“Adobe Digital Publishing Suite gave us the ability to target content effectively and allow certain clients to see certain types of content, which is important to us.”

Craig McCarthy, Head of Marketing and Communications, JLL, Australia

JLL, shaping decisions through retail intelligence.

Professional services firm uses Adobe Digital Publishing Suite to increase engagement and provide relevant information to clients.

SOLUTION
Adobe Digital Publishing Solution (formerly Digital Publishing Suite)

RESULTS

TARGETED OFFERINGS
Distributed targeted and relevant information to clients and investors

ENGAGEMENT
Delivered high-impact, interactive content in an intuitive way to keep users engaged

RELEVANT INSIGHTS
Built-in analytics helped inform more targeted business decisions

OFFLINE ACCESS
Able to access content online or offline, giving users valuable content whenever and wherever they need it
Setting the scene

Established more than 200 years ago by Richard Winstanley as a London real estate auctioneer, JLL has evolved to become a global firm specializing in both commercial and residential real estate. Today, headquartered in Chicago, Illinois, JLL has 230 offices in 80 countries.

Recognized for its longevity in the real estate sector and its expertise with high-profile clients such as Lend Lease, ANZ Banking Group, Telstra, and Qantas, JLL has an extensive understanding of its industry and the challenges presented by changing technology. To address changes in client behavior, such as increased use of mobile and tablet devices, JLL sought a comprehensive technology solution to enhance its ability to distribute expertly created content via channels that meet client requirements.

"One of the first ways in which people will search for a property for sale or lease is on their mobile devices," explains Craig McCarthy, JLL's Head of Marketing and Communications for Australia. Getting an effective mobile solution in place was imperative to help ensure JLL didn't miss out on opportunities to connect with clients, investors, and owners directly.

JLL conducted extensive research to identify the solution that would best meet the requirements of its highly specialized National Retail Investments team. Before choosing Adobe Digital Publishing Suite (DPS), the company had no comparable solution. JLL found that the Adobe solution proved as reliable as the company's reputation.
Since using Adobe DPS to publish the JLL Capital Markets app as part of its overall business strategy two years ago, JLL has experienced higher engagement rates with clients and is extremely satisfied with the results. The company is producing better quality content that it uses to differentiate its offering from competitors.

The data JLL collects from visitors returning to the mobile application provides quality information for the team, enabling the firm to create even more highly targeted content for this niche market investing in shopping centers across Australia. "The challenge now is generating fresh, relevant content on an ongoing basis. This will help ensure repeat visits, because we’re adding value to the decision-making process for our clients," says McCarthy.

Defining the problem

Shifts in technology and user behavior often present a challenge to even the most established companies. Venturing into digital publishing for the first time, JLL saw an opportunity to meet its clients’ needs by integrating Adobe DPS into its overall business strategy. JLL identified the need to supplement its mobile-friendly site with a content platform.

The nature of JLL’s content meant the company wanted a solution that didn’t require clients to be online to access content or to print pages of reports. JLL was well aware of its niche offering and also needed an adaptable solution. The firm wanted to distribute content to specific stakeholders, so required a solution that encompassed targeted content delivery.

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Success means different things to different companies. For JLL, success didn’t mean growing its base of followers, but rather increasing engagement and providing relevant information to existing clients and investors, which would help the company make better-informed business decisions. JLL needed to segment the most popular content to help facilitate continued learning, something its market really valued. The company wanted to create a seamless customer experience that gave its clients control of content while preserving confidentiality.

The Adobe solution

Using Adobe DPS, JLL created an app that acts as a one-stop-shop for investors and owners of shopping centers. Users have control of the content they wish to see and clients are comfortable knowing their confidentiality is never compromised. Adobe DPS gave JLL’s existing mobile-friendly website an even greater competitive edge by developing an extended content platform. JLL can now control who receives content because DPS enables the creation and distribution of highly targeted and measurable content.
As a result of using Adobe DPS for the past two years, JLL has seen a substantial increase in client engagement. The firm uses the built-in analytics in DPS to track which content is performing well, not only to gain a greater understanding of its clientele, but also to continue to create highly relevant content. "We're building better content as a result of Adobe Digital Publishing Suite. It allows us to see specifically which parts of the content our clients are reading," says Simon Rooney, Head of Retail Investments, JLL, Australia.

"We used to think people were viewing the Investment Highlights information most frequently. In fact, analytics showed investors spending more time reading up on a center's catchment area," explains McCarthy. "So we're bolstering the financial analysis and the catchment area information. As a result, we're producing a better quality document and we see that as a differentiator."

JLL implemented Adobe DPS quickly and effortlessly and delivered the results the company needed. Because of Adobe DPS, JLL says clients are regularly interacting with the app and JLL sees a spike in app downloads following each content release. This has had a flow-on effect for the sales department, which retrieves valuable data, giving JLL a great competitive advantage.

The application is accessible offline, meaning clients do not have to print numerous pages of financial reports. For example, if a customer is flying interstate or overseas, he or she still has access to the application and all its components in the air without being connected to Wi-Fi. Before adopting Adobe DPS, JLL was unable to accurately track interactions with its publications. This DPS function is invaluable to JLL, enhancing its ability to meet client needs.

**App next steps**

JLL will soon be updating JLL Capital Markets to take advantage of new features available in Adobe Digital Publishing Solution. With a core group of clients accessing the app regularly, a more dynamic storefront will allow JLL to better engage users with fresh content—adding significant value to the decision making process for investors of shopping centers.

"Our Retail Investment clients want to access the most up-to-date research, data, and insights, so continuous publishing is increasingly more important to us—especially in regards to our transactions database," says McCarthy. "With Adobe Digital Publishing Solution, we can make more calculated decisions about what content to feature in the app and when."