

## SUCCESS STORY

## Fotolia by Adobe

Courting Creatives

## CLIENT

Fotolia by Adobe is an image bank owned by Adobe. Adobe is a European leader of creative content with instant access to over 76 million royalty free images, vectors, illustrations and videos, used by over 6 million people worldwide.

**fotolia**  
by Adobe

We've scaled paid social to become a key acquisition channel and acquired new users at **40%** lower than expected cost.

## OBJECTIVE

The objective of Adobe's campaign was to increase the number of Fotolia by Adobe members across several key markets.

## STRATEGY

Adglow developed a test-and-learn strategy which focused on hyper targeting and in-depth creative testing.

As the service is creative, Adglow felt the success of the campaign rested on tailoring specific creatives for each audience segment which was divided into groups based on age ranges and interests.

To reach the widest possible audience, Adglow ran an always-on campaign which drove business at scale whilst simultaneously targeting a smaller and more precise audience.

The ad formats and placements helped to drive traffic and leads to the website whilst promoting Fotolia by Adobe's offering. Users who visited the website in the past 30 days were also retargeted with a tailored call-to-action.



"Facebook's multiple targeting capabilities and its highly visual ad formats, really helped fuel the success of this campaign. Adglow have been invaluable in exceeding our performance KPIs and making paid social a key acquisition channel."

Laura Debuire SEM Manager, Fotolia by Adobe