

JUSTWORKS.

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business.com

At Justworks, Senior Performance Marketing Associate Pierre Hirschler is responsible for customer acquisition. As the fastest growing HR technology company in the US, Pierre and the Justworks team offer small businesses access to payroll, benefits, HR, and compliance support - all in one place.

“ Justworks offers a solution that fits a wide variety of prospects and industries. This flexibility allows us to remain agile while allowing customers to manage all aspects of HR and payroll in one place ”

The Challenge

Justworks aims to connect with companies that have 2-150 employees, seeking economies of scale. The main focus is on finding new prospects and fueling growth while mitigating risk. The challenge was finding additional paths outside of mainstream ad platforms that are scalable and cost effective but lead to quality conversions.

“ We've found success using several of business.com's solutions. Combining Qualified Traffic and Sales Qualified Leads has allowed us to create a full pipeline that converts ”

The Solution

After considering other marketing programs, the Justworks team decided to partner with business.com. "Their process provides a better learning experience overall, enabling us to learn more about the industry, market, leads, and consumers." By combining programs, Justworks receives purchase ready leads and high-intent website traffic, optimizing their mid and lower funnel for their sales team.

“ Business.com has provided consistent performance over multiple years while putting in the effort to build a personal relationship with our organization. This dedication speaks not only to their quality of work but how much the team cares about customers' success ”



Pierre Hirschler
Senior Performance
Marketing Associate

Scalable Full-Funnel Marketing Programs that Drive Outcomes

Talk to the business.com team today to get started

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