

# JustAnswer accelerates campaigns and optimizes services.

Professional services resource uses Adobe Campaign to understand customer behaviors and preferences to drive campaign effectiveness.



"Adobe Campaign provided an enterprise-class solution that could meet our needs and scale as campaigns become more sophisticated."

*Kara Douglas, head of email marketing, JustAnswer*



## SOLUTION

Adobe Campaign solution within Adobe Marketing Cloud

## RESULTS



### CONSOLIDATE

Unified various message areas—including online, email, and customer Q&A—into one campaign platform



### MODERNIZE

Transformed email campaigns with more automated, sophisticated approach within six months

**110%**  
ANNUAL GROWTH

### REVENUE

Increased year-over-year revenues from existing customers by 110%, as well as 20% overall gains, through improved data quality



### DATA INTEGRATION

Increased ability to integrate new data points, previously not thought possible, into a single platform

## JustAnswer

Established in 2003

Employees: 200+

San Francisco, California

[www.justanswer.com](http://www.justanswer.com)

### CHALLENGES

- Increasing responsiveness and relevancy of campaign materials
- Gaining marketing efficiencies without sacrificing customer experience
- Centralizing marketing activities on a single platform

### Questions that can't wait

For important questions that require immediate attention and expertise, as well as the confidence that can only be achieved by working with certified pros, JustAnswer customers abandon untrusted search engine results and engage one-on-one with its network of experts. There, the company's millions of customers pose pressing questions to a panel of doctors, lawyers, mechanics, and other experts in more than 100 categories to receive answers any time of day at an affordable price.

Understanding that customers usually arrive on JustAnswer with a single area of interest, digital marketers are tasked with better understanding customer needs and developing an integrated customer profile to keep customers engaged, as well as uncover additional opportunities to expand the conversation between its experts and customers.

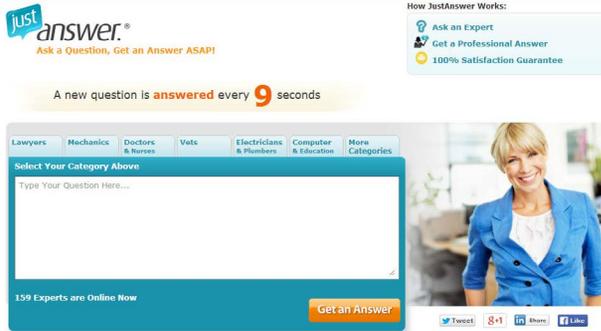
"To convert first-time customers into high-value customers, we have to differentiate ourselves by better understanding who our customers are, what they want, and how they prefer to be communicated with," says Joshua Tretakoff, director of loyalty at JustAnswer. "We've successfully done that and grown our business to engage millions of people daily. We use best-in-class campaign tools to continue that trend."

The primary avenue which JustAnswer marketers leveraged to keep customers engaged was through more targeted, personalized campaigns that mirrored one-to-one experiences achieved with experts. At the same time, JustAnswer wanted to gain real-time insights into campaigns, customer interactions, and cross-channel experiences to enhance relationships by being more responsive to customer needs.

### Unified message, unified tool

While it was critical to pull data from multiple channels and consolidate data, it was just as important for JustAnswer to consolidate its toolset. By unifying its digital marketing efforts on a single platform, JustAnswer could better integrate data, as well as develop a single reporting structure that would encourage its employees to speak a common digital marketing language. In addition, having all marketers use a single, easy-to-use platform would boost efficiencies by streamlining campaign workflows.

"Our previous digital campaign platform didn't offer the depth of data, was slow to pull data from different resources, and was difficult to customize to the unique needs of our company," says Kara Douglas, head of email marketing at JustAnswer. "We needed something that would be easy to use, would enable us to take control of the data available, and then optimize strategies based on learnings."



“With Adobe Campaign, we can support marketing best practices and target customers that want the communications, improving relationships and reducing stress on our email servers.”

*Kara Douglas, head of email marketing, JustAnswer*

JustAnswer examined numerous digital marketing solutions prior to selecting Adobe Campaign, part of Adobe Marketing Cloud, as its standard campaign management and optimization platform. “Adobe Campaign provided an enterprise-class solution that could meet our needs and scale as campaigns become more sophisticated,” says Douglas. “We also didn’t have to buy features that we didn’t need—such as integrations with CRM—making the investment even more strategic.” Upon implementing, the company’s marketing transformation only took approximately six months.

By integrating all of its campaign and communications—including customer Q&As—into a single platform with real-time analytics capabilities, the company can see and respond to customer communications faster. Adding to responsiveness, without sacrificing quality of experience, is a testing process enabled with the Adobe solution. The result is a testing and feedback loop and more targeted results.

In addition, email campaign templates add efficiencies in responding to customers and developing new campaigns. Combined with testing features and real-time analytics, marketers can see which optimizations to make—or if any issues exist—to help ensure consistent, high-quality messaging for greater impact.

### Marketing distilled

By using Adobe Campaign, JustAnswer marketing teams can achieve more with less. Since implementing Adobe Campaign, the number of marketers focused on campaigns that reach nearly three million customers per month with 90% of the company’s emails requiring only three employees, allowing IT resources to be allocated to other critical areas. In addition, Adobe Campaign helps engineers collect useful insights faster and increase personalization.

With Adobe Campaign, JustAnswer can focus on its most valuable customers, and eliminate practices that lead to the company sending unwanted communications. By identifying and targeting campaigns to customers who respond, the company has optimized its email database, reducing its size by 50%—also helping to improve overall data quality and eliminating additional noise behind effective marketing campaigns. In turn, the company has reduced IT costs, streamlined database management, and reduced its reliance on third-party email vendors, while building loyalty among its most engaged customers by targeting value-add services.

“It seems counterintuitive that we would want to cut down the number of customers we engage through email campaigns, but if the customer doesn’t see the communications as valuable, we don’t want to engage them that way,” says Douglas. “With Adobe Campaign, we can support marketing best practices and target customers that want the communications, improving relationships and reducing stress on our email servers.”

“Our biggest goal is to generate more timely and personalized one-to-one interactions with our customers. Adobe Campaign enables us to do all of that, and do it more efficiently and effectively.”

*Kara Douglas, head of email marketing,  
JustAnswer*

## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including Adobe Campaign. Capabilities used include:
  - Campaign management
  - Visual cross-channel orchestration
  - Integrated customer profile
  - Personalized targeting
  - Real-time interaction management
  - Cross-channel execution
  - Operational reporting

### For more information

[www.adobe.com/solutions/campaign-management.html](http://www.adobe.com/solutions/campaign-management.html)

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)

The streamlined, more strategic campaign model has also helped the company achieve higher returns year over year. From its subscriber base, JustAnswer has increase revenues by 110% and experienced a 20% boost in revenues across all campaigns and online activities.

The more focused approach to marketing enabled with Adobe Campaign has aided scalability efforts. Targeting more dynamic, relevant content to specific audience segments across channels eliminates waste, helping to ensure each touch delivers maximum impact. At the same time, marketers can more easily pivot to new channels and campaigns as market trends shift.

“Our biggest goal is to generate more timely and personalized one-to-one interactions with our customers,” says Douglas. “Adobe Campaign enables us to do all of that, and do it more efficiently and effectively.”

