

# SHUTTERFLY: GIFTING MADE EASY

## THE CHALLENGE

Shutterfly was looking to increase app downloads and drive usage among students. Once students realized how easy and affordable it was to use Shutterfly, their loyalty would follow.

## THE IDEA

Shutterfly offered unlimited free photo prints and a \$20 coupon towards customized items and greeting cards when students downloaded their app.

To appeal to this demographic, the messaging such as “Go ahead and print to your heart’s content” and “Take a moment to remember and make a gift they won’t forget” emphasized the social aspect of Shutterfly’s products. We distributed 3MM dedicated emails to students nationwide and placed collateral in 500K bookstore order boxes.

The campaign spanned summer months and Back-to-School moments and at the same time started the conversation about the holidays.

## THE IMPACT

**3MM**

Emails Sent

**40.86%**

Open Rate

**5.94%**

Click-Through-Rate

Barnes & Noble College is the only college marketing platform that provides direct on-campus access to 11 million college students PLUS in-depth insights into their shopping and brand preferences, attitudes, and purchase intentions.

Connect with a college marketing expert by emailing [partnerships@bncollege.com](mailto:partnerships@bncollege.com)