

JazzHR turns their website problems into **success stories** by bringing on **3 Media Web**.

THE CHALLENGE

Recruiting software company JazzHR helps small and mid-sized businesses find and hire the right people faster. Their audience of HR professionals relies heavily on JazzHR's digital properties to find their product and interact with their brand. But back in 2018, this wasn't always as easy as it could have been.

JazzHR's **partner network** of 250+ HR technology and service providers was siloed to a single page on the marketing website. As a result, businesses weren't able to interact with the solutions in a streamlined way. JazzHR needed a way to showcase these fellow industry leaders in a unified, interactive manner.

In addition to revamping their partner network, the team also needed to improve the performance and branding of their website as a whole.

"Our main marketing site, jazzhr.com, was going down about once a month, if not more," said **Samantha Spano**, Senior Marketing Manager at JazzHR. "We were constantly having to get it back online. Besides being an inconvenience, the outages greatly impacted our buyers, customers, and internal teams."

As the largest driver of sales leads, the website was a critical part of the JazzHR buyer's journey. Its performance issues prevented them from starting free trials and requesting demos of the software. "We were missing out on valuable leads for an extended period of time every time the site went down," said Samantha.

Simultaneously, JazzHR's other digital property, its blog, lived on a subdomain of the main website. This separation caused a disjointed branding experience and reduced traffic.

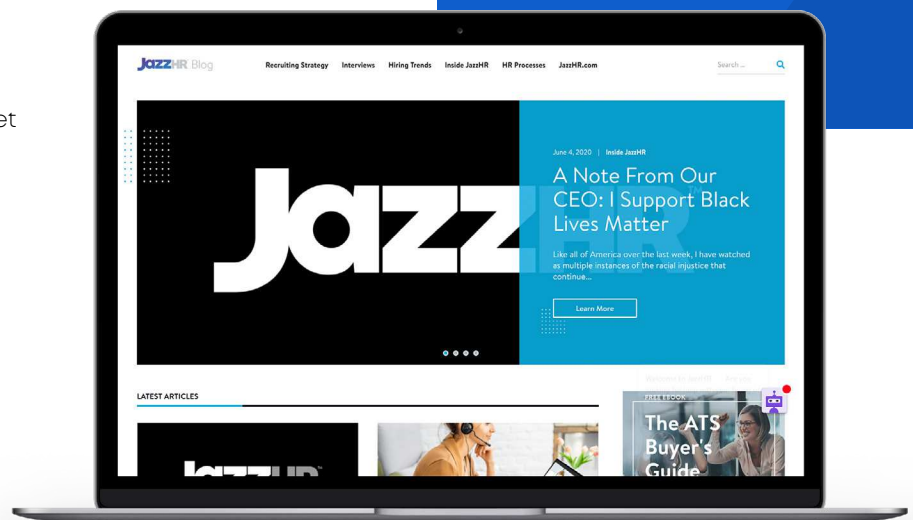
With their requirements clearly established, JazzHR set out to find a partner who could build a separate microsite for their partner network, reduce their website's downtime, and rebrand their blog overall.

"We knew we needed a reliable web partner who could help us to accomplish all of our goals," said Samantha.



"I feel 3 Media Web is the first vendor that actually gets us. Even if we provide them with very little information, they seem to be on the same wavelength. They come back and give us exactly what we need. It's been awesome working with them."

SAMANTHA SPANO
Senior Marketing Manager | **JazzHR**



THE SOLUTION

JazzHR initially partnered with 3 Media Web to develop JazzHR's partner marketplace microsite, and JazzHR couldn't be more pleased with the results.

"The entire process from start to finish was excellent," said Samantha. "3 Media Web knew exactly how to make all of our requests work, and we were able to launch the [JazzHR Marketplace](#) with great reception."

Next, 3 Media Web helped JazzHR address the downtime issues with the website and now provides ongoing support.

"3 Media Web was able to jump right in, help diagnose the problem, and get everything sorted out," said Samantha. "We enjoyed working with them so much at that point that we brought them on for ongoing support and development. The site now runs flawlessly, and we haven't had any other issues."

Additionally, 3 Media Web developed and integrated the existing JazzHR blog into the current corporate site. 3 Media Web gave a fresh, on-brand design to JazzHR's blog and worked with JazzHR to add new featured images and proof, reorganize, and archive content. Now, the [JazzHR Blog](#) has the functionality and navigation it needed, including intuitive navigation, an email subscribe form, pagination, and more. Together, these improvements significantly improved the JazzHR blog experience.

"It's been easier to pitch our content," said Kelly Peters, Communications and Content Manager at JazzHR. "Sending people to the blog is now no longer a jarring experience; users stay on the same domain. The branding looks the same. As a result, we've also gotten more proactive outreach to have backlinks put onto our site. We're seeing an uptick in people wanting to be featured on the blog."

"In terms of all the vendors we've worked with, 3 Media Web just has far superior technical knowledge. They're always able to pick up on what I give them—it's like they're completing my sentences. They're just on the same page."

CHRISTOPHER KLAMUT
Interactive Designer | **JazzHR**

THE RESULTS

Successful marketplace microsite launch. More than 250 new requests for JazzHR's partner came through the marketplace since its launch, resulting in more than 30 opportunities.

Improved website uptime. "Our marketing site has had zero incidents since 3 Media Web was able to take over," said Samantha.

Increased demo request conversions. The self-scheduling option on the website has improved demo-request conversions by 133%.

Higher visibility and engagement after blog relaunch. Since 3 Media Web's redesign, JazzHR's blog has seen a 54% increase in traffic, 22% decrease in bounce rate, and a 26% decrease in exit rate when compared to the data from the previous year.

Excellent customer care. "3 Media Web is always open to having conversations," said Samantha. "They're really good about letting us know what's going on, and they make sure that they send us reporting and any updates about the site, even when we're not asking on a regular basis."

