



THE ALL-NEW ADP.COM

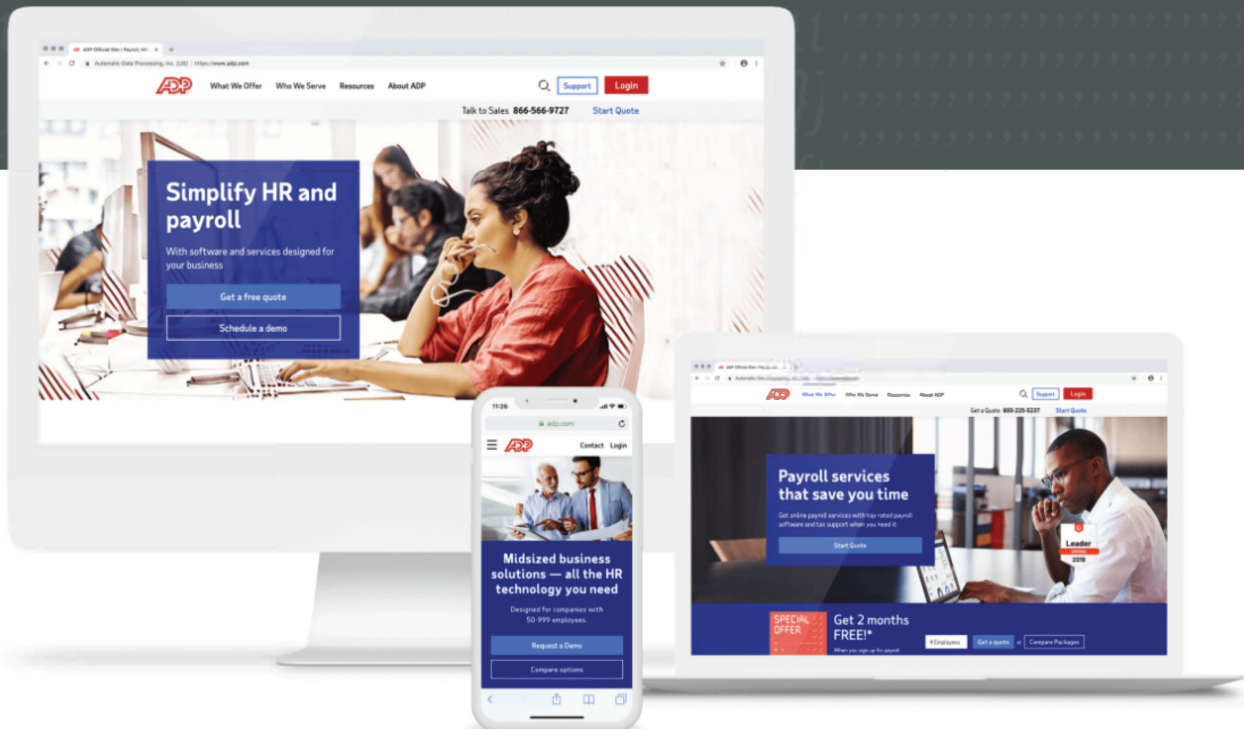
New Buyer-driven website delivers Business-driving results



WE TRANSFORMED ADP.COM FROM BUSINESS-SILOED TO BUYER-CENTRIC, AND SAW MQL'S + SQL'S SKYROCKET PDQ

After years of optimizing for conversion, tailoring to business unit objectives and organizing by internal structure, ADP realized their conversion-driving website needed a buyer-driven overhaul.

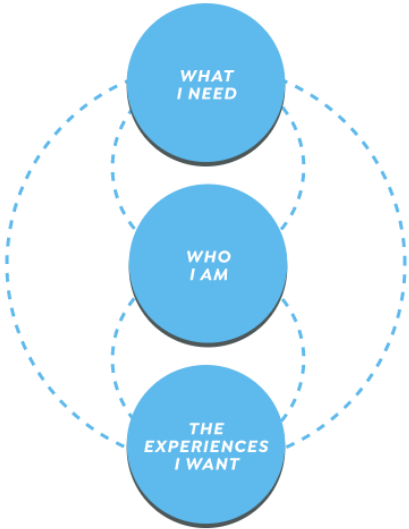
In an effort to better align business objectives to buyers' expectations, the Human Capital Management leader engaged SCHERMER to help them build the most relevant, One-ADP experience possible.



HELPING BUYERS BUY, VERSUS HELPING ADP SELL, CLEARED THE PATHS TO CONVERSION

Our user research found that buyers evaluate and validate potential HCM partners using three primary criteria. They want to ensure a provider: 1) offers service and value for the problems they have; 2) has experience and expertise with businesses like theirs; and 3) provides a level of service that matches the experience they want.

Our resulting strategy pared down ADP's many offerings, presenting only relevant persona-driven content via multiple, streamlined buyer paths – eliminating multiple product recommendations and inserting timely calls to action. This allowed diverse buyers to easily find the content/solution they sought; quickly demo/validate the offering; accomplish tasks in a sleek, self-directed flow; and finally, signal intent to learn more or buy.

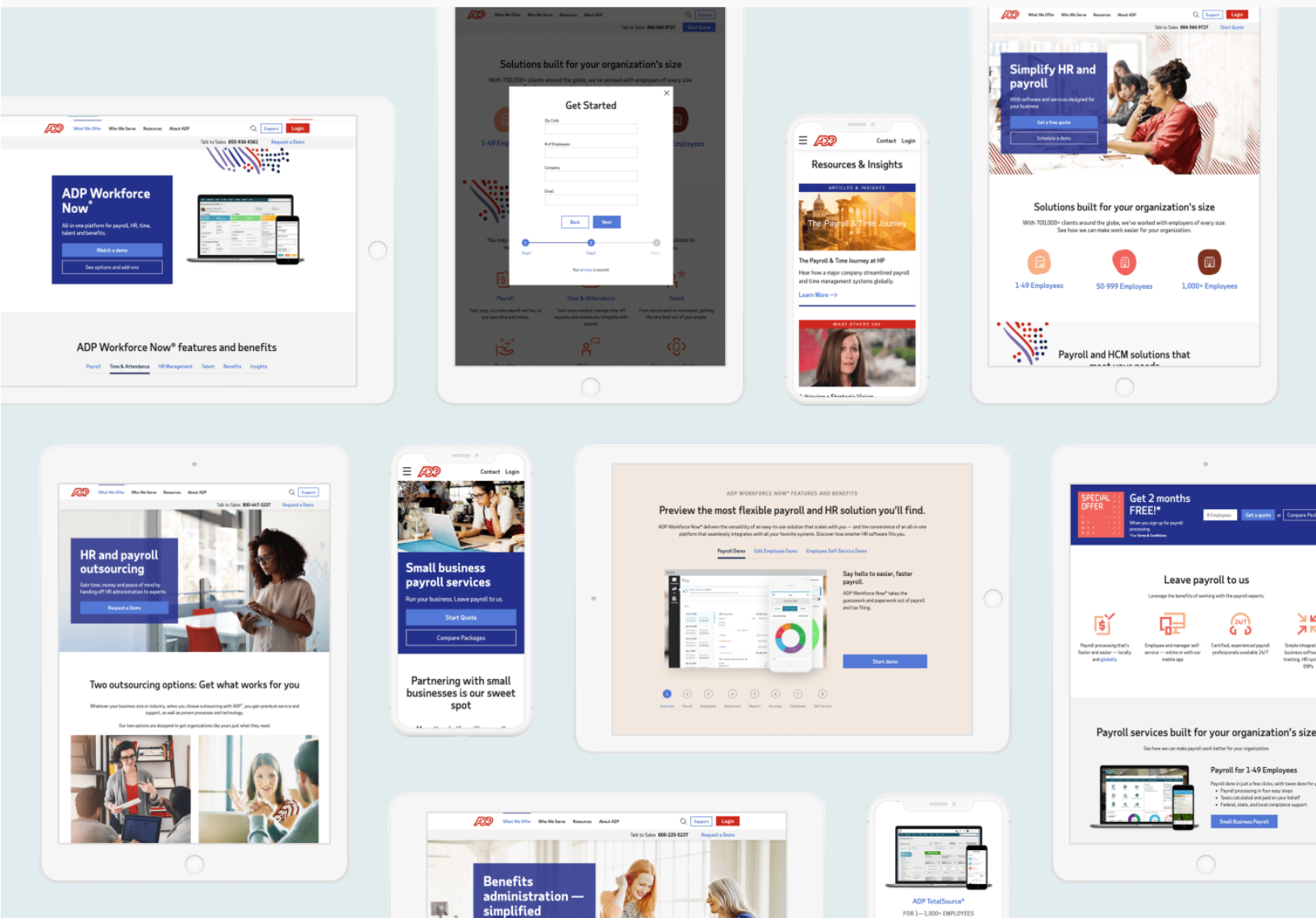


With our insights validated and UX/UI strategy tested, ADP stakeholders collectively and enthusiastically bought into the buyer-centric, One-ADP website strategy that would solve first, and sell second. Instead of exposing ADP's product-centric structure, we exposed ADP's customer-centric brand purpose – Always Designing for People.

“ — Client

[SCHERMER] exceeded expectations both anecdotally with executives here at ADP, but more importantly [the website] performed better. We are quantifiably driving more sales we can directly attribute to [the launch of the new website].

ADP **SCOTT SHEPPARD**
VP, Digital Marketing, ADP



NEW BUYER-DRIVEN UX DELIVERED REVENUE-DRIVING RESULTS

With all campaigns and SEM paused for 3 weeks before and after launch, our content/keyword optimization strategy and SEO efforts not only maintained site traffic levels, but actually increased visitors.

Two weeks after launch, analytics showed a huge double-digit surge in performance – achieving a triple-digit MQL increase over the prior year and a large double digit increase over any previous two-week best.

Most impressively, the website performed better than imagined in its first six months: lead conversion rates, lead quantity, and lead quality skyrocketed immediately and maintained their double digits increases – with Sales reporting double digit increases in SQLs, closed/won rates and quality of leads.

At these rates, the new ADP.com is on track to drive millions in top-line revenue and yield a one-year ROI that'll pay for the investment multiple times over – before we even begin our next phases of optimization and refinement.



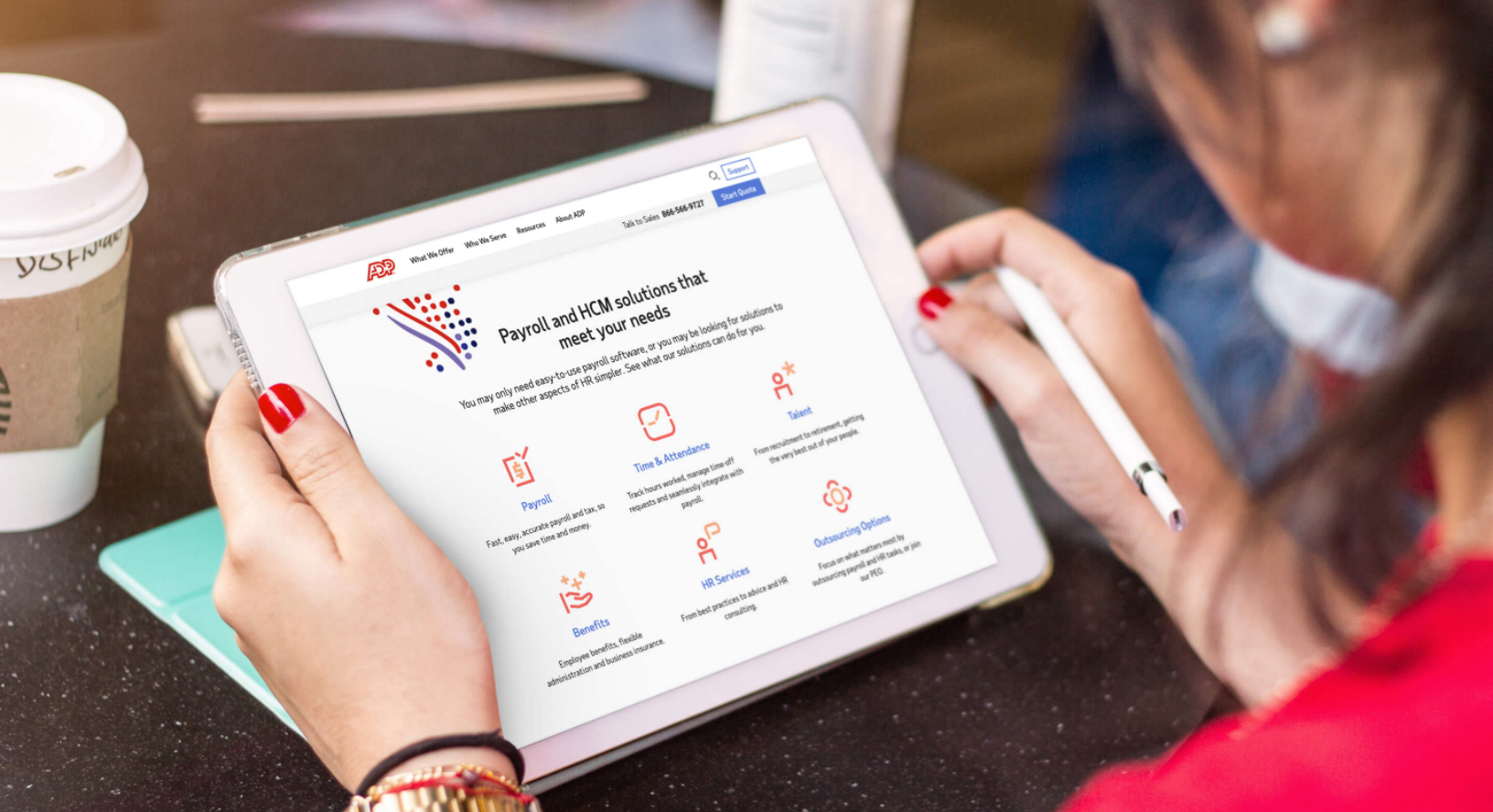
SITE CONVERSIONS VS. PRIOR YEAR



LEADS GENERATED VS. PRIOR YEAR



SITE CONVERSION RATE VS. PRIOR TWO-WEEK BEST



— HR Professional

I didn't know that ADP offered more than payroll ... I will definitely look at ADP in 2019 as a benefits provider now.

PARTICIPANT
Usability Test

WHAT WE DID

Stakeholder Discovery & Strategy Sessions
Website + Content Audit
Competitive Brand + Website Audit
Voice-of-Customer Interviews
Customer-Journey Workshops
Business + Buyer Requirements

Persona Dev + Journey Mapping
Card-Sorting Exercise
Info Architecture + Content Strategy
Sitemap Development
Tree Testing
User-Experience Strategy + Design

Digital Brand + UI Design
Design System & Component Library
Content Creation + Copywriting
Usability Testing + Reporting
SEO & Website Analytics
Sitecore Development by ADP