

CUSTOMER SUCCESS STORY **CONTENT MARKETING**

# Thomson Reuters Uses Content to Start Conversations That Boost Conversions



THOMSON REUTERS

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*Morag Latta  
Director of Marketing and  
Customer Experience  
Thomson Reuters Legal  
Australia*

Thomson Reuters is the world’s leading source of intelligent information for businesses and professionals. The company combines industry expertise with innovative technology to deliver critical information to decision makers in the financial and risk, legal, tax and accounting, intellectual property, and science and media markets.

Thomson Reuters Legal Australia seeks to give customers a smarter way to work by providing unrivaled legal solutions that integrate content, expertise, and technologies. This division recently launched a five-year initiative to transform customer engagement by taking a more scientific approach to fostering customer relationships.

Thomson Reuters as a global organisation is transforming its business model with the goal of becoming a more solutions-driven business. Within the Legal Australia division, that means delivering a best practice suite of legal solutions that help law firms streamline and simplify every part of their practices, achieve operational efficiency, and deliver the best possible outcomes.

## CHALLENGES

Thomson Reuters Legal Australia had plenty of value to offer customers through its best practice suite of legal solutions. But to really deliver those solutions, the company knew it would have to reach out to customers in an entirely new way.

“Our legal business always took a traditional legacy publishing approach,” says Morag Latta, Director of Marketing and Customer Experience, Thomson Reuters Legal Australia. “As we become a solutions business, we’ll have to not only use new technology, but also have different conversations with our customers. In the past, we mainly spoke to our customers on the odd occasion when we had products to sell, but we weren’t really building depth of engagement.”

Enabling more fruitful conversations with customers is just the beginning of the challenge.

The company also needs to find ways to help the sales team work more effectively with the marketing team. “We would get leads in through the website and throw them over the fence to sales, and whatever happened would happen,” says Morag. “We needed to not only reduce time to market and gain better insights for adjusting our campaigns, but also increase our behavioural engagement and gather better information on our customers. In some respects, our goal was really to make sales value us and the work we were doing.”

## SOLUTIONS

Because other global divisions of Thomson Reuters already used Oracle Marketing Cloud, Morag and her team knew what the solution could do. They chose Oracle based on those proven results. “We worked with our businesses globally to look at what had happened with their implementations,” says Morag. “We had endorsements from some people in the US who were keen to see how we could implement this over SAP and SFDC, given that the long-term strategy for our whole company was to get all Thomson Reuters businesses onto the same systems.”

Morag and her marketing organisation partnered with the Thomson Reuters IT department to drive the Oracle Marketing Cloud implementation. Once live, Legal Australia was able to launch a wide range of automated campaigns and programmes:

- **Free trial campaigns** include multi-step, rules-based emails triggered by form submissions on the website. Prospects receive nurturing emails throughout their trial and automated follow-up emails after they've completed their trial.
- **Events campaigns** help streamline the entire event process from invitation to post-event follow-up.
- **Cross-sell and up-sell campaigns** are triggered automatically based on previous and current purchases or usage.
- **Renewal campaigns** are triggered automatically based on customer account renewal dates. They receive a personalised message with their renewal date, product information, and account manager name.
- **New product release emails** are triggered by publication date, with list segmentation based on customer purchase history and profile information.
- **Abandoned cart emails** are triggered by incomplete check-outs in the eStore.
- **Welcome campaigns** are triggered by account creation and first-time purchases through any sales channel.
- **Winback and reactivation campaigns** are triggered based on lapsed subscription dates or last eStore transaction dates.
- **Lead nurturing programmes** run on workflow logic based on prospect behaviour, rules, and triggers.

Legal Australia also benefits from lead management capabilities in Oracle Marketing Cloud. They use lead scoring features to rank

qualified sales leads according to buying interest, lead quality definitions, and key qualification data. Qualified sales leads with higher scores are considered more likely to convert to closed revenue and are automatically passed to sales.

The marketing team automatically captures lead information and routes it to the sales team based on geography, industry, product interest, or other business rules. And Legal Australia can now synchronise marketing and lead data with sales contact and pipeline information to give sales accurate, up-to-the-minute information on how marketing campaigns are influencing deals.

## RESULTS

Across the Thomson Reuters global enterprise, Oracle Marketing Cloud has been enabling marketing teams to achieve impressive results. Thomson Reuters businesses that have implemented the platform have seen an average 20 percent increase in marketing leads passed to sales and a 10 percent improvement in closed business deals. Other segments of the business around the world have reported:

- 72 percent reduction in time to convert leads to opportunities.
- 175 percent increase in revenue.
- 5 percent increase in closed new business deals.

Based on these successes, Thomson Reuters Legal Australia has set lofty goals for its Oracle Marketing Cloud implementation. The team seeks to:

- Reduce time to market for large campaigns from 3 months to 1.5 months, and for simple campaigns from 2 weeks to a few days.
- Gain increased ability to act on customer insights.
- Automate and run highly personalised campaigns in ways that increase conversion.
- Include behavioural and engagement visibility as well as profile and product data within data segmentation.
- Increase lead conversion with automated nurturing and cart abandonment programs.
- Increase operational efficiencies by improving data management and reporting capabilities.

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Within Legal Australia, Thomson Reuters is seeing a 10 percent increase in sales qualified leads, 12 percent growth in the e-commerce channel, and a 30 percent decrease in opt-outs.

“My KPI for this year is to ensure that the value of leads passed over to sales that are closed shows 10 percent growth,” says Morag. “Based on first-half numbers, we’ll easily achieve that. The other part of this is that we are driving the e-commerce sales channel as a marketing group, and we’re tracking at 12 percent growth in terms of revenue. Thanks in part to Oracle Marketing Cloud, we are definitely seeing an increase in click through rates on emails as we are rendering more relevant content. We’ve seen a drop in opt-outs, which indicates we’re having the right conversations with people at the right time, and we’ve seen growth in sales and revenue.”

At the same time, the marketing team has enhanced its mindset. Rather than simply creating marketing initiatives around product launches, the team is now focused on delivering content that leads to more fulfilling conversations with prospects and customers. “We’re thinking more carefully about who we speak to and when,” says Morag. “Rather than just sending a weekly email, we’ve cut back on some information. As we add in more behavioural data to how we structure content, we’re discovering less is more, particularly in the legal business. The bottom line is that our marketing team is now much more accountable for the ROI of each campaign.”

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