



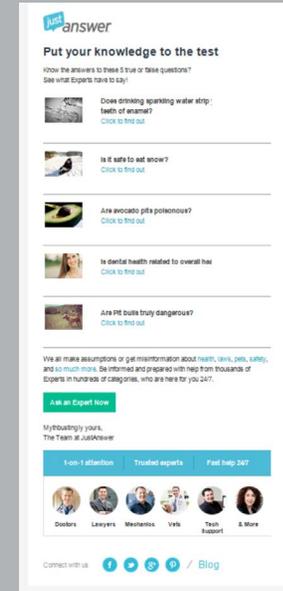
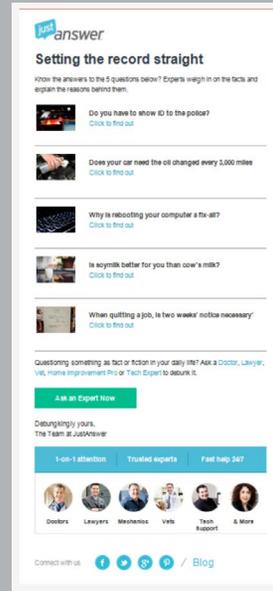
# JustAnswer, where solutions to complex questions are just an email away.

Top online professional services resource increases revenues by 110% with digital marketing best practices and Adobe Campaign.



“Since moving to Adobe Campaign, we increased the percentage of our engaged customers receiving emails by 207% and boosted overall revenue by 110%. I would say that is definitely a worthwhile investment.”

*Kara Douglas, Senior Manager, Marketing Communications, JustAnswer*



## SOLUTION

Adobe Campaign solution within Adobe Marketing Cloud

## RESULTS

**110%**  
GROWTH

**REVENUE BOOST**  
Grew overall revenues by 110% by engaging new and longer-term customers through personalized emails

**378%**  
INCREASE

**REMARKABLE LIFT**  
Increased year-over-year average open rates on Batch & Blast emails by an impressive 378% and click through rates by 337%

**207%**  
MORE EMAILS

**GREATER ENGAGEMENT**  
Increased percentage of engaged customers receiving emails by 207%

**60 MILLION**  
MESSAGES

**SUPPORT GROWTH**  
Scalable email system allows company to send more than 60 million personalized messages annually

## JustAnswer

Established in 2003

Employees: More than 200

San Francisco, California

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

### CHALLENGES

- Increase revenues and click throughs across subscriber base and all campaigns and online activities
- Target more relevant content to audience segments for maximum impact
- Enable more timely, personalized customer interactions

“Adobe Campaign addresses the high demands today and can scale as our campaigns increase in volume and sophistication.”

*Kara Douglas, Senior Manager, Marketing Communications, JustAnswer*

### Answers an email away

When customers need fast answers from verified experts in 100 specialties—such as lawyers, doctors, mechanics, and others—JustAnswer services are standing by. The popular online service operates in the United States, United Kingdom, Japan, Germany, and Spain, serving millions of customers every year. For people looking for expert guidance on pressing questions, JustAnswer’s one-to-one online service is available from anywhere at any time and at an affordable price.

Customers often find JustAnswer services when searching online for an answer to a specific question. The company values engagement with customers who are using the service for the first time and uses paid search advertising strategies to get in front of customers at the right time. Additionally, JustAnswer’s skilled team of digital marketers continually seeks out ways to keep customers engaged and coming back to use the service repeatedly.

For JustAnswer, email is integral to informing customers about everything from when answers to their questions are ready for viewing to feedback about billing to new services someone might want to consider. As a result, the JustAnswer team manages a huge volume of email, totaling more than 60 million a year.

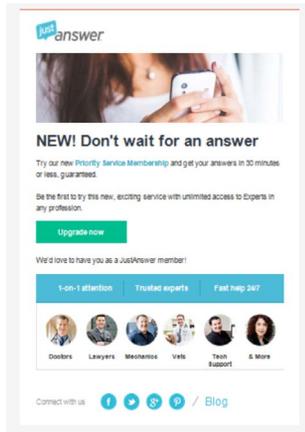
“Email is essential, whether we’re communicating with a new customer or looking to engage longer-term customers,” says Joshua Tretakoff, Senior Director, Customer Retention and Loyalty at JustAnswer. “We had to find the best solution to manage email campaigns that include personalized communications based on a person’s location, activity level, types of questions asked, membership, and other factors.”

### The search for better options

The company’s previous email campaign management system was cumbersome to use, offering limited personalization and no real-time delivery of emails. With customers expecting answers to the questions as soon as possible, anything that could delay customer communications was unacceptable.

With the old system, the JustAnswer team also lacked a unified view of each customer, including details about campaigns received, customer interactions, and cross-channel experiences. This made it difficult to send emails tailored to a customer’s needs, which is critical for building loyalty and converting first-time customers into long-term users.

JustAnswer evaluated several digital marketing solutions before standardizing on Adobe Campaign, part of Adobe Marketing Cloud, to improve email campaign management. “Adobe Campaign addresses the high demands today and can scale as our campaigns increase in volume and sophistication,” says Kara Douglas, Senior Manager, Marketing Communications at JustAnswer.



“With millions of emails sent monthly, automation is the only way we can succeed. With Adobe Campaign, we can manage huge email volumes while delivering the personalized communications our customers want.”

*Kara Douglas, Senior Manager, Marketing Communications, JustAnswer*

Using Campaign, JustAnswer reliably manages more than 150 daily marketing workflows that automate engaging customers with timely, personalized emails in all countries where it operates. Each email is responsive in design, helping ensure that customers across devices have reliable access to every communication. In addition, analytics capabilities in Adobe Campaign enable the company to quickly understand which campaigns are having the most impact and adjust strategies accordingly.

## Many questions, more emails

Email communications at JustAnswer are typically of three types: transactional, lifecycle marketing, and batch. All totaled, the number of emails sent can be well over a million every week.

Transactional emails, the core of JustAnswer’s business, are sent using message center functionality in Adobe Campaign. Once an individual becomes a customer and wants to have a question answered through JustAnswer’s service, Adobe Campaign triggers an email in real-time to an expert. The expert answers the question and then submits the answer to a customer’s account on the JustAnswer website. A customer then receives an email, with a few details about the answer, and instructions to log into the JustAnswer site to view the complete answer.

“Delivering our services requires multiple communications to customers, experts, and others at JustAnswer,” says Douglas. “With millions of emails sent monthly, automation is the only way we can succeed. With Adobe Campaign, we can manage huge email volumes while delivering the personalized communications our customers want.”

Email templates created within Campaign help the team ensure that consistent and branded emails are available for all communications. At the same time, by integrating customer behavioral data from other systems into Campaign, the team can automatically deliver emails populated with content unique to each customer. For instance, emails can be personalized with a customer’s name, location, membership level, and other details including teasers about specific questions customers want answered.

## Strengthening loyalty

Beyond delivering emails that help customers move through the question and answer process, JustAnswer uses Campaign to deliver a variety of other lifecycle marketing emails to encourage ongoing engagement. One example is a Welcome Series used to convert first-time users into loyal customers. Once users start asking more questions, they may receive follow-up, promotional emails about new membership levels. “Our lifecycle marketing emails are now responsible for 70% of our total email revenue,” says Douglas.

## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign solution. Capabilities used include:
  - Campaign management
  - Visual cross-channel orchestration
  - Integrated customer profile
  - Personalized targeting
  - Cross-channel execution
  - Marketing campaign management

The use of Campaign by the JustAnswer team supports improved customer targeting and best practices around deliverability, content, segmentation, and personalization. With effective automation supported by Campaign, JustAnswer has more time to focus on copywriting and content, A/B testing, segmentation, and keeping lists clean. “We increased open rates on our lifecycle campaign emails by 32%, click through rates by 19%, and quarter-over-quarter revenue by 67%,” says Douglas.

## Outstanding engagement metrics

As part of its comprehensive email campaign strategy, JustAnswer also delivers batch and blast emails largely to customers actively engaging with content and using services. The emails are designed to further build brand and encourage customers to take advantage of more JustAnswer services.

Some of the most successful batch and blast campaigns include mythbuster-style content, often delivered with thought-provoking subject lines. When a user opens an email about, for example, going outside with wet hair and catching a cold, they come to a JustAnswer blog post with a full article on the topic.

“The open rate for some of our batch and blast emails are now reaching beyond 50%,” says Douglas. “It’s remarkable. They may not convert right away, but the 62% increase in revenue shows us that people are adopting more services over time.”

In using Adobe Campaign, along with creative content in emails and best practices, to support its batch and blast campaign emails, the company saw overall open rates increase by a remarkable 378% and click through rates increase by 337%. Email deliverability was up by 7% as well

## Deliverability is key

Integral to the success of JustAnswer campaigns is keeping emails out of spam folders so they reach recipients as intended. At the outset of using Adobe Campaign, the company was losing about 10% of its emails to spam. With guidance from Adobe, the JustAnswer team was able to further clean up email lists and make design changes to email content. The results: Deliverability across all email types today is about 96%.

Concludes Douglas, “Since moving to Adobe Campaign, we increased the percentage of our engaged customers receiving emails by 207% and boosted overall revenue by 110%. I would say that is definitely a worthwhile investment.”

### For more information

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

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

