



# Boosting small businesses with customized marketing collateral.

Adobe Advertising Cloud Search drives growth and helps Vistaprint India acquire new customers in an efficient and dynamic way.



*"Adobe Advertising Cloud Search, with features powered by Adobe Sensei, is a significant breakthrough in digital marketing. By applying artificial intelligence and machine learning through Performance Optimization, Performance Forecasting, and Spend Recommendations, we optimized our search campaigns. Adobe Sensei helped us make the right decisions, enabling us to meet our goals and business objectives."*

*Karan Khatri, Head of Digital Marketing, Vistaprint India*

## SOLUTION

Adobe Experience Cloud, including Adobe Advertising Cloud and Adobe Analytics within Adobe Analytics Cloud

Adobe Sensei

## RESULTS



**10%** increase in **ORDERS**



**20%** reduction in **CPA**



Delivered results within **2 WEEKS**



## Vistaprint India

Established in 2012

Employees: 100+

Mumbai, India

[www.vistaprint.in](http://www.vistaprint.in)

### CHALLENGES

- Acquire new customers at a lower cost
- Scale up purchases
- Optimize search campaigns
- Manage spends across campaigns

### USE CASE

- Customer Acquisition

“We chose the combination of Adobe Analytics and Adobe Advertising Cloud Search to deliver optimal results in terms of driving efficiencies and scaling up our conversions.”

*Karan Khatri, Head of Digital Marketing,  
Vistaprint India*

### Rise of customization

In the last few years, personalization has redefined the way we experience products. With the rise of the Internet, digital savvy consumers are no longer satisfied with mass-produced goods. Instead, they are seeking products and services that are tailored to their preferences. Businesses, too, are increasingly using customized marketing materials to build a stronger presence for their brands and forge a deeper employee connection.

Twenty years ago, Robert Keane founded Vistaprint in the Netherlands with a vision to empower small business owners with personalized products at affordable prices. He developed a patented technology that helped deliver professional-quality printing in small quantities and at affordable rates.

Carrying the vision forward, Vistaprint entered the Indian market in 2012 and around that time a number of start-ups were just taking off. When it came to printing personalized marketing collateral, these small businesses and entrepreneurial ventures had to depend on offline vendors that catered only to bulk orders. The option of unit level customization was unavailable.

Vistaprint India was set up with the aim to address this problem and help small businesses grow. With patented technology, transparent pricing, and a world-class manufacturing unit, the company was able to offer customized products at affordable prices and in small quantities. In the last six years, the e-commerce company has successfully built a large customer base.

To enhance brand visibility and reach out to potential customers, Vistaprint uses several online marketing channels such as social media and search engines. “Since paid search is one of our biggest channels for customer acquisition, we decided to increase our ad spends on the platform. But the results were not satisfactory—there was minimal rise in customer acquisition and the new customers came at an inefficient cost. That’s when we decided to approach Adobe to drive spend efficiency in paid search and help us acquire new customers at a lower cost per acquisition (CPA),” says Karan Khatri, Head of Digital Marketing, Vistaprint India.

Today, it is no longer sufficient for businesses to just know the target audience, it is imperative to understand audience behavior to better design search campaigns.

Vistaprint India was already using Adobe Analytics for monitoring its website traffic. “We chose the combination of Adobe Analytics and Adobe Advertising Cloud Search to deliver optimal results in terms of driving efficiencies and scaling up our conversions. And the results were encouraging. We were successful in lowering our CPA by 20% and increasing sales by 10%,” says Khatri.



“The automated bidding and budget optimization in Adobe Advertising Cloud pushed the campaigns that were driving more conversions at a lower CPA. This helped us in redistributing budgets from campaigns that weren’t performing well to the more efficient ones, which in turn resulted in reducing the overall CPA.”

*Karan Khatri, Head of Digital Marketing,  
Vistaprint India*

## Seamless integration for higher impact

Adobe Analytics integrated with Adobe Advertising Cloud resulted in clearly defined and actionable results for Vistaprint India. Adobe Analytics provided Vistaprint India key insights into customer behavior throughout the purchase funnel by identifying real-time metrics such as the point where customers were leaving the platform/website, the pages or products on which they were spending more time, and the products or offerings in which a particular consumer segment was interested.

Adobe Advertising Cloud Search leveraged the data and insights collected by Adobe Analytics to optimize Google and Bing paid campaigns and other important performance metrics, such as maximum cost per click (Max CPC) and marginal cost per revenue (Marginal CPR) that eventually led to a decrease in cost per acquisition. “In my past, onboarding usually took a lot of time and effort, which could delay the launch. However, the Adobe onboarding process was smooth with minimum involvement from our side. Within two days, the data flow was complete, which eventually led to timely machine learning and optimization,” says Khatri.

## Power of AI

One of the biggest advantages of shifting from handling day-to-day operations manually to Adobe Advertising Cloud Search, was experiencing the power of Adobe Sensei, the artificial intelligence and machine learning technology in the Adobe Experience Platform.

“Adobe Advertising Cloud Search, with features powered by Adobe Sensei, is a significant breakthrough in digital marketing,” says Khatri. “By applying artificial intelligence and machine learning through Performance Optimization, Performance Forecasting, and Spend Recommendations, we optimized our search campaigns. Adobe Sensei helped us make the right decisions, enabling us to meet our goals and business objectives.”

Over a period of 25 days, Performance Forecasting, powered by Adobe Sensei, learned and mapped all the installed data points of Vistaprint India and ran simulations to predict the increase in clicks and conversions with the same level of ad spend.

## Greater optimization with multi-metric automation

With Adobe Advertising Cloud Search, Vistaprint India only had to set up business objectives, create different portfolios, and assign a budget—the rest was automated and optimized by the system.

## SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Advertising Cloud

- Search
  - Performance Forecasting, powered by Adobe Sensei
  - Performance Optimization, powered by Adobe Sensei
  - Spend Recommendations, powered by Adobe Sensei

Adobe Analytics Cloud

- Adobe Analytics

### For more information

[www.adobe.com/in/experience-cloud.html](http://www.adobe.com/in/experience-cloud.html)

[www.adobe.com/advertising-cloud.html](http://www.adobe.com/advertising-cloud.html)

[www.adobe.com/data-analytics-cloud.html](http://www.adobe.com/data-analytics-cloud.html)

[www.adobe.com/sensei.html](http://www.adobe.com/sensei.html)



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Optimizing conversions is one of the main business objectives. With Adobe Advertising Cloud Search, Vistaprint India could drive both end-to-end and assisted conversions via multi-metric objectives. This gave Advertising Cloud an edge in comparison to other automation tools in the market. Adobe Advertising Cloud Search used more than 2,000 site engagement and conversion metrics from Adobe Analytics every hour to identify which particular keyword could lead to a conversion. With multi-dimensional keyword optimization across device, location, time, and audience, Vistaprint India was able to better target keywords resulting in more engagement from paid search.

For digital marketers who are running multiple campaigns simultaneously, allocating the right budget to each campaign can be a challenge. When Vistaprint faced a similar problem, the team used Spend Recommendations, powered by Adobe Sensei, to find a solution. By taking into consideration market fluctuations and competition analysis, Spend Recommendations provides budget recommendations and predicts future spends. On a regular basis, Adobe Advertising Cloud Search monitors performance and provides a forecast of conversions it can achieve in a given budget.

“The automated bidding and budget optimization in Adobe Advertising Cloud pushed the campaigns that were driving more conversions at a lower CPA. This helped us in redistributing budgets from campaigns that weren’t performing well to the more efficient ones, which in turn resulted in reducing the overall CPA,” says Khatri.

Performance Optimization, powered by Adobe Sensei, delivered automation which also benefitted Vistaprint by freeing up the team’s time, which they used for working on other strategic business areas. “Automated bidding and budget allocation in Adobe Advertising Cloud Search has helped the marketing team focus on other important metrics, such as optimizing the search strategy and increasing the quality score of our ads by writing better ad copy,” says Khatri.

## The way forward

The success of Adobe Advertising Cloud Search has given a boost to the company’s growth.

“Adobe Advertising Cloud Search is the first automated marketing solution used by us and looking at its success in driving growth and efficiency, we plan to invest in more automated marketing tools,” says Khatri.