



"It was important for us at CanvasChamp to ensure that we spread joy for our consumers through gifting and maintain the scale even during the times of pandemic. One simple gesture of leveraging search advertising has enabled us to grab the attention of audiences and continue to spread happiness throughout, and all over Canada, USA, and Australia".

- Anand Mistry (HOD) & Pathik Panchal, SEM Competency Manager, CanvasChamp



**VIEW THE
CUSTOMER STORY**

228%
annual growth of ROI
from 2020 to 2021



Scaling higher revenues with
a minimized spend (of the total
allocated spends)

60%



A brand that drives innovation

With over Millions of loyal customers and over 40 million product deliveries, [CanvasChamp](#) is a modern online printing solutions company that delivers customized prints and photo gifts to all corners of the world. Started with a vision of helping people share their life's joy, CanvasChamp's focus on product quality and affordability makes it the customer's favorite brand.

Reaching the right audiences on Microsoft Audience Network

To tap into high intent audiences, CanvasChamp leveraged [Microsoft Audience Network](#) that naturally delves into consumers' experiences on premium sites like MSN, Outlook.com, and Microsoft Edge, as well as other partner sites outside of search. By strategically targeting these audiences with the right messaging, the brand could pool in higher quality leads at scale.

Delivering value with Smart Shopping Campaigns

By leveraging [Smart Shopping Campaigns](#) with Microsoft's artificial intelligence technology that uses the right combination of automated bidding, intuitive shopping ads, and advanced targeting capabilities to reach the audiences who are likely to convert at higher revenue values, CanvasChamp could create personalized shopping experiences to the audiences while maximizing the conversion value by 60%*.

Transformative results

With a predicted growth of 1.3X ROI, the brand consistently delivered a minimum of 1.6X growth, while the last quarter of the year 2020 has seen a whopping 3X increase in ROI. There has been a tremendous annual growth of 228% in ROI from the year 2020 to 2021. The best part of the campaign lies not just in scaling higher revenues, but by scaling them with a minimized spend of 60% of the total allocated spends.

Source: Canvas Champ Internal Data, 2020

Microsoft Advertising. Intelligent Connections.