



CASE STUDY

Vistaprint Scales Facebook Advertising for Success

BACKGROUND

Vistaprint is a leading, global e-commerce brand that produces customised physical and digital marketing products for small and micro businesses - including business cards, posters, signage, clothing and giveaways. Since its launch in 1999, it has remained competitive through its innovative approach to digital marketing.

Vistaprint partnered with Kenshoo in May 2016 to scale its advertising efforts.

CHALLENGE

Vistaprint came to Kenshoo looking to address four main challenges:

- **Scaling Ad Creation on Facebook** - make the process of creating and editing ads quicker and more efficient.
- **Precision Targeting** - expand reach to target more audience segments across 15 target regions.
- **Accurate and Timely Data from Campaigns** - in order to make quicker bid and budget optimisations.
- **Do More with Less** - Vistaprint needed a partner that had both managed and self service options across EMEA.

Kenshoo was given specific regional goals, however the main measure of success was to drive sales at effective costs so as to ensure the business was below its internal Return on Advertising Spend target.

SOLUTION / STRATEGY

Kenshoo was able to help Vistaprint with all of its challenges - with our Managed Services team providing strategic input and guidance from the outset on how to best achieve the objectives.

Kenshoos **streamlined ad creation flow** enabled the Vistaprint team to publish highly engaging video and link posts quickly. As for targeting, **Kenshoo's audience management tool, Personas** assisted Vistaprint in creating and editing audiences at scale, allowing it to target the right customers in the right places with the right message.

Measurement and optimisation was a key facet of the campaign, with the team using **Kenshoo's Analysis Grid** to monitor its performance metrics and make quick bid and budget changes to lower Cost per Click and hit Cost per Acquisition goals. The **Kenshoo Pixel** also meant that the team was able to accurately track orders and sales from Facebook.

Kenshoo's **Strategic Services** and **Client Success teams** have a close relationship with the Vistaprint team in EMEA and regularly discuss performance, align on objectives and plan future strategic initiatives. Training was provided to the Vistaprint team from the outset so that activity could be managed in-house.

RESULTS

Vistaprint is delighted with the results it is generating on Kenshoo. Not only is the team saving roughly 15 hours per week on what had previously been very manual tasks (ad creation, ongoing optimisation and targeting) - it has given them more time to focus on its overall Facebook strategy. What's more, campaign performance is exceeding expectations with clicks and impressions increasing by 182% and 568% respectively, quarter on quarter. Return on Advertising Spend is now also below target.

"The simplicity of the Kenshoo platform and its campaign creation tools have decreased the time spend on creating Facebook campaigns significantly for our team. Also, the ability to create custom metrics on their platform enabled us to analyse and optimize our campaigns in an ideal way. We are in frequent contact with Kenshoo's account management, they are very responsive and provide insightful feedback."

-Christoph Globke, Marketing Specialist, Online Display & Social Media - Vistaprint

