vibrent

How ProofJump helped Vibrent Health streamline client approvals for email and messaging

proofjump

proofjump.com

Leveraging email to engage and collect research data

2

days saved on QA per campaign

50+

of email and SMS campaigns reviewed per month

15+

clients

About Vibrent Health

Vibrent Health is a provider of digital health technology and research tools for health organizations, research institutions, cancer centers, and consortia. Email is critical to Vibrent Health's clients as they engage with and collect research data from study participants.

When conducting health and clinical research, organizations need to continually communicate and engage with their patient populations. But how do they stay in touch to gather the information they need?

Enter ProofJump. After using ProofJump at a previous company, Abby knew that the tool could not only improve the process for her team, but also provide a stellar experience for clients and end-users.

A cumbersome process for reviewing communications– internally and externally

The team at Vibrent Health was relying on a shared spreadsheet and email chains to review emails, but the process was cumbersome. There was a lot of back and forth and confusion over edit requests. Plus, the process took a long time and email sends were sometimes delayed.

> "We would send bulleted lists or marked up screenshots to request changes, but these requests would get lost in translation. It was hard to decipher what the feedback actually meant and requests would get lost in email chains."

Additionally, Vibrent Health helps research programs run surveys and research studies, collaborating like an agency partner. This means that they're often generating communication assets that need review– they ask their clients to review copy and design for both emails and SMS messages.

When Abby joined Vibrent Health, the team shared the created assets in a number of different ways. Clients were able to review the emails and text messages they'd created, but it wasn't a seamless process and did not show the breadth and depth of Vibrent Health's support. Sometimes, a client would see an email that they'd approved and be surprised to see how it looked when deployed.

> "Although we were careful not to send emails with errors, there was a lot of stress leading up to deployment. Sometimes newsletters would have to go out later than planned because people weren't paying attention to the edits others were making."

An email proofing platform that made it easy for everyone to give feedback

When Abby joined Vibrent Health, she immediately saw that there was room for improvement. The email proofing process was inefficient and lacked visibility, creating stress for the team. There was also an opportunity to give more visibility to clients.

Abby had used ProofJump at a previous company and knew that it would greatly improve the process at Vibrent Health. *"When I saw that my new team was struggling with the same problems I'd seen solved in my previous role, I knew ProofJump would help,"* said Abby.

Abby was so confident in ProofJump that it was the first tool she added to the stack. *"I purchased ProofJump within two weeks of joining my new team,"* she said. *"I knew the product would be a gamechanger for proofing emails."*

The implementation was easy and quick– it only took 20 minutes to train the team. *"We gave the team a tour of the functionality and they were eager to get started,"* said Abby. Abby and her team immediately put the tool to use and began sending ProofJump links to each other, as well as to their clients.

"The tool is so intuitive for our clients that all we have to do is send them a ProofJump link and they know what to do."

The ProofJump team has been responsive and open to feedback. They've also come up with creative solutions. For example, Abby wanted to be able to proof text messages, and the ProofJump team reminded her that screenshots and images could easily be uploaded to be proofed and reviewed.
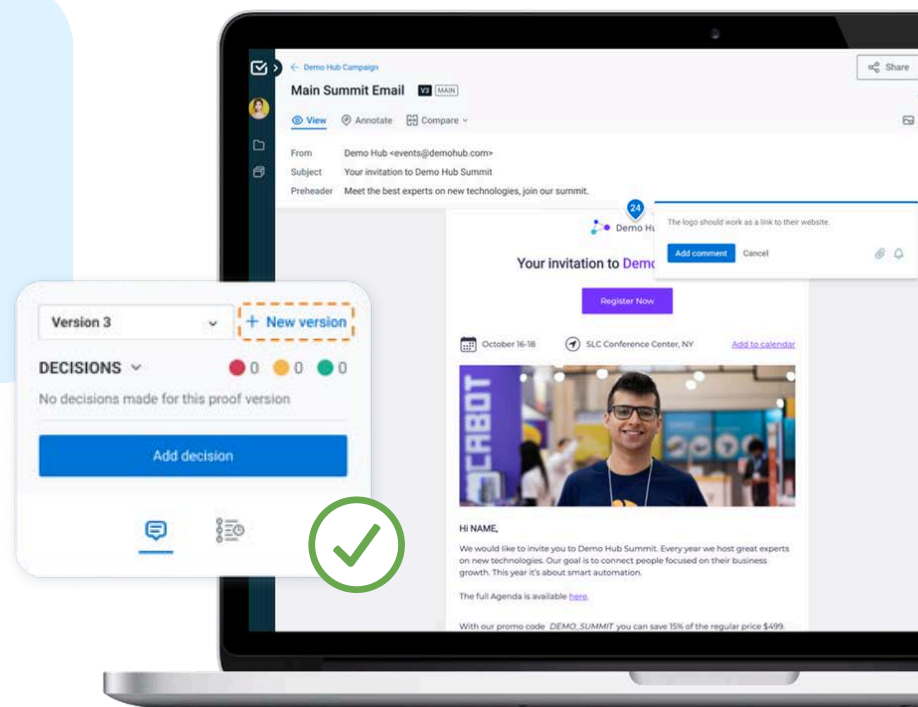
A seamless workflow, less stress, and a better client experience

Efficient workflow for email proofing

Thanks to ProofJump, the Vibrent Health team now has a much more efficient workflow for proofing emails. When an email is ready for review, the team simply uploads it to ProofJump, shares a link, collects feedback, and then creates a new version. The team is also able to share multiple emails in specific campaigns, helping clients and team members alike understand how the communication fits into the broader strategy

"ProofJump has cut down the back and forth confusion tremendously. The fact that there is documentation that a campaign has been approved—which we can go back to and reference—has been amazing."

"I would highly recommend ProofJump to any person or company that sends emails. It makes your process seamless and efficient, minimizes the risk of error or confusion when it comes to the QA process, and it's a great collaborative space to work in."

V1   V2

QA process cut down by 2 business days

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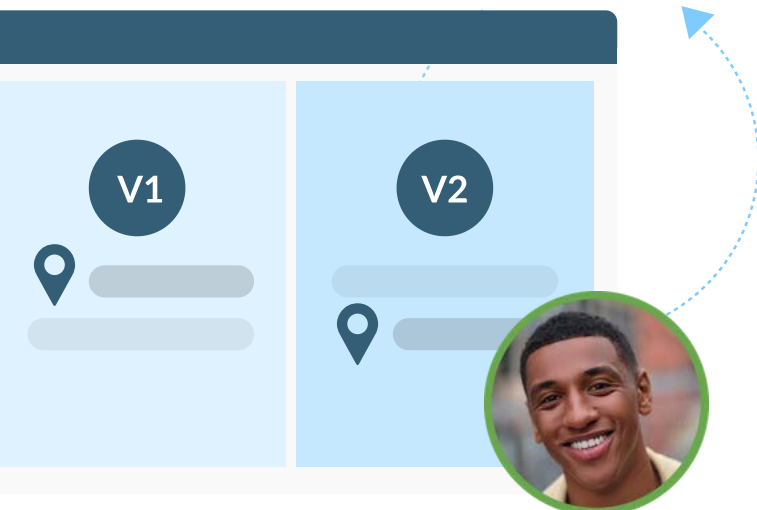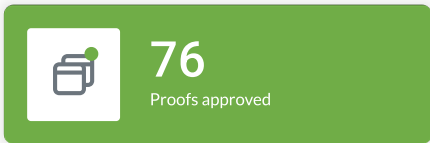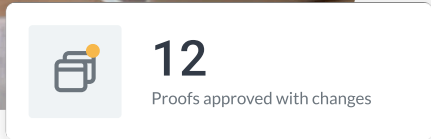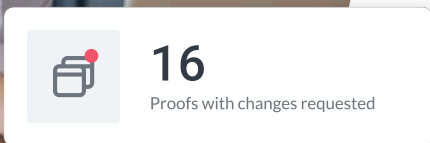
Reduction in stress

Although the Vibrent Health team was excellent at maintaining compliance, it often took them several days to proof emails. This resulted in stress, especially when email sends got delayed. Now that they have ProofJump, emails are sent as planned, reducing stress for the entire team as they prepare for deployment.

A better client experience

Abby and her team regularly share emails with their clients. Before ProofJump, it was difficult to gain feedback from a client. It was also sometimes challenging to share exactly what an email would look like when sent, especially if they'd approved the copy but hadn't seen it in design. ProofJump allows clients to easily view and comment on outgoing emails and SMS messages.

"ProofJump functions as a safety net– our clients can see and interact with the proofs, but there is no risk of someone accidentally changing the functionality or deleting content."

16
Proofs with changes requested

12
Proofs approved with changes

76
Proofs approved

Ultimately, Abby and her team are excited about the positive impact of ProofJump and look forward to continuing to provide a stellar experience for their clients.

Get started with a
FREE 21 day trial

ProofJump will drastically reduce your email proofing and approval times. To help you get started, book a demo or sign up for a free trial.

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info@proofjump.com

proofjump.com