

Vistaprint : Marketing creativity

Summary	In this codelab, we are showcasing the Marketing mix, Product and other features of the company Vistaprint
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What is Vistaprint?

Vistaprint is an e-commerce platform/business that helps more than 17 million small business owners and individuals to market themselves, provides creative, custom online and physical products and services at an affordable price. The company's online design studio allows customers to easily customize their products including business cards, marketing materials, signage, promotional products, apparel, websites, digital marketing, cards and stationery.

What is the product?

It does not have any tangible product as such, it sells its marketing, designing and creative services for businesses, individuals, organisations etc. As the name suggests, it specializes in customizable prints on Office, Clothing and trending products. Due to COVID and the elections up, the special highlight is the customisable masks and election banners.

The products are categorized into:

- Business Cards
- Clothing and Bags
- Promotional Products
- Design Services
- Websites and Digital Marketing
- Invitations and Stationery
- Labels and Stickers
- Magnets
- Advertising Products
- Office Supplies
- Photo gifts and Wall Art
- Signage & Trade Show Displays

How are they selling it?

They have created an attractive website which highlights all the main products that are trending, banners and promotions to push the products which are in demand and with attractive prints pertaining to the present elections(news) and customization which is highlighted

They have tagged **USA Today** and **Good Housekeeping** magazines as they have endorsed vistaprint products to drive curiosity and trust, also tagged previous customers and their reviews to bolster trust and credibility

Based on the customer feedback, they opened their first Brick-and-Mortar Store in Toronto, Canada known by the name 'Vistaprint Studio'.

How is it priced?

Vistaprint offers a reasonable and cheaper price than Amazon. They are giving customisable masks(their highlighted product), they have bundles of masks for organizations and less price per mask for bulk order.

Their banners are also priced reasonably where basics cost as much as a normal lunch and higher functionality and quality asks for a much higher price, but it is competitive.

Vistaprint has a lot of promotional products at a very great price for organisations, for example if Northeastern had a fest and wanted to get promotional stuff printed, Vistaprint would be a no brainer.

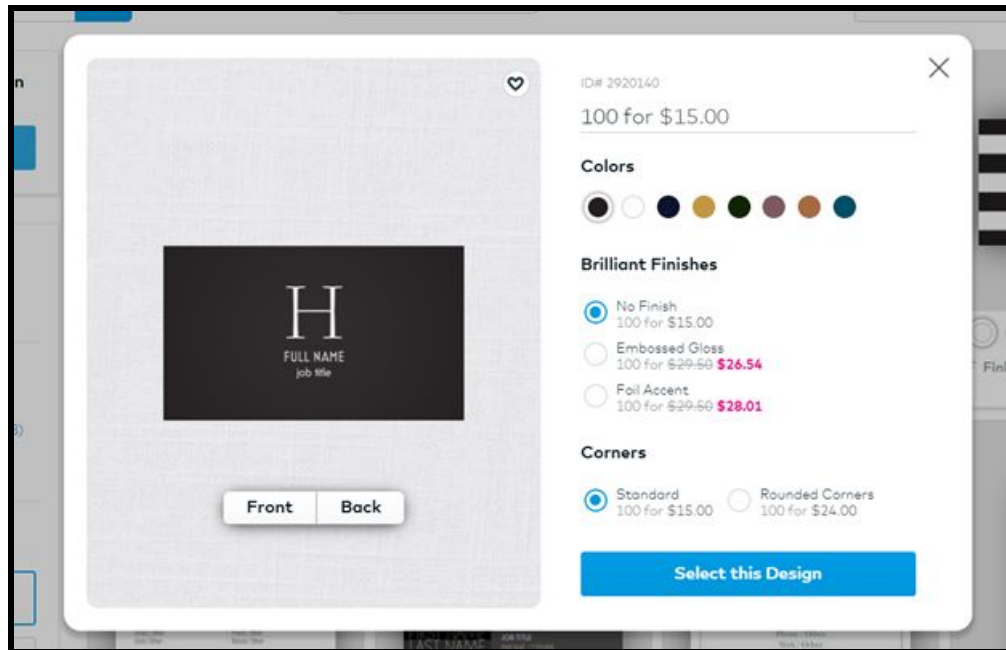
Vistaprint thrives off pre-designed templates. It is called shell scripting. With shell printing, companies have pre-designed templates they decide to print. So, they print thousands of sheets of these templates. With shell printing, it only becomes affordable for customers with a large volume. Because many customers require, say, 500 business cards, it's difficult to shell print such a small quantity. So, Vistaprint has thousands of templates, and runs the templates via shell printing. After the templates are printed, they are put on skids in their warehouse. As orders for these templates come in, the templates are pulled from the skids, and the job is run on a digital press. Digital presses are perfect for small quantity, quick jobs. The digital press prints the customer information. For example, a person's name, logo, phone number, etc. The digital press personalizes the piece.

Comparisons:

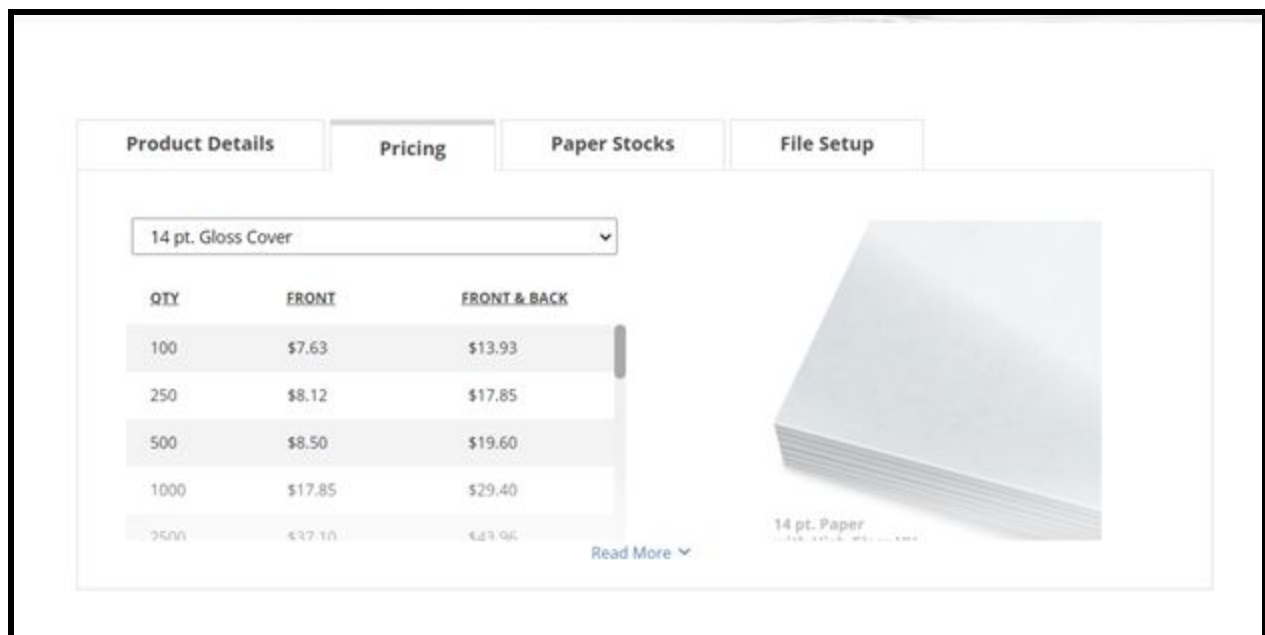
The price of **100 business cards** of Vistaprint is \$15

- a) Gotprint.com - \$7.63
- b) Moo.com - \$39.98

Vistaprint:



Gotprint.com



Moo.com

moo.com/us/business-cards/standard-size


Spot gloss or Raised spot gloss


Choose your quantity


Quantity	Price per card	Pack price
50	\$0.40	\$19.99
100	\$0.40	\$39.98
150	\$0.40	\$59.97
200	\$0.35	\$69.99 \$69.98
400	\$0.30	\$119.00 \$119.00
600	\$0.25	\$150.00 \$150.00
800	\$0.25	\$200.00 \$199.98

Show more quantities

For more pricing info, see our [Shipping and Cost Calculator](#).

 **The MOO promise**
We move heaven and earth so you are happy with your order!

 **Free full-color printing**
Print full color on both sides of your business cards.

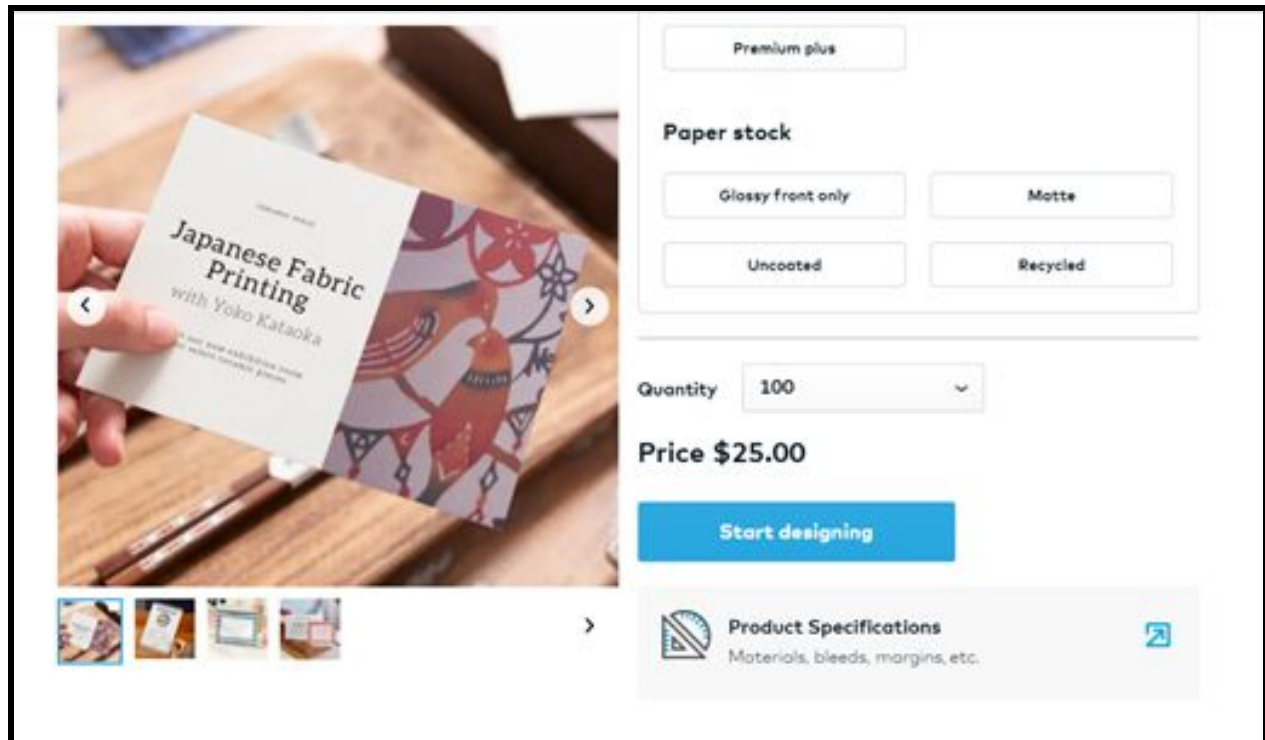
 **Variety at no extra cost**
Print a different design on every card, for FREE.

The price of 100 postcards for Vistaprint: \$25

a) Gotprint.com - \$11.76

b) Moo.com - \$55

Vistaprint.com



The interface shows a product selection process for postcards. On the left, a hand holds a postcard titled "Japanese Fabric Printing with Yoko Kataoka" which features a colorful Japanese pattern. Below the main image are four smaller thumbnail images of different postcard designs. To the right of the image, there are several selection options: "Premium plus" (selected), "Paper stock" (with options "Glossy front only", "Matte", "Uncoated", and "Recycled"), "Quantity" (set to 100), and "Price \$25.00". A blue "Start designing" button is located below the price. At the bottom right, there is a "Product Specifications" section with a ruler icon and the text "Materials, bleeds, margins, etc." and a magnifying glass icon.

Premium plus

Paper stock

Glossy front only

Matte

Uncoated

Recycled

Quantity 100

Price \$25.00

Start designing

Product Specifications
Materials, bleeds, margins, etc.

Moo.com:



The interface shows a pricing table for postcards. On the left, there are three dropdown menus for "Paper" (set to "Original (16-17 pt)"), "Coating" (set to "Coated on the back ..."), and "Foil" (set to "None"). To the right of these menus is a table with three columns: "Quantity", "Price per Postcard", and "Pack Price". The table lists prices for quantities of 25, 50, 100, and 250. The prices for 50, 100, and 250 are crossed out, indicating that the current selection is not applicable to those quantities.

Pricing

Select your paper, get your price.

Paper Original (16-17 pt)

Coating Coated on the back ...

Foil None

Quantity	Price per Postcard	Pack Price
25	\$0.84	\$21.00
50	\$0.74	\$37.00 \$42.00
100	\$0.55	\$55.00 \$64.00
250	\$0.36	\$90.00 \$210.00

Gotprint.com:

The screenshot shows the Gotprint.com website interface for configuring business cards. At the top, there is a navigation bar with categories: All Products, Business Cards, Marketing Materials, Signs & Banners, Invitations & Stationery, Gifts & Décor, Apparel, Industry, and Services. A shopping cart icon is on the right. The main content area features a large image of a business card with a 'View Larger' link below it. To the right of the image are configuration options: Quantity (100), Rounded Corner (None), High Gloss UV Coating (High Gloss UV Coating Front), and Production Time (Regular 2-4 Business Days, Rush Not Available). Below these are expandable sections for Process Type and Estimated Shipping. At the bottom, the Subtotal (excludes shipping) is \$11.76, and there are buttons for 'Upload Front' and 'Online Designer'.

What promotions are they using?

For a digital marketing and advertising brand they have done a great job of posting huge banners for the hottest topics this month/quarter: Masks and election

They have provided an open code for 25% off with a deadline at the end of this month. They have bundles both these news by creating a new category of election masks*

Vistaprint is offering a special promotion for Business Cards by offering free shipment by using the code: FREESHIP

They also show how other customers have used the product and FAQ where customers can get more clear ideas. Vistaprint also provides ideas and advice for some products

UP TO 25% OFF SALE ESSENTIALS CODE: ESSENTIALS Ends Sept.30 [Shop now](#)

Masks that fit your face and your style.

Adjustable Ear Loops | 3 Sizes | Full-Color Custom Printing

[Create your mask](#)

Everything you need for the 2020 election.

[Shop campaign signage](#)



Campaign Yard



Custom Sheet



Political Flyers



Door Hangers

[Free shipping](#) on all business cards. Any quantity. Code: FREESHIP

Business Cards

Papers. Shapes. Finishes. Now you can create a card as unique as you.

100 Starting at \$15.00

Additional fee for printed backsides



What algorithmic marketing services are they using?

They have been using the whole marketing mix by advertising their hot products, giving promotion codes, promoting the election campaign and adding products with it.

They have a search bar for people who want to search for their products and also have lots of labeled categories for customers who like a guided approach to shopping. For most of the products they have recommendations in place for smaller supporting products and accessories Eg: banners with handles/hooks etc

For a banner that feels fresh and now, check out this on-trend selection.



Photo Banners

Turn your favorite memories into photo banners and make your next celebration extra special.



Advertising Banners

Announce in-store promotions, new products and more with advertising banners.



Event Banners

Brand your booth at conferences and trade shows with easy-to-transport, full-color event banners.

Hanging Banners Accessories

These add-ons can help you securely attach vinyl banners to construction fences, tent poles and more.



Nylon Ropes

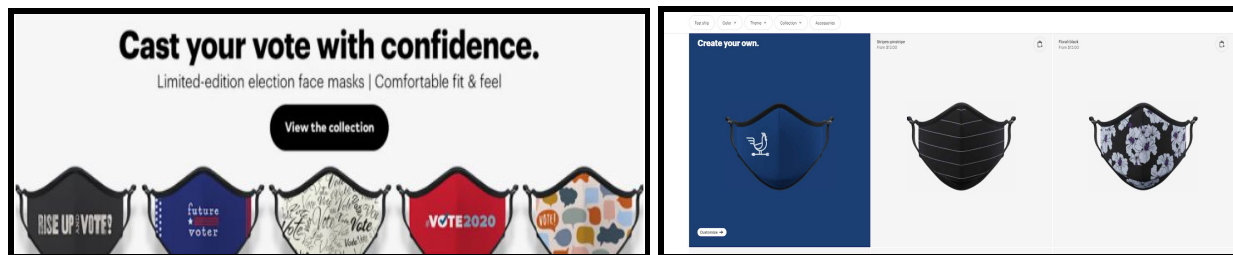


Zip Ties



Adhesive Hangers

Pricing is competitive and the way they have marketed their products make the product look good quality and at a cheaper price, atleast gives such an illusion to the customers. They have used the deep assortment strategy for their main products, for example they have dived deep into the designing and printing of masks in this Covid situation, bundled with the upcoming elections.



What datasets do you think you will need to build these algorithmic services?

- News headline Dataset - I am assuming that they have monthly/quarterly meeting to do some Natural language processing to identify the hype*/ trend/ hot news to advertise/sell products and promotions similar to the news.
- Product Dataset - For inventory and supply chain, to know the trendiest products based on volume of purchases, this will be linked to the transactions data.
- Transaction Dataset - To identify the seasonal trends in purchase and most trending products which sell more.
- Customers Dataset - To identify information of the customers
- Promotions Dataset - To analyze the trends of the promotion and determine if the campaign was successful or not
- Demographics Dataset - To check if the demographics have importance in regards with the sales

a. How frequently will data change?

- The **transaction data** and the **customers data** should change everyday as there will be many transactions taking place
- Product dataset should change whenever there is a change in products
- Demographics data can be updated when there are changes in the demographics
- Promotions data changes only when there are new promotions taking place

b. How would you store these datasets?

As there will be transactions everyday, the data will be very huge. We can store the datasets in data warehouses of cloud based services like Amazon Redshift and Google BigQuery

What technologies and programmatic services is the company using? (Based on job postings)

- Web analytics : Adobe and google analytics
- Programming : Python, R scala
- Query : SQL, NoSQL
- Data management : Alation, Collibra or BigID
- Business Intelligence : Microsoft BI tools, Qlikview, Tableau, Snowflake, Looker

How is the company tracking visitors?

Since they are asking from knowledge in Adobe and Google analytics, they may also use location demographics tracking. Since there are openings for Adobe and Google Analytics, they might use these 2 technologies to track the customers.

Google Analytics is implemented with **page tags**, also called Google Analytics Tracking Code, which is a snippet of javascript code which is added to every page of the website by the owner. When a client browses the page, the tracking code runs in the client browser and collects visitor information to Google data collection server as a part of a request for a web beacon.