



New efficiencies for home finance advertiser.

Social Kinnect uses Adobe Advertising Cloud to improve customer acquisition and drive efficiencies across search campaigns.



"Adobe Advertising Cloud Search enables us to look at many variables and balance our clients' budgets and goals to achieve the best outcomes."

Mihir Palan, Account Director, Digital Media Planning & Buying, Social Kinnect

SOLUTION

Adobe Experience Cloud, including Adobe Advertising Cloud Search
Adobe Sensei

RESULTS



REDUCED cost per click by 50% and cost per lead by 9%



TARGETED high-value leads



Delivered up to **40% MORE** daily leads



Established **FOUNDATION** for digital maturity



Social Kinnect

Established in 2011

Employees: Over 200

Mumbai, India

www.socialkinnect.com

CHALLENGES

- Boost lead generation, while controlling costs
- Improve efficiencies for search campaigns
- Increase overall marketing agility

USE CASES

- Customer Acquisition

Heating up

Growing businesses are hotbeds of innovation. In India, enterprises are increasingly relying on digital marketing strategies that will enable them to maintain an edge over competitors.

Social Kinnect was founded by insightful leaders, united in their vision to manage and build India's top emerging brands on digital.

The company's rapid success helped establish its credibility as a leader in the digital industry. It also provided momentum for the founders to expand and launch a new venture, Media Kinnect, the company's digital media buying arm.

"Social Kinnect is a 360-degree digital agency servicing a diverse set of clients," says Mihir Palan, Account Director, Digital Media Planning & Buying at Social Kinnect. "Media Kinnect, along with Kinnect Productions and Kinnect Outreach, furthers our endeavour of owning the digital sphere." "We provide services across verticals including web development, search engine optimization, online media planning and buying, video production, web analytics, and influencer management. At the crux of everything we do is the objective of delivering measurable business results for our clients."

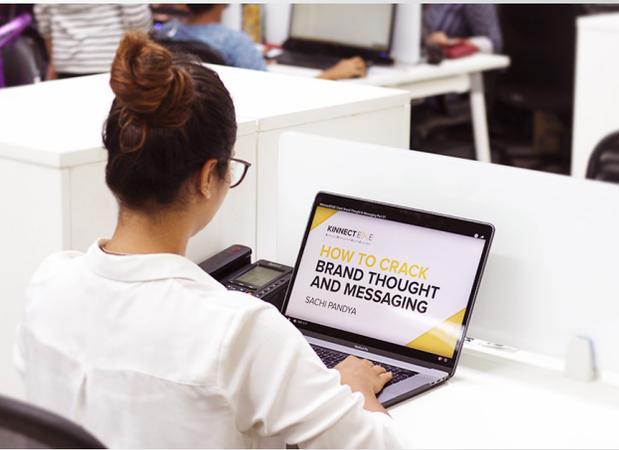
One of the company's biggest clients is Indiabulls Housing & Finance Ltd. (IBFHL), the country's second-largest private housing finance company. While initially hesitant to invest in a paid search strategy, today IBFHL takes full advantage of the services available through Social Kinnect.

"For IBFHL, the traditional paid media campaigns proved to be successful, however, the company was beginning to see lower returns," adds Palan. "The complex nature of its business, and the growing list of the potential keywords that the customers used, made campaign management increasingly unwieldy and inefficient. Our job wasn't just to continue to support the growing business, but also to enable it sustainably."

Building a better future

A key element in helping IBHFL change its perspective—from staying the course to finding new efficiencies—was deploying Adobe Advertising Cloud Search within Adobe Experience Cloud.

"We wanted to restructure campaigns to make them more manageable and cost-effective for IBHFL," says Palan. "Search campaign management tools lacked the functionality and scale to support the company's campaigns. Adobe Advertising Cloud Search offered a proven environment that convinced IBHFL to invest in the proposition."



SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Advertising Cloud

- Search
- Spend Recommendation, powered by Adobe Sensei

Adobe Analytics Cloud

- Adobe Analytics
- Audience Manager

For more information

www.adobe.com/sensei.html

www.adobe.com/advertising-cloud.html



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"Owing to the high intent shown by customers, search has traditionally been a key focus for us," says Ankit Banga, Assistant General Manager at IBHFL. "Optimizing our efforts on the medium is a natural extension of our digital strategy to explore more robust solutions. Adobe Advertising Cloud Search has contributed to a strong push towards cost reduction and more importantly allowed for us to optimize our strategies far better and maintain our share of voice—all while constantly increasing the efficacy of our efforts."

Committed to growth

Understanding that its digital journey is far from over, Social Kinnect plans to add to its digital marketing services by expanding its use of Adobe Experience Cloud solutions.

With Adobe Analytics, Social Kinnect can look closer at customer activities after they arrive on digital properties to gain a complete view of their behavior and preferences. Adobe Audience Manager will also enable the company to refine audience segments, helping to better target keywords and create relevant experiences.

"We're encouraged by our ongoing success and see the potential that Adobe Experience Cloud offers to our clients," says Palan. "Adobe solutions also give us a significant opportunity to grow our services and provide our clients with even more meaningful insights to shape their business strategies."