Snapfish by HP

Market leader in digital photo processing uses Adobe Marketing Cloud to exceed revenue goals by more than 33% and streamline online marketing processes

Snapfish by HP
www.snapfish.com

Industry
Digital media

Challenges
- Increasing web traffic
- Improving search engine marketing activities
- Improving conversion rates with more relevant content

Solution
- Automated keyword search campaigns
- Content optimization

Snapfish is using Adobe Marketing Cloud to optimize keyword search campaigns and online content to drive higher conversions and sales.

Results
- Exceeded revenue goals by more than 33% and lowered costs
- Lowered PPC costs while increasing revenues
- Increased year-over-year traffic by 37% with Search Engine Marketing (SEM)
- Gained real-time insight into customer online activities
- Optimized content and navigation for specific customer segments
- Automated keyword bidding for greater efficiency and cost effectiveness

Systems at a glance
- Adobe Marketing Cloud. Products used include:
  Adobe SiteCatalyst®
  Adobe SearchCenter+
  Adobe Test&Target™
  Adobe Discover™
  Adobe Consulting

Making paid search pay off

A picture is worth a thousand words and often reminds people of some of their most cherished experiences. For industry-leading digital photo processing service, Snapfish, the approximately 10 billion photos that have passed through its systems highlight the lasting relationships the company has built with many of its customers, as well as millions of dollars in revenue as satisfied customers come back to the popular online service again and again.

Since 2000, more than 90 million people in over 22 countries have shared countless memories through digital photographs and transformed them into photo books, photo cards, and other photo gifts at Snapfish. However, social media sites and emerging photo processing services have helped commoditize online photo services, creating a more competitive landscape and prompting the company to find additional avenues to reach wider audiences and convert more traffic.

Snapfish depends on extensive, paid, and organic search campaigns to attract new and repeat customers. However, the company found this process difficult to manage due to heavy manual processes and increased competition in the market. The company saw its marketing expenses steadily rise and wanted a more cost-effective, efficient way to manage its operations and generate sales.

"Consumers now have so many online photo processing options to choose from today, it is challenging to get their attention. Snapfish relies on traditional paid search to generate traffic, but we needed a more effective way of managing the campaigns to get away from the overwhelmingly manual processes," says Stephen Favrot, director of online marketing at Snapfish.

Working with Adobe Consulting, Snapfish adopted Adobe Marketing Cloud to revamp its digital marketing efforts. With Adobe products, the company can now effectively target customer segments with differentiated messaging. Snapfish can also execute comparative tests of offers and instantly analyze customer interactions to gauge the effectiveness of these offers, thus differentiating itself from a growing list of competitors.

"We needed a way to continuously drive down our pay-per-click costs, increase the traffic generated through paid and organic searches, and improve conversion through more relevant content and offers once people arrived on our site. Adobe Marketing Cloud provides all the functionality we need to make paid search pay off," Favrot says.

Refined Search Engine Marketing (SEM)

Snapfish has grown to be the largest online photo processing service in the world. With products ranging from photocards and photocalendars to printing and scanning services, maintaining its competitive edge in every product category has become increasingly challenging.

SEM management tools in Adobe Marketing Cloud help Snapfish streamline paid search campaigns with automation capabilities including bid rules, auto campaign generation, keyword suggestions, and organic data integration, which increase click-throughs and makes conversion possible at a lower cost.

Snapfish uses Adobe Marketing Cloud to conduct multivariate tests that identify higher performing page layouts. These tests can be refined to target specific customer segments and deliver unique experiences.
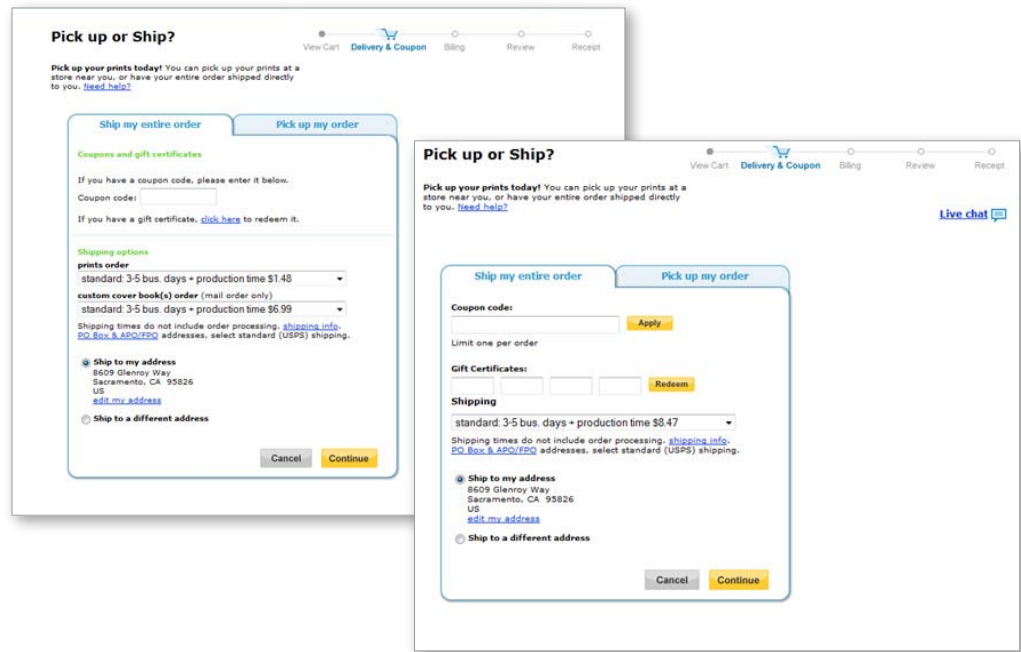
"With Adobe SearchCenter+, we can specifically target certain segments and automate keyword bid rules to help us more intelligently allocate our resources to achieve the highest returns."

Stephen Favrot
Director of online marketing, Snapfish

"Our ability to refine bid rules in the past was restricted by limited insights into visitor search preferences and marketing budgets. We had to make educated guesses about searches that could yield results and deploy our resources toward them," Favrot says. "With Adobe SearchCenter+, we can specifically target certain segments and automate keyword bid rules to help us more intelligently allocate our resources to achieve the highest returns."

With the help of dedicated Adobe consultants and account managers, Snapfish evaluated and ranked keyword searches across Google, Bing, and other search engines to determine the most competitive mix, help ensure greater coverage of keywords in different product categories, and generate more overall impressions.

In particular, the company focused on improving the competitiveness of its photobooks and photogifts product lines for the peak holiday season. After identifying the most relevant search terms related to these products within specific channels, Snapfish used Adobe search management tools to automate keyword bidding to gain 100% coverage across search terms and drive higher traffic to the website in support of seasonal marketing initiatives.

"It's tremendously beneficial to automatically direct campaign dollars to particular product categories to boost exposure to exceed our sales objectives, especially during peak holiday sales times," Favrot says. "As a result, we've seen a substantial boost in impressions and a significant lift in sales across targeted categories."

Favrot notes that automating bid rules to gain maximum exposure is only half the equation. By combining the automated bid rules management with A/B or multivariate testing capabilities of Adobe Marketing Cloud, Snapfish can dramatically improve the effectiveness of its SEM activities.

"We've seen an approximate 37% increase in year-over-year traffic from SEM strategies," Favrot says. "More importantly, we were able to significantly increase revenues while reducing costs. In fact, in May we exceeded our revenue goal by over 33%."

Additionally, the company can develop and test multiple landing pages, side-by-side, that are associated with particular keyword search terms and evaluate in real time how users respond to different layouts, imagery, messaging, and offers. Optimized content can then be served to wider audiences, improving Snapfish's responsiveness to customer demands, resulting in increased conversions and better returns on the company's investment.

The rest of the funnel

Leveraging the expansive reporting and analysis capabilities of Adobe Marketing Cloud, Snapfish can present more personalized content based on visitors' user preferences, browsing histories, and other individualized categories. Adobe Marketing Cloud offers managers easy access to real-time engagement reports in which data can be parsed and segmented in unlimited ways. For example, by collecting user information and activity metrics from more than 90 million registered users, Snapfish can segment and rank customers based on activity frequency, purchase values, and other metrics to identify its most valuable and highest priority customers.

In addition, Snapfish leverages its site performance and user data to create multiple test experiences such as varied layouts, campaigns, and pricing specials. Using Adobe products, Snapfish can tag the actions of its top customer segment, analyzing how its best customers interact and engage with test content to extrapolate how the majority of other users will respond.

The combination of automated content delivery and site optimization solutions enable Snapfish marketers to constantly test, evaluate, and refine content, messaging, and navigation—for an optimal experience that drives new and recurring purchases. "Using Adobe Marketing Cloud, we created a series of new landing pages, new home and log-in pages, and a revamped shopping cart to see how different customer segments would react," Favrot says. "We can deploy the most favorable content to our audience broadly or target specific experiences that have tested well for specific audience segments for greater relevance and personalization to drive conversion and sales."

Adobe Marketing Cloud products used by Snapfish	
Product name	Description
Adobe SiteCatalyst	Provides Snapfish managers with actionable, real-time data about online campaigns
Adobe SearchCenter+	Simplifies search marketing through a common interface for managing campaigns and associated metrics
Adobe Test&Target	Enables marketers to continually improve content relevance with dynamic capabilities for designing and executing controlled A/B and multivariate tests and target optimized content to specific audiences
Adobe Discover	Allows marketers to analyze and segment any quantity of Web and customer transaction data in real-time
Adobe Consulting	Offers strategic industry insights and best practices for onsite optimization

A unique online experience

Competition in digital photo management services is growing daily. Adobe Marketing Cloud helps Snapfish assert its leadership in the market by enabling the company to take a more proactive approach to addressing customer demands and deliver what none of its competitors can: a highly personalized online experience.

With Adobe Marketing Cloud, Snapfish has an array of rich, powerful products to gain deeper, more valuable insight into customer behaviors and then update its online strategies accordingly. The real-time data collection, analysis, and reporting offers important direction for the company to adapt its messaging and content to better meet consumer needs—down to individual user preferences—to fuel higher click-through rates, conversions, and sales.

"No two customers are alike, so their online experiences shouldn't be either," explains Favrot. "Adobe Marketing Cloud gives us the capability to refine the overall user experience from start to finish. Now, a visit to Snapfish is more personalized for each user, from their search engine activities through shopping cart checkout."