

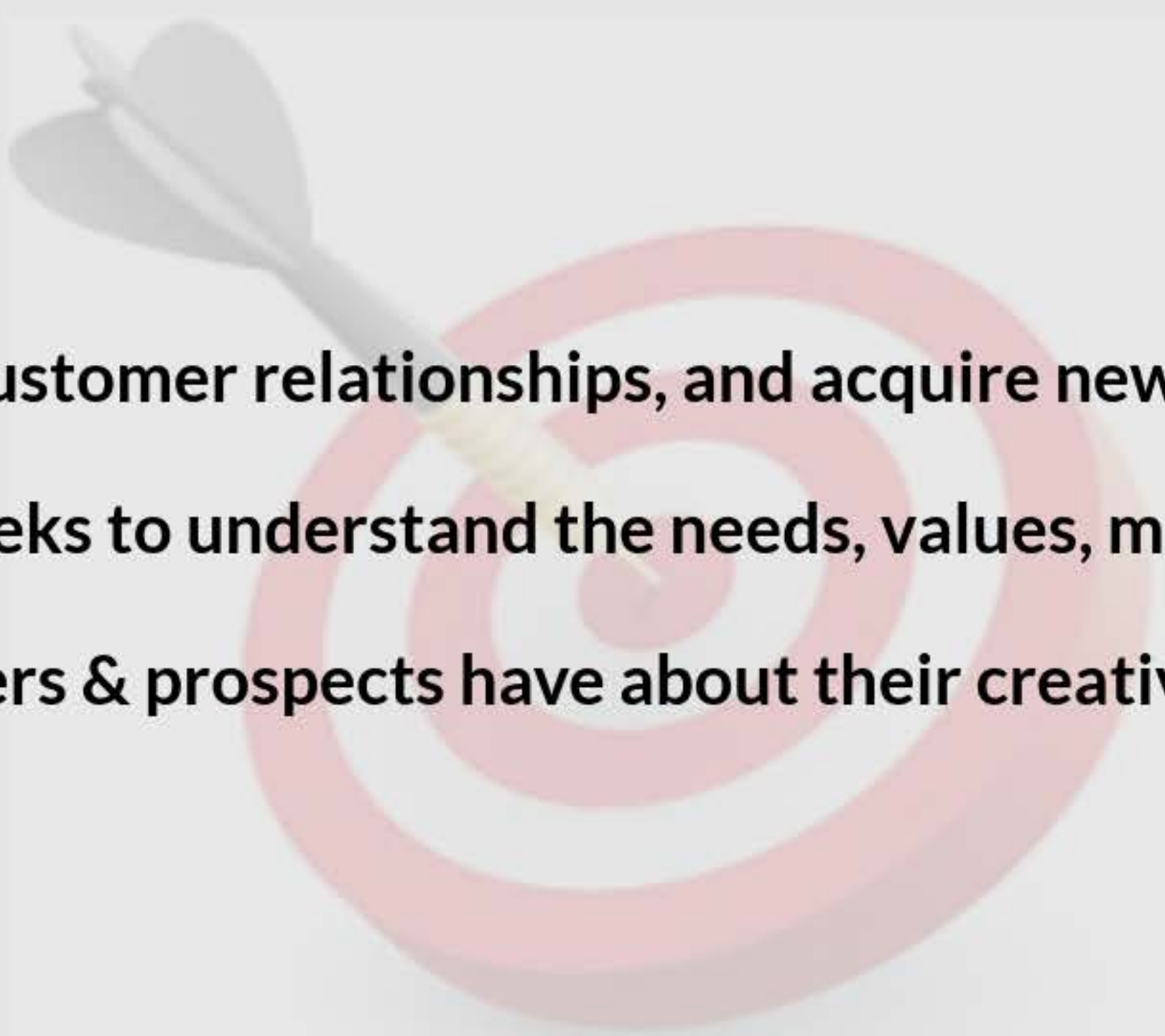


Adobe Market Research

Overview

- Adobe has launched the Creative Cloud, a subscription based model on Jan 2013
- Adobe has made Creative Cloud as the only way to get the new versions of its full software suite
- This attracted a large number of customers to buy the product and adobe's customer base increased
- Adobe wanted to see who buy their products and so they decided to segment their customer base
- Also the previous segmentation were product based and tried to look for "headroom " within the user base by understanding 'what they do / use'
- Currently we cannot understand a changing customer base and differing needs within the same customer

Objective

A faint background image of a target with concentric red and white rings. A grey arrow with a yellow shaft is positioned diagonally, hitting the center bullseye.

To build better customer relationships, and acquire new customers, this segmentation seeks to understand the needs, values, motivations and attitudes that our customers & prospects have about their creative work/hobbies.

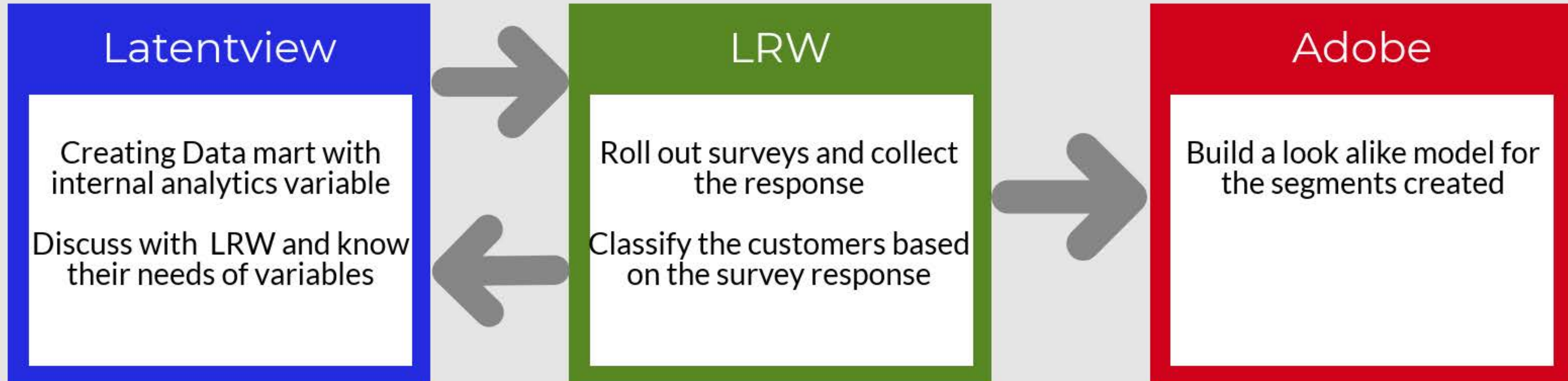
Timeline



Background

- Classify the sample based on results of survey
- Survey was conducted by third party called "Lieberman Research Worldwide"
- They decided to create a look-alike model based on the segments from the survey data for the entire base
- Four countries were chosen for survey :US, UK, JP and DE
- A sample of ~1.4 M adobe customers for the purpose of data mart creation
- Latentview to give the data mart with internal variables of adobe for 1.4 M customers
- Adobe will assign the 1.4 M customer base to one of these segments and extrapolate for the entire base

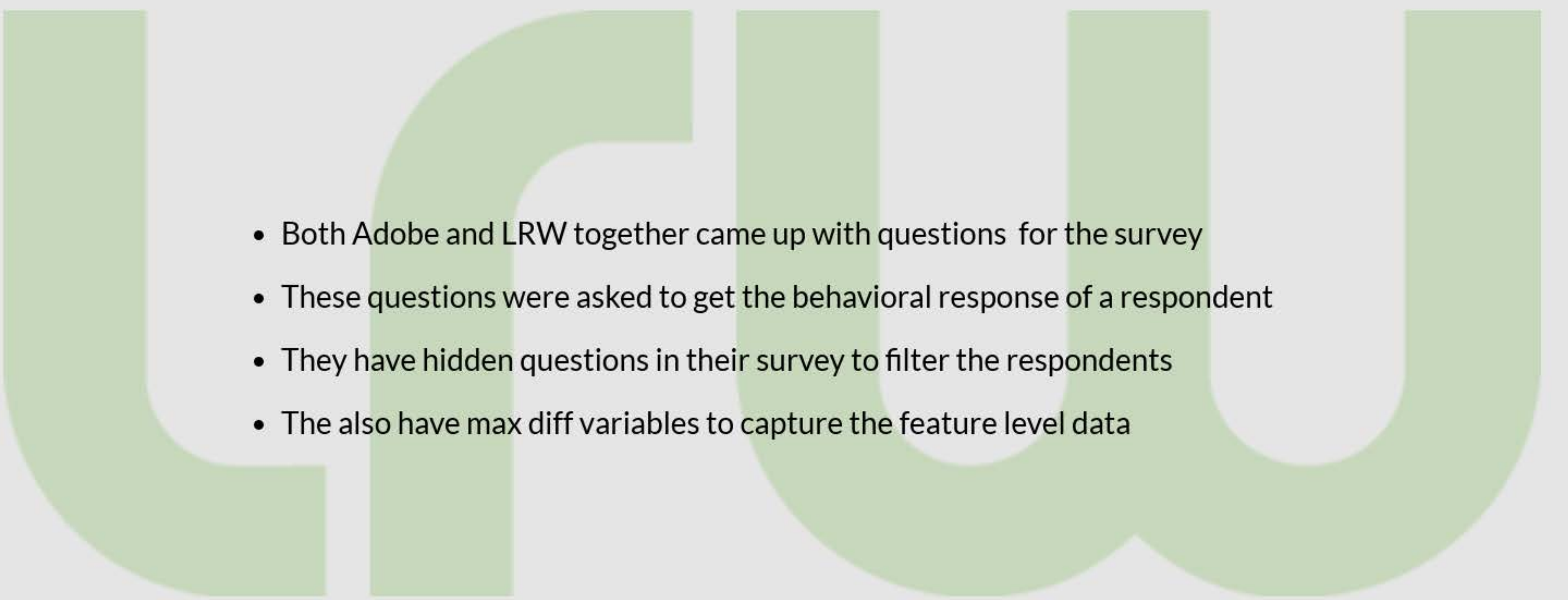
Background



Master List

- Flat file consisting of demographic information of customers and customer preferences were received from Adobe for each country separately.
- We extracted the member_guid and email id of these customers and uploaded the information in Hive
- We faced some issues while uploading the flat files since a few ids cannot be mapped
- There were same ids from two different countries

LRW Questionnaire

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- Both Adobe and LRW together came up with questions for the survey
 - These questions were asked to get the behavioral response of a respondent
 - They have hidden questions in their survey to filter the respondents
 - They also have max diff variables to capture the feature level data

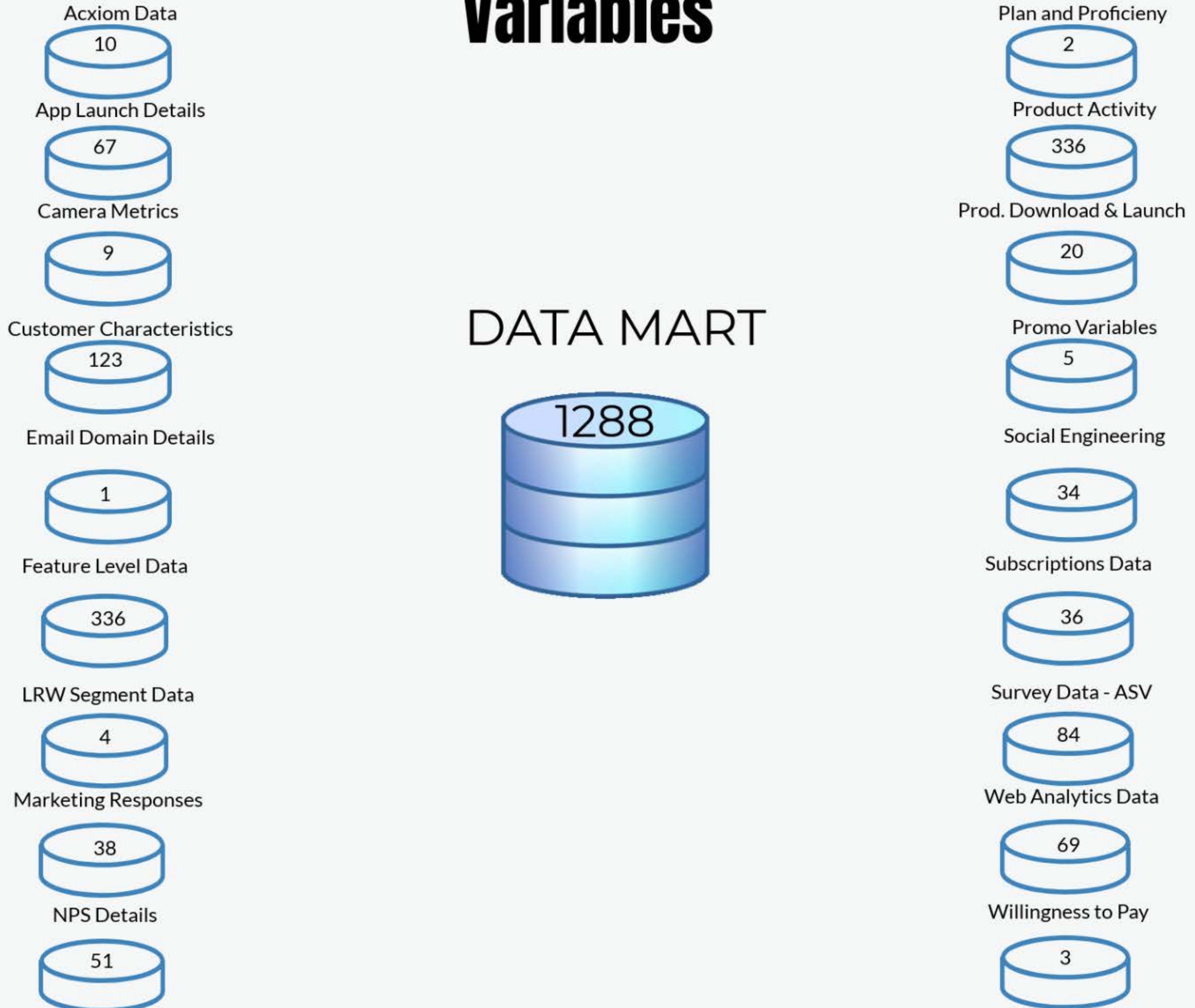
Team Tiger

- Team Tiger headed by Jenny took over the segmentation project from Gireesh Joshi since October mid
- The team helped in validation of the logic used to build the data mart and suggested new variables to be added

Wish List Variables

- In order to add variables from Adobe Database to the datamart, Latentview brainstormed with Adobe to come up with a list of variables that could be added to the datamart.
- The challenges might be that the same metric may be available in more than one table and we have to consider, the resource intensiveness of the data pull and the coverage of the metric in each of the tables considered.
- The metrics added to the datamart should qualitatively distinguish the segments.
- The metrics with string values are done one hot encoding
- The initial wishlist consisted of metrics from seven categories: Customer Demographics, Customer Characteristics, Session level Characteristics, Customer service, Web Analytics Data, Marketing Response and Action level data

Distribution of Data Mart Variables



Final Segments

Creative for pay+Creative Climbers

Fame and Fortune

Utilitarian

Private Hobbyist

Applause Seekers + Engaged Expressive

Our Team

Creating a team consisting of efficient and proactive members to do on-time deliverables for the client and assist the client in helping the project grow at a faster pace.



Niveditha Murali

Manager

Managed and guided the team throughout the project. Helped us overcome several obstacles that we faced.



Tanu George

Onsite Coordinator

Co-ordinated the team from onsite and helped us to understand the business needs



Vivek Sankar

Onsite Coordinator

Co-ordinated the team from onsite and helped us to understand the business needs



Visal Kumar

Team Lead

Guided this team from being an Analyst to a Senior-Analyst and helped the team in delivering actionable insights & accurate decisions



Manikandan K

Analyst

Worked on feature related variables, app launches, download details, Web metrics, NPS metrics and Research data.



Antony Amalraj Morais

Analyst

Worked on Subscriptions data, Acxiom data, Social Engineering Metrics and Financial Metrics

THANK YOU