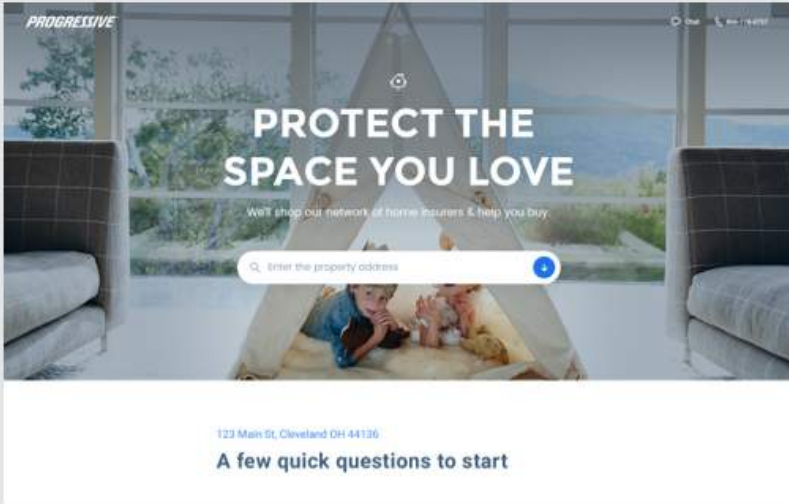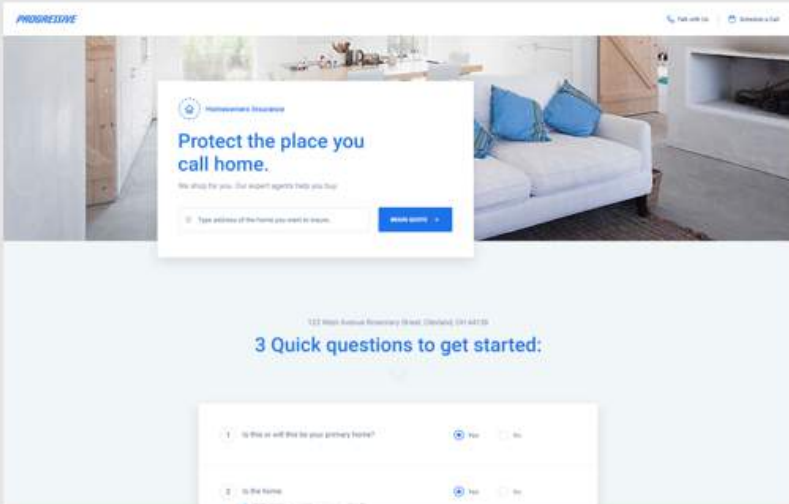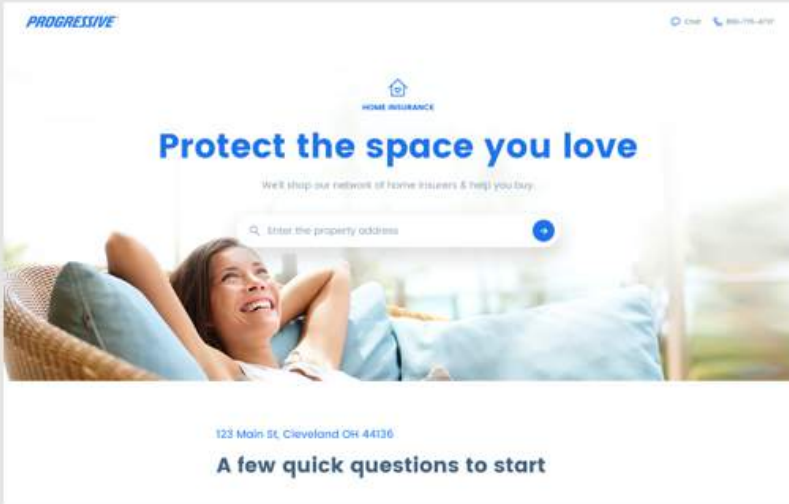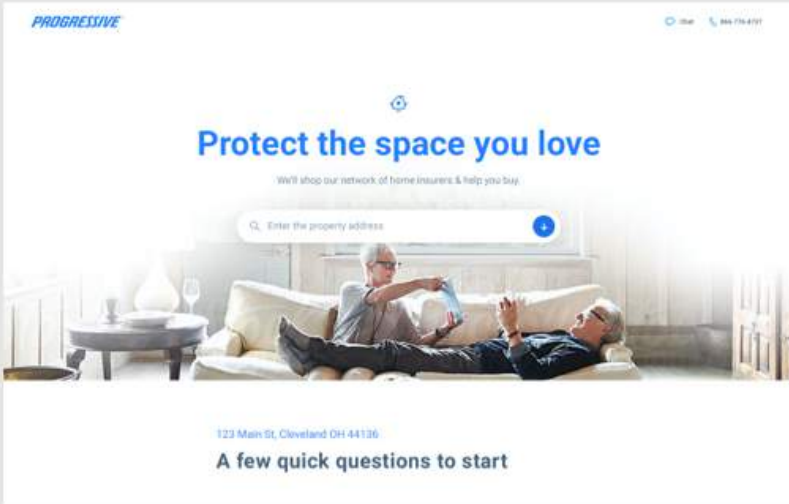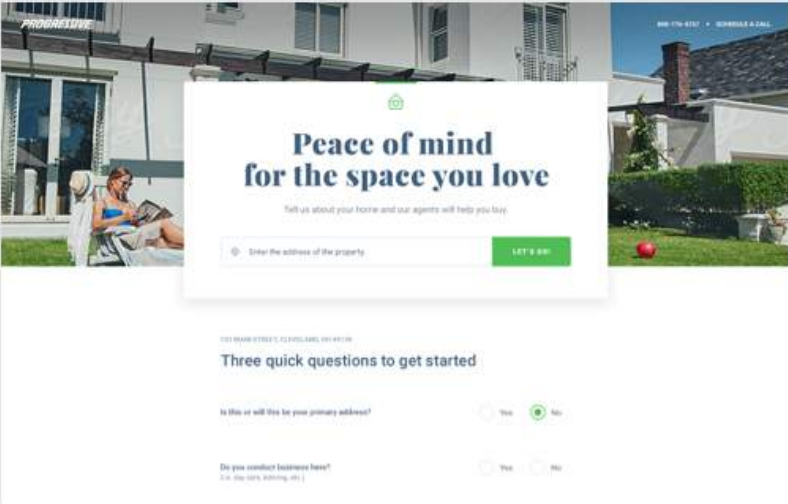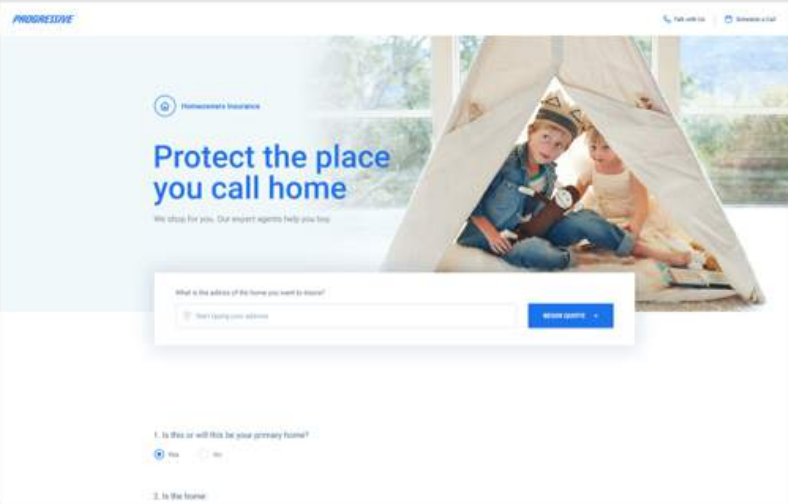✓ Home   + Home + Auto
                    10%off †

Get Quote Auto + Home   >

90%
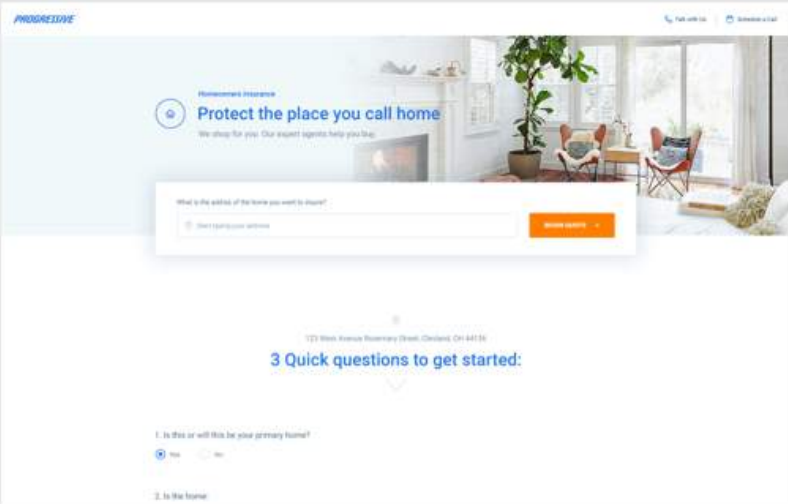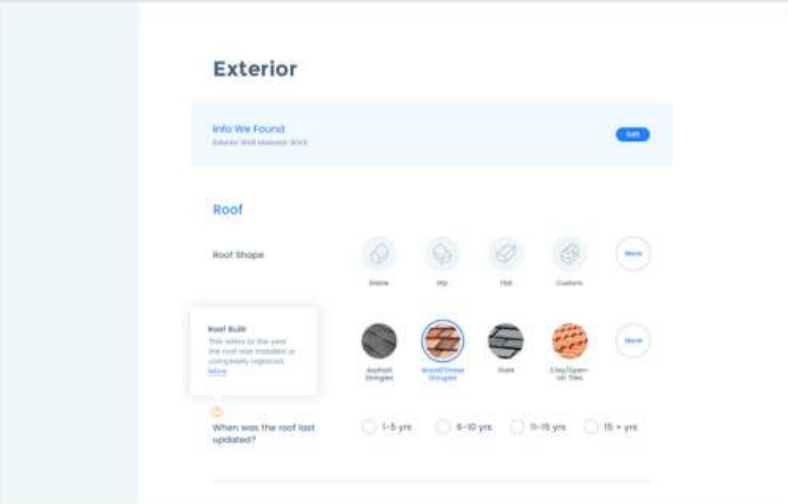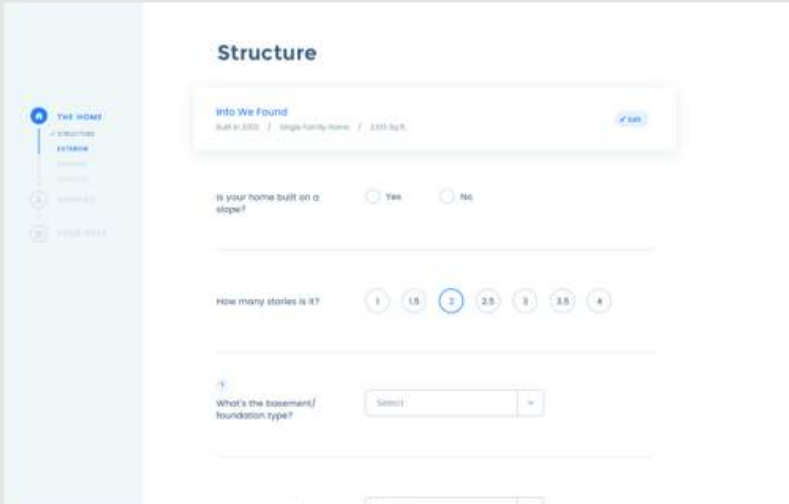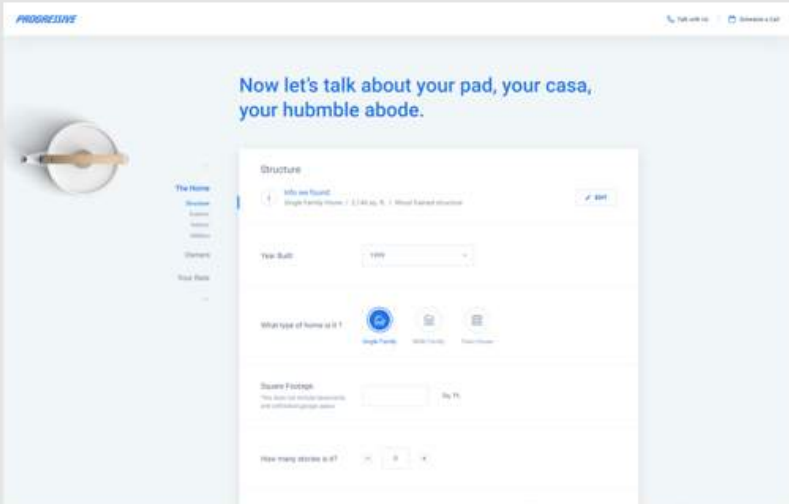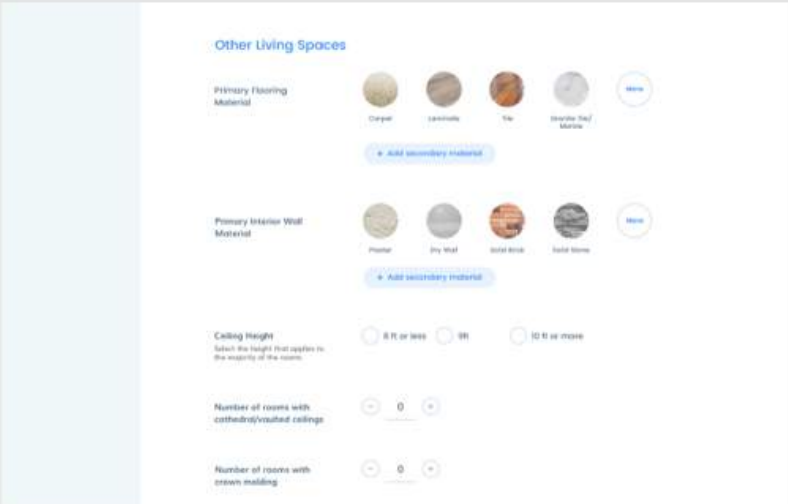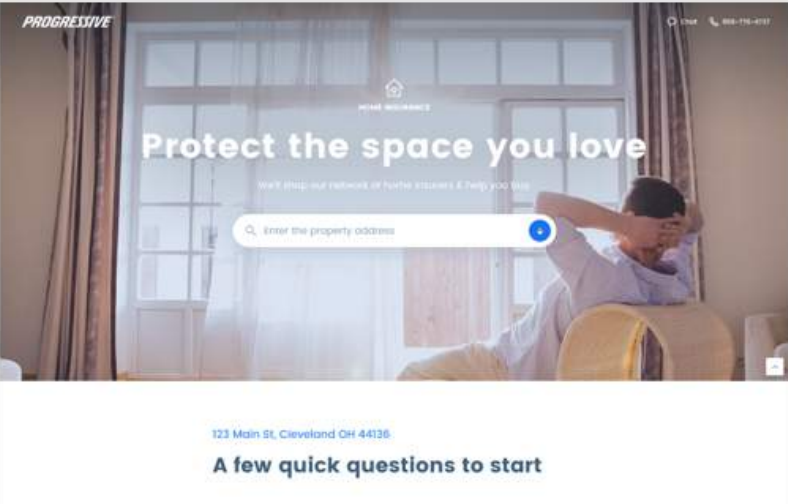
Satisfaction rate during user tests and focus groups.

30.000

Agents using the quoting app daily.

5 years

Ongoing partnership with Progressive's product and design teams.

View Case Study

The Result

Progressive are known to pride themselves on the quality of their digital experiences. This, coupled with insurance being such a complicated product and with so many users to consider, rigorous testing and iterative design was absolutely essential to the success of our work in this partnership. User testing and focus groups across the board reported a 90% satisfaction rate with our solutions.

"We've done user testing and focus groups for the designs created by Balkan Brothers. The results show that, nine times of ten, their work is outstanding."
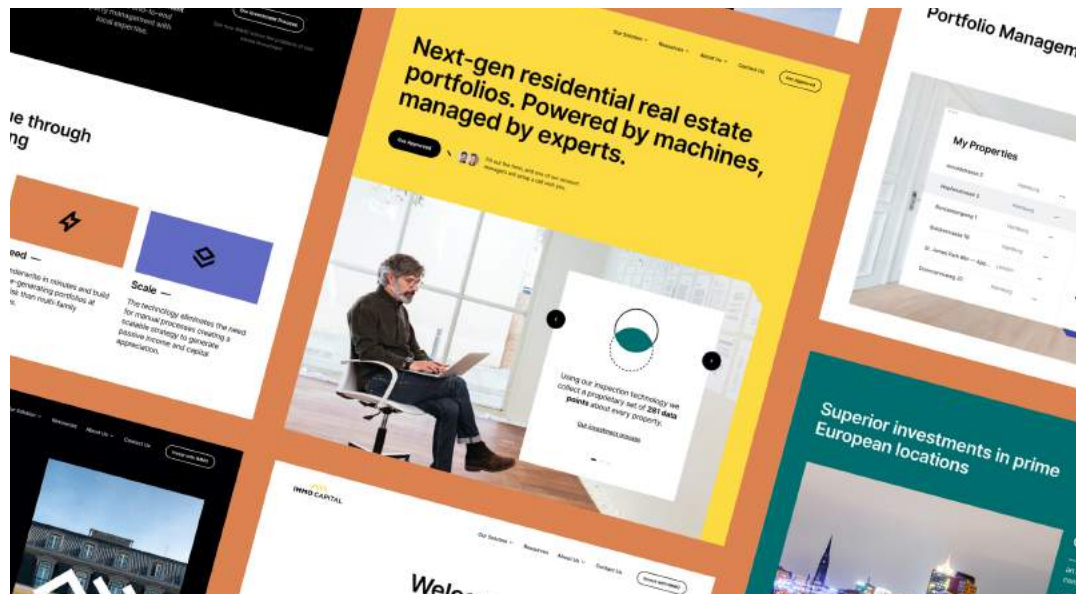

Tom Nolan
— Experience design & Innovation leader at Progressive Insurance

Additional projects

Otsuka Pharmaceutical

Partnering with healthcare researchers to improve patient communications.

IMMO Capital

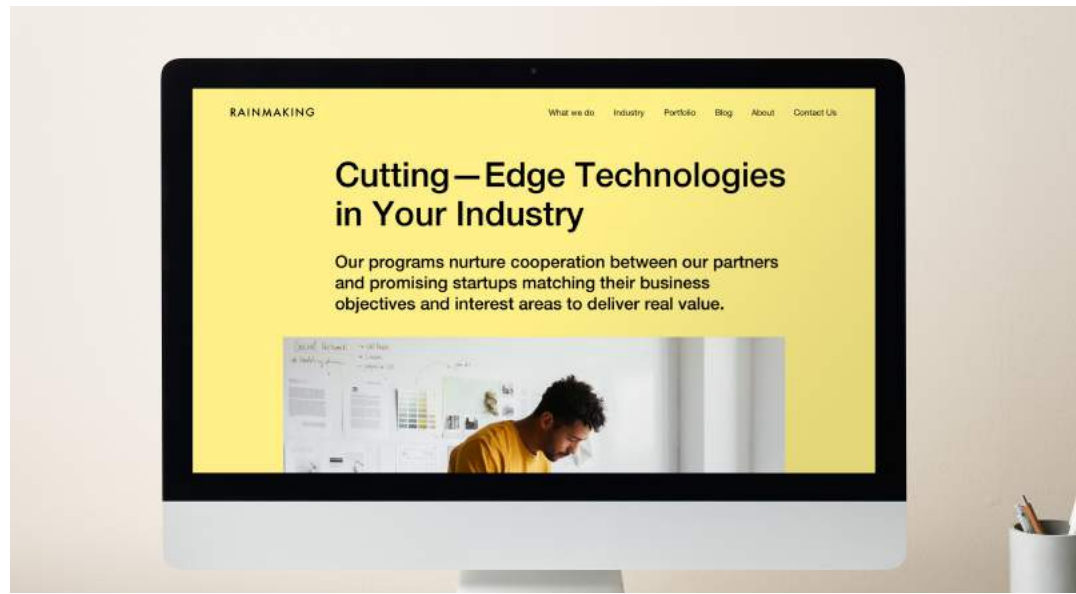Improving customer experience for a next-gen real estate platform.

BNP Paribas

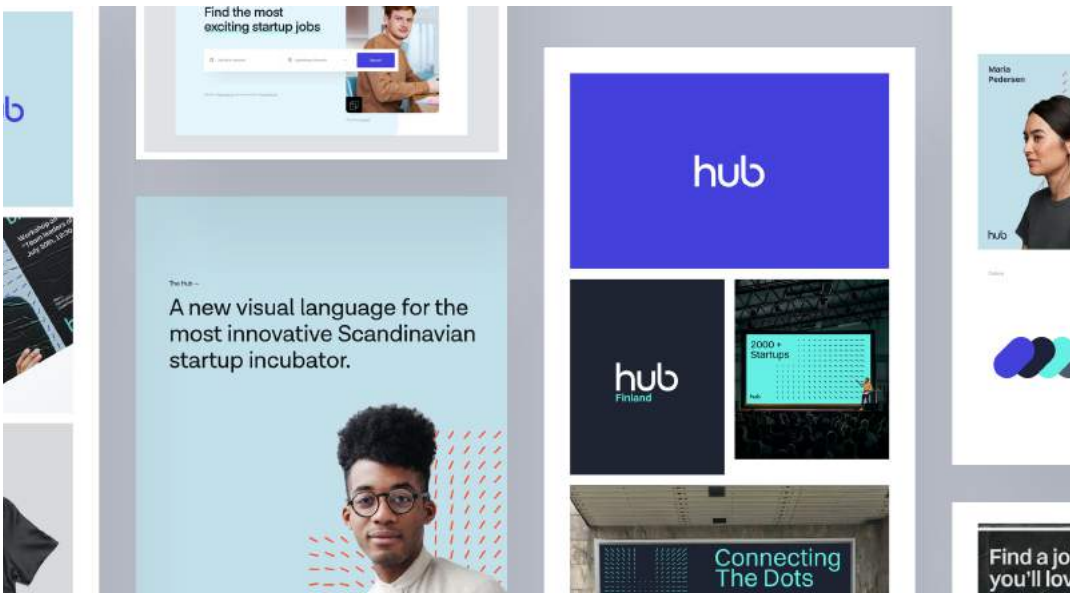Helping one of the world's largest banks better serve their largest clients.

Wibbitz

Transforming the product, website and brand for video creation company Wibbitz.

Rainmaking

New visual system and CMS environment for the international corporate innovators.

The Hub

Levelling up the brand experience for Scandinavia's most innovative startup incubator.

The results
we deliver

90%

Satisfaction rate during user tests and focus groups for Progressive Insurance agent quoting app.

106%

Increase in conversion rate on the new Wibbitz website comparing 3 months before and after launch.

4.2m

Project views we gathered across our social networks for showcasing The Hub's new brand and platform.

13%

For the Black Friday launch of the Teachable Discover marketplace, first-time purchases grew from 1.7% to 13%.

$29m

Raised by Made Renovation since we started working with them while they were an early-stage startup.

$268m

ShipBob raised in total after launching the new brand and website.

51%

Additional increase in conversion rate 6 months after launch, due to continuous optimizations on Wibbitz website.

10m

Registered users are enjoying the Iconosquare web app and its new responsive design system.

$20m

Sendlane raised in Series A, just 8 months after launching the new brand and website.

How we deliver results?

Global perspective

We have members and collaborators working together from the United Kingdom, France, Netherlands, Czechia, Bulgaria, Ukraine, Lithuania, Philippines, Russia, and Croatia, providing a valuable global perspective on our work.

We're niche

We work primarily with SMEs, corporations, and funded startups who develop products in the SaaS, finance, banking, property, healthcare, transport, and communication sectors.

Dedicated teams

We have small and focused teams dedicated to each project. Throughout the project, you will have a single point of contact to guide you through the project lifecycle.

Research-based

We conduct quantitative and qualitative research to uncover key insights, define user flows, optimize customer acquisition, and educate our design process.

Holistic approach

Our research and discovery process educates how we define brand strategies, customer experiences, and structure CMS environments.

Weekly sessions

You can expect to have a constant line of communication with your dedicated team and weekly calls to review progress and updates.

Collaborative effort

It's a collaborative effort that requires focus from both sides. To ensure the best results, we expect clients to dedicate a point person or a small team to be actively involved with the project.

We'll challenge everything

We're research-based, which sometimes means challenging the underlying assumptions behind a product, website, or brand.

Well defined client fit

With a niche set of services, we have a great understanding of where, how, and with whom we provide the best results.

Agency

We've got Vicente, Tomislav, Anna, Adrian, Wesley, Filip, Zrinka, Marino, Donny, Ivan, Lucas, Matej, Stephan, Dalibor, Galya, Ana, Alex, Nikola, Vincentas, Julia and Michaela to challenge core assumptions, unpick legacy behaviours, streamline complex processes, and shape the brands of tomorrow.

With human-centric design at the core of our principles, we depend on the varied perspectives and life experiences of our team to help us build products for the many.

Values
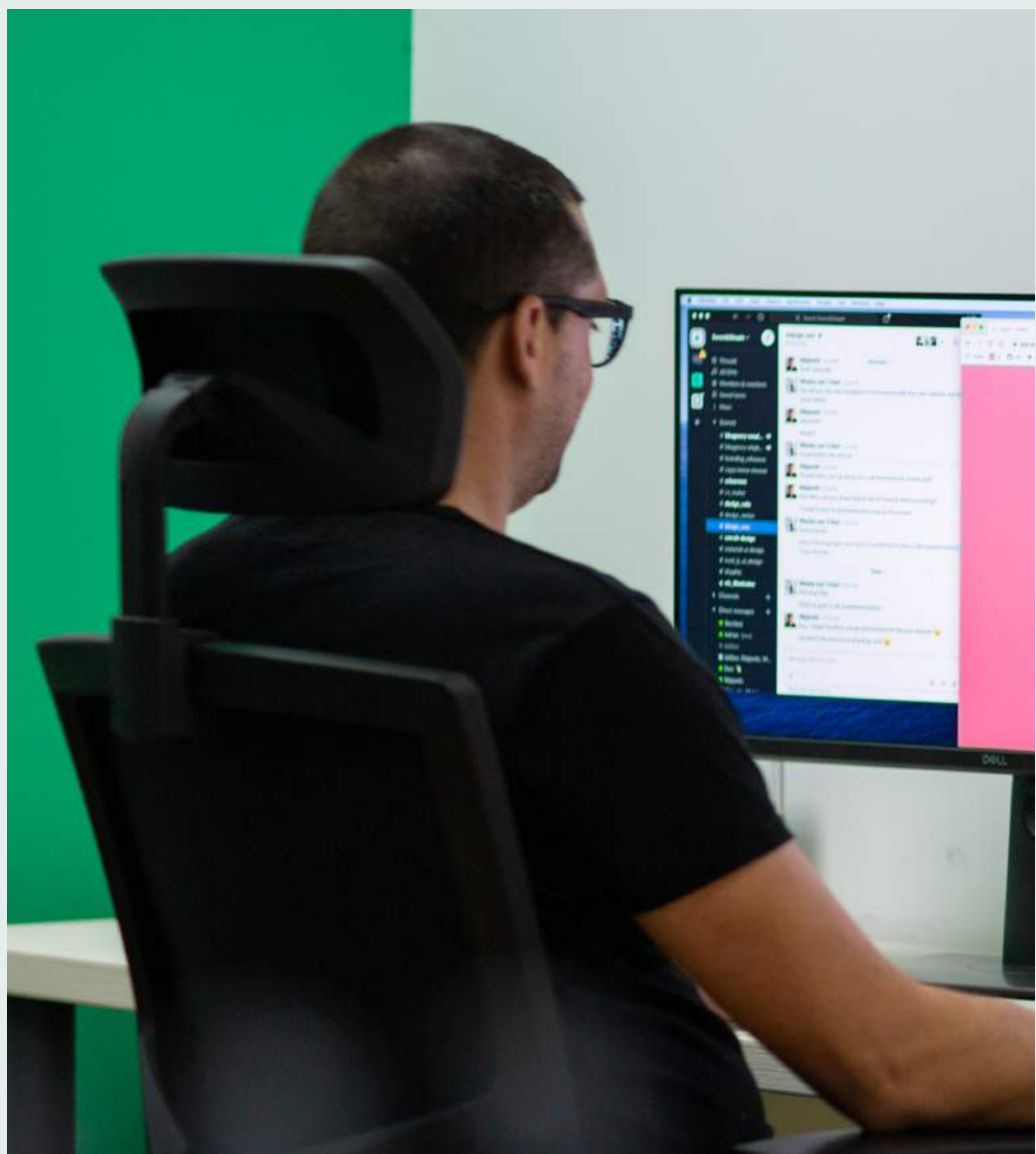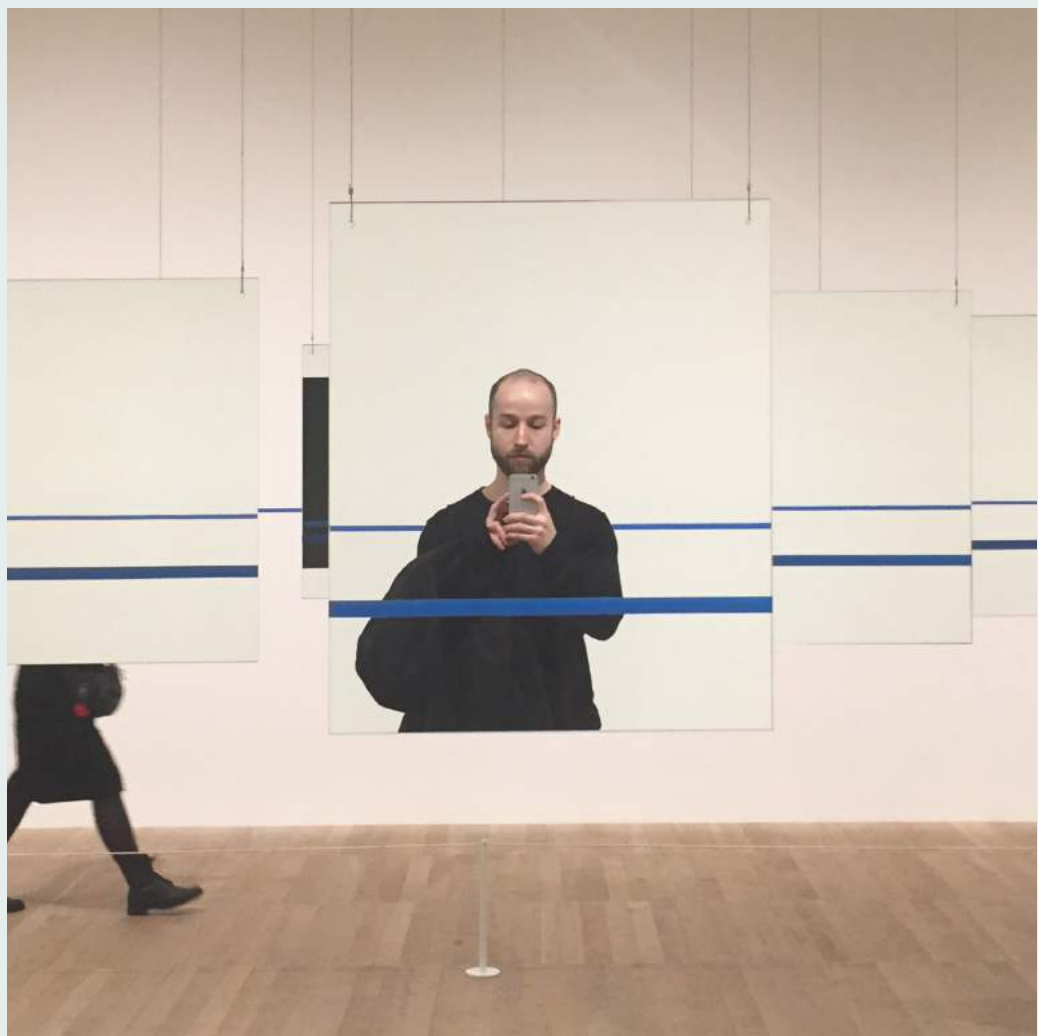
Challenge core assumptions

This idea remains the starting point for everything we do. We unlock new solutions by challenging both our client's — and our own — assumptions about a product, an audience, and what is possible. This idea was born out of the very foundation of our agency.

Many assumed we could not run a successful digital agency from a Croatian Island — we continue to challenge this particular assumption every single day.

Learning through doing

We approach every problem with an open mind, and sometimes finding the best solutions means taking the road less travelled. We're not afraid to experiment, to try new things or make mistakes along the way. Learning through doing keeps us sharp.

Focus and determination

We carefully consider every project we take on, because when we commit, we always bring 110%. If we see a way to make something smarter, faster, better, we'll always push for it (even when it makes our job that bit harder!). We're driven by a desire to build great experiences shaped by data, and sometimes that means going above and beyond the brief.

Listen smart

We take an open-door approach to communication, with both our clients and each other. Everyone's feedback is valuable, and we're never too busy to hear it. Listening smart is not just hearing, it's taking the time to truly understand, without ego, and be willing and ready to adapt.
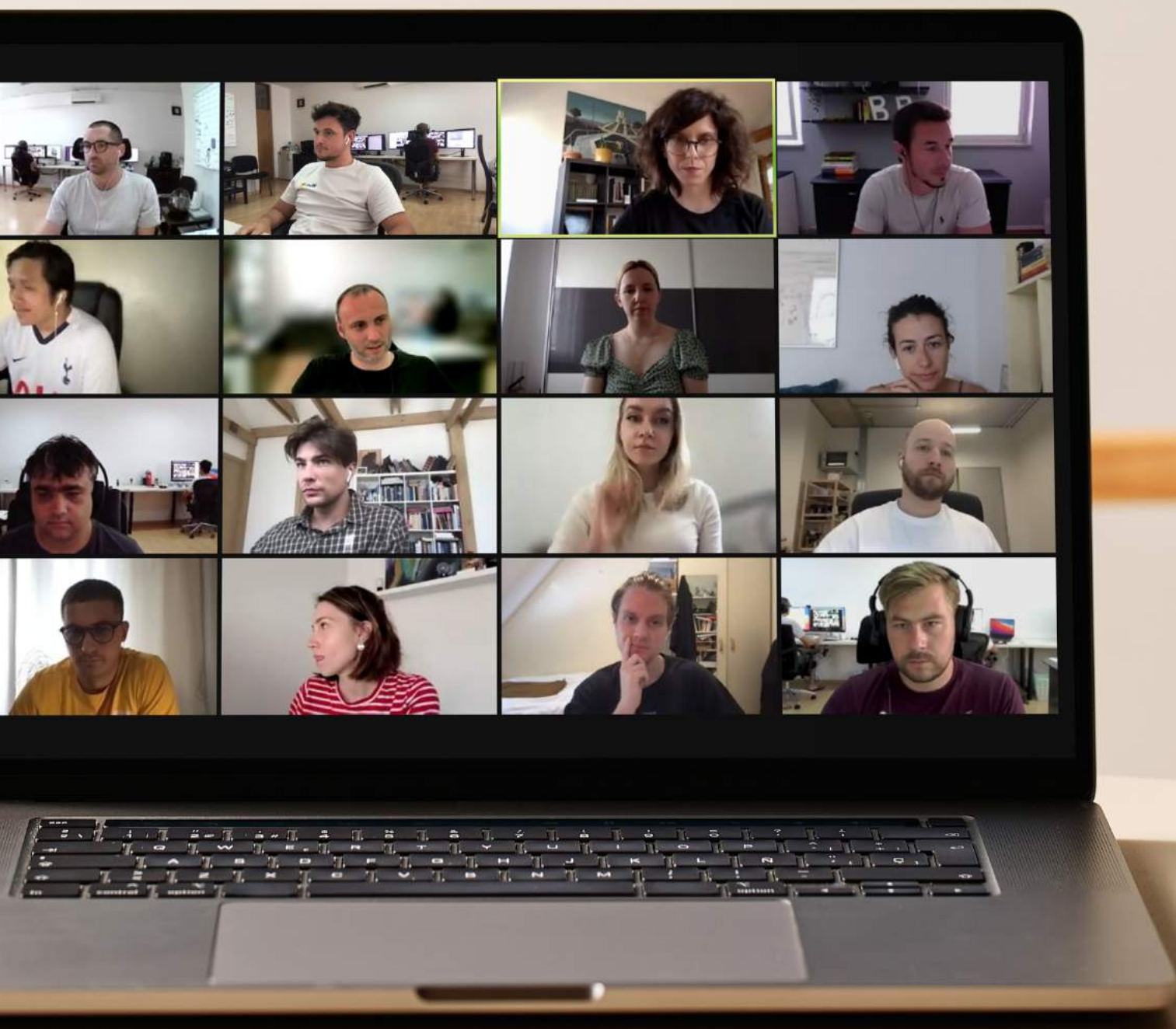
Maitaining a culture across the globe

Working remotely

For us, remote work is fundamental to our business model and our way of life. We have globally scattered teams collaborating across time zones while maintaining a physical central office on the Island of Krk, Croatia. This works for us because we take the time to build long-term relationships, only working with people that align with our core values and company culture.

Communication

Communication is integral to running a successful remote creative team. We've found that transparency, clear expectations, and constant communication are the pillars of successful teamwork. We've integrated daily stand-ups, weekly 1-on-1s, multiple checkpoint meetings, and culture meetings where we discuss our day-to-day lives, weekend plans, projects, and improvements to our work processes.

Selected clients

PROGRESSIVE

We have a 5+ years ongoing partnership with Progressive to help build a quote management system for agents and homeowners.

ThoughtSpot

Working closely with the design team at ThoughtSpot, the big data analytics platform, to research, inform and reinvigorate the product experience.

sendlane

We've helped Sendlane, the marketing automation tool with a refreshed branding, user interface, product, website, and CMS development.

Deloitte.

We launched Deloitte's in-house product named Semoss to help simplify big data management.

Otsuka

We had an extensive partnership with Otsuka Pharmaceutical's innovation department to test and publish multiple healthcare apps.

BNP PARIBAS

To help BNP Paribas manage their largest clients with more than 150,000 employees, we created concepts and visuals for customer communication solutions in partnership with Sugar CRM.

ShipBob

We've helped ShipBob, the $1B valued shipping logistics provider, with a refreshed branding, website, and CMS development.

teach:able

A partnership where we work closely with Teachable to redesign and reengineer the Teachable experience from top to bottom.

Services and rates

Services and rates

You can find the list of our average rates for each type of service.

We have a MEF (minimum engagement fee) in place, which means all projects start at $50,000. Over the years, we've discovered this is the minimum figure that allows us to provide all our clients with a consistently high standard of work across multiple services.

We can onboard smaller projects if it makes sense from a business perspective; however, this is not a standard practice.

Our average engagement is usually around $80,000 – $160,000 for 3 to 5 months of work. It is typically a combination of services, including visual identity, UX research, UI design, CMS development.

We offer our clients several dynamic billing structures, including fixed project fees, hourly rates, monthly and yearly retainers for research, design, and development services.

Service	Average rate
Visual identity	$15 – 50k
Brand guidelines	$5 – 15k
Digital or print collateral	$10 – 25k
Animation	$5 – 10k
Illustrations & Iconography	$5 – 20k
User Experience Research (1 month sprint)	$10 – 20k
User Interface Design (1 month sprint)	$15 – 30k
CMS Development (Wordpress or Webflow)	$40 – 100k
Hourly	$100/hour – blended rate

For additional inquiries, please contact us at info@bb.agency

Or just visit www.bb.agency

Thank you.

Through challenging core assumptions, we shape the products and services that improve the lives of thousands every single day.

Balkan Bros.