



Thomson Reuters unifies customer experiences.

Premier publisher works to understand every customer interaction to develop more personal relationships with readers.



“With Adobe Marketing Cloud we can show which revenues come specifically from which posts or campaigns, track them through conversion, and then quickly roll the data into a report for executives.”

*Casey Hall, Social Marketing Lead,
Thomson Reuters*



SOLUTION

Adobe Social, Adobe Analytics, and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

50%
CONVERSION

E-COMMERCE

Achieved high click-through rate from targeted content leading customers to product pages

200%
LIFT

READER RETENTION

Increased online product login with optimized navigation and login buttons, driving subscription renewals



SEAMLESS EXPERIENCES

Created unified conversations with customers across digital properties and social channels



CONTINUOUS REFINEMENT

Established cycles for testing and optimizing content, navigation, and layout to improve customer experiences

Thomson Reuters

Created in 2008

Employees: 53,000

New York, New York

www.thomsonreuters.com

CHALLENGES

- Delivering personalized customer experiences to increase conversion
- Gaining insights into customer behaviors and results across channels
- Improving social reach, online conversion, and e-commerce revenues

More than a handshake and a smile

Working at one of the world's top technology and information providers means that Thomson Reuters marketers get invited to a lot of events to talk about goals and experiences, and meet a lot of people. When they're working a room, they've become skilled at identifying the handful of attendees who are truly engaged.

When it came to winning over online readers, the company's marketers knew firsthand the benefits of direct engagement. First and foremost, Thomson Reuters marketers wanted to present each customer with a fantastic first experience, as well as deliver personalized future interactions. The goal was to show not only how exceptional the information provider's content is, but also to demonstrate how much Thomson Reuters values its subscribers by offering them undivided and customized attention.

Thomson Reuters Legal Solutions had all of the pieces in place to deliver rich experiences to customers: legal analysis written by industry-leading experts, a beautiful and easy-to-navigate website, mobile and social properties that echo the company's brand and content, and blogs that support its publications with current insights. Its digital presence was a true representation of what the brand should be, but the company's Westlaw team knew even more was possible.

Thomson Reuters Legal marketers wanted to tie data collected from each of its channels and data streams together to develop a holistic view of customers. The legal information and solutions business needed to respond to readers and subscribers according to their interests, navigation, preference, and profile information. Most of all, it wanted to be like the friendly host at your favorite restaurant who knows you by first name, greets you with a friendly handshake, and asks about your family.

"Our goal is to make our customers' lives easier, provide them the best content and experiences, and continually enhance our services," says Melissa Gregor, Senior Digital Analyst, Thomson Reuters. "Adobe Marketing Cloud enables us to do just that."

Solution for seamless experiences

Thomson Reuters chose the Adobe Target, Adobe Analytics, and Adobe Social solutions within Adobe Marketing Cloud for the company's Legal Solutions sites. The profiles & audiences capability within Adobe Marketing Cloud core services rounded out the new platform, serving as the foundation for using audience data for attribution, content delivery, and optimization.

“We had great success using Adobe Marketing Cloud on LegalSolutions.com, and we wanted to tap into that power to give our customers better experiences. We also needed to extend those capabilities to the social space and, through natural integration with the rest of the platform, Adobe Social was a great fit.”

*Casey Hall, Social Marketing Lead,
Thomson Reuters*

“Adobe Target takes the guesswork out of which experiences are best and enables us to focus on what is important to our subscribers. We know what works because we have the data to prove it.”

*Melissa Gregor, Senior Digital Analyst,
Thomson Reuters*

“We had great success using Adobe Marketing Cloud on LegalSolutions.com, and we wanted to tap into that power to give our customers better experiences,” says Casey Hall, Social Marketing Lead at Thomson Reuters. “We also needed to extend those capabilities to the social space and, through natural integration with the rest of the platform, Adobe Social was a great fit.”

Using Adobe Social and Adobe Analytics, the team can connect online and social channel interactions, build a complete view of customers, and improve content strategies. Adobe Marketing Cloud also helps Thomson Reuters Legal Solutions marketers get beyond the more qualitative metrics—like sentiment and reach—and begin to quantify and monetize its social media efforts.

In turn, the team can make decisions on content and creative to drive both revenue and social media engagement. For instance, of its stable of writers, the team noted that two of them drove significant traffic and revenue for its e-commerce pages, informing the decision to raise their profiles on the site.

“Revenue attribution for social channels was challenging and wasn’t at all reliable,” says Hall. “With Adobe Marketing Cloud we can show which revenues come specifically from which posts or campaigns, track them through conversion, and then quickly roll the data into a report for executives.”

Targeted content across channels

The increased visibility also helps the legal information provider identify customers and deliver targeted content as customers move across channels. With a strong data foundation, marketers can respond to each customer with personalized experiences as an individual interacts with and across sites.

For example, when subscribers view a tagged blog post about legal history, they’ll receive similar targeted content on their landing page with e-commerce offers about legal history books. And as more pages are clicked, Adobe Marketing Cloud helps to build the customer profile and automate the delivery of more targeted offers.

Connected experiences across channels also support the launch of new services on the Legal Solutions website. In addition to making announcements on the company’s main website, digital marketers can create Facebook, Twitter, or blog posts to increase awareness of services. As subscribers click on the posts, they are steered directly to tutorials and other helpful materials on the new offerings. And, when they return to the site, subscribers are reminded again about the new updates.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including Adobe Social, Adobe Analytics, and Adobe Target solutions. Capabilities used include:
 - Marketing reports and analytics
 - Data workbench
 - Tag management
 - Management and governance
 - Listening and moderation
 - Social analytics
 - Social campaigns
 - AB testing
 - Multivariate testing
 - Automated personalization
- Adobe Marketing Cloud core services used include:
 - Profiles & audiences

Ahead of the trend

“Feeding the beast” is a term that Hall used frequently with his team of writers. The team would constantly be following the trends, then responding to what communities were already talking about. Thomson Reuters Legal can now get away from just following discussions and instead proactively measure search activity on LegalSolutions.com using Adobe Analytics to get ahead of trends and be the first to market with the content readers want. The company can also deliver custom e-commerce experiences driven by real customer demand, not trends.

In one case, marketers saw a significant spike in search for the term “cross examination”—a 2,600% jump. Within a day, Thomson Reuters marketers created a blog post targeted at those audiences including a link to its top-selling book on cross examinations. Half of the blog readers who visited the e-commerce site navigated to this product page.

In addition to delivering more targeted content, Adobe Marketing Cloud is helping the legal information provider enhance navigation to boost conversion and logins. Logins are particularly important for Thomson Reuters because they are a leading factor in subscription renewals. By making login buttons more prominent on blogs, the company has boosted logins from those pages by up to 200%.

“Adobe Target takes the guesswork out of which experiences are best and enables us to focus on what is important to our subscribers,” says Gregor. “We know what works because we have the data to prove it.”

For more information

www.adobe.com/solutions/digital-marketing.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com