



How Puma achieved
**231% uplift in lead
submission rate**
with onsite
**gamification &
engagement
strategies**





Ease of use, result oriented, and fast execution

Competing with marketing places can be difficult as the size of traffic is much lower, but we wanted to focus on motivating users to make purchases from the Puma site instead of marketplaces. Insider's social proof and gamification templates worked amazingly well at driving conversions and helping us improve our lead-gen efforts.

Vasiliy Mishin

Head of eCommerce Southeast Asia

Puma Malaysia



About PUMA

Puma is one of the world's leading sports brands, so it's only natural that they want to stand above the competition. To achieve that, the Puma brand is based on the very values that make an outstanding athlete, including integrity, perseverance, and pursuit of excellence.

Puma SE, branded as Puma, is a German multinational corporation that designs and manufactures athletic and casual footwear, apparel, and accessories. Founded in 1948 by Rudolf Dassler and headquartered in Herzogenaurach, Bavaria, Germany, it's the third largest sportswear manufacturer in the world.

Founded in: 1948

Numbers of stores: 32

Operates in: Malaysia & Singapore

Number of employees: 14,300+ worldwide



Executive Summary

Puma in Malaysia was just over a year old when they started using Insider. The brand was looking for a technology partner to help them optimize their website – with a focus on customer acquisition, it was imperative for Puma to improve the onsite experience for customers. Puma also had high expectations to improve onsite ROI. Their marketing team was low on manpower, so they looked to Insider’s technology to assist in bridging the gap.

Puma found the support and strategic inputs from Insider in creating campaigns very helpful, and they welcomed Insider’s hands-on approach. Insider’s platform is also quick to learn and easy to use. Being short-staffed in their marketing department, Puma found Insider to be ideal in helping them achieve their goals.

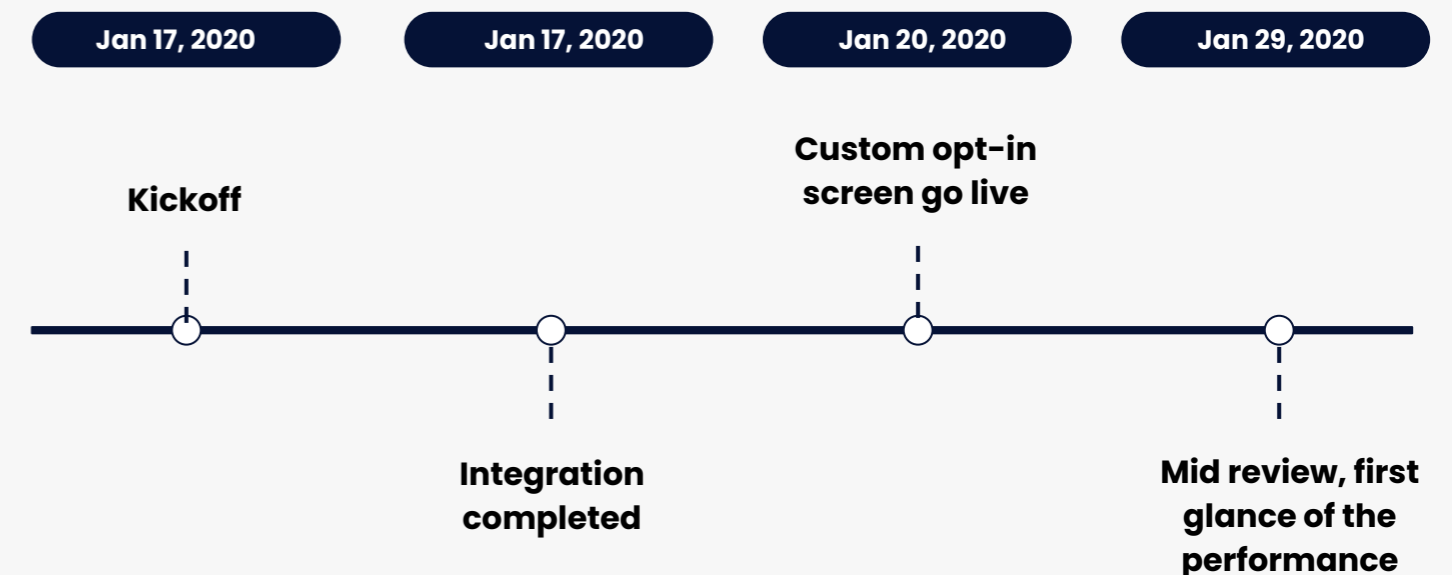
Among other services they were using, Puma’s tech stack included the following–

- Salesforce
- Capillary

Journey with Insider

Insider was with Puma every step of the way providing strategic inputs to arrive at a solution package that best suited Puma’s needs. The journey can be summed up as:

Tag Implementation - 1 hour - 1 day after the Kickoff Meeting



Increasing ROI since July 2020: **7.9x**; November 2020: **12.4x**

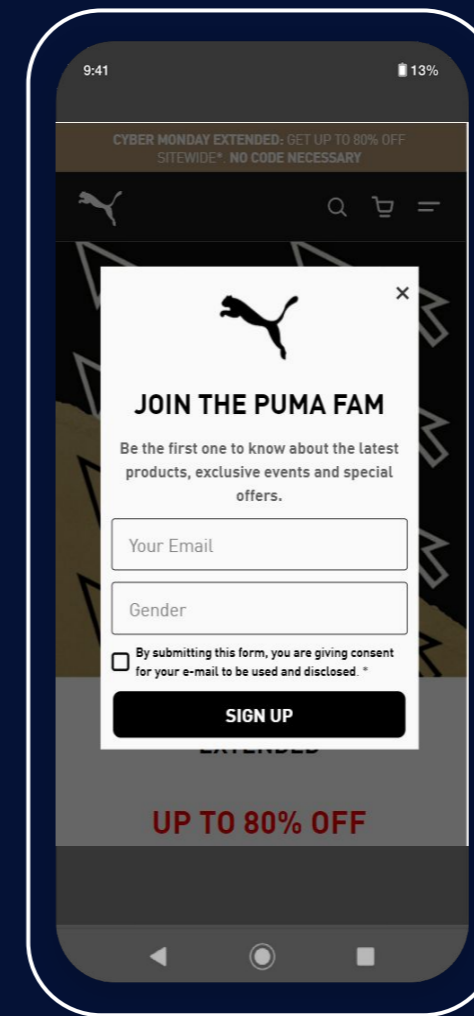


Tackling low lead collection using gamified overlay templates for improved engagement

Puma reached a situation of extremely low lead collection and low rates for converting users to leads/customers despite providing incentives (discounts). Puma was using standard lead-generation templates with poor results and wanted an alternative that would help drive lead collection effectively.

The team at Insider recommended implementing gamification templates on the website to tackle this challenge. In this instance, a [spin-the-wheel](#) overlay was implemented providing an interactive experience where users would win a discount coupon that would be emailed to them after they filled in their details.

Puma observed a **231% uplift in lead submission rate** and an increase in **coupon code usage**. Puma realized a **163% uplift in coupon code usage**.



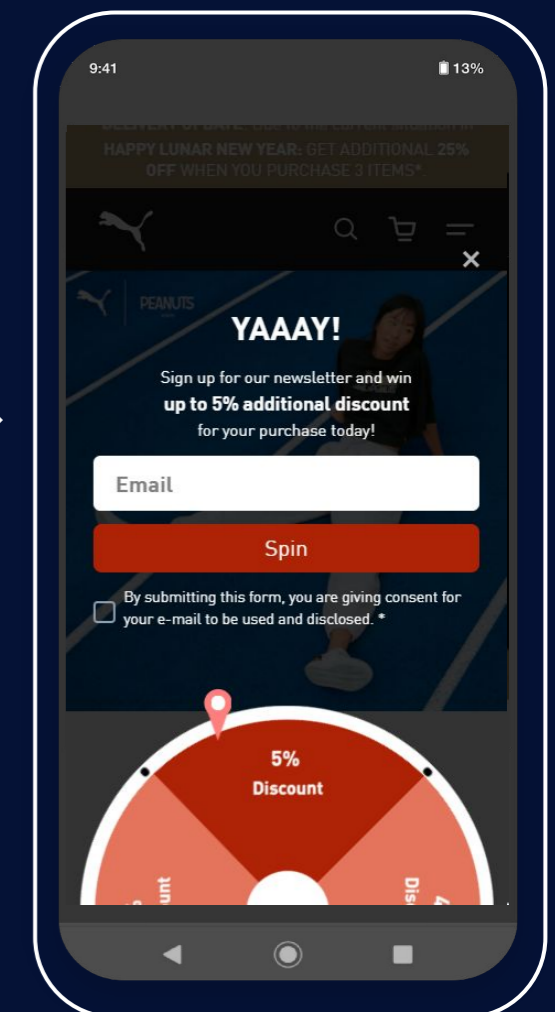
← Conventional lead collection form



Email Lead Collection
15,248



Submission Rate
4.5%



Gamified lead collection form →



Email Lead Collection
25,518



Submission Rate
14.9%

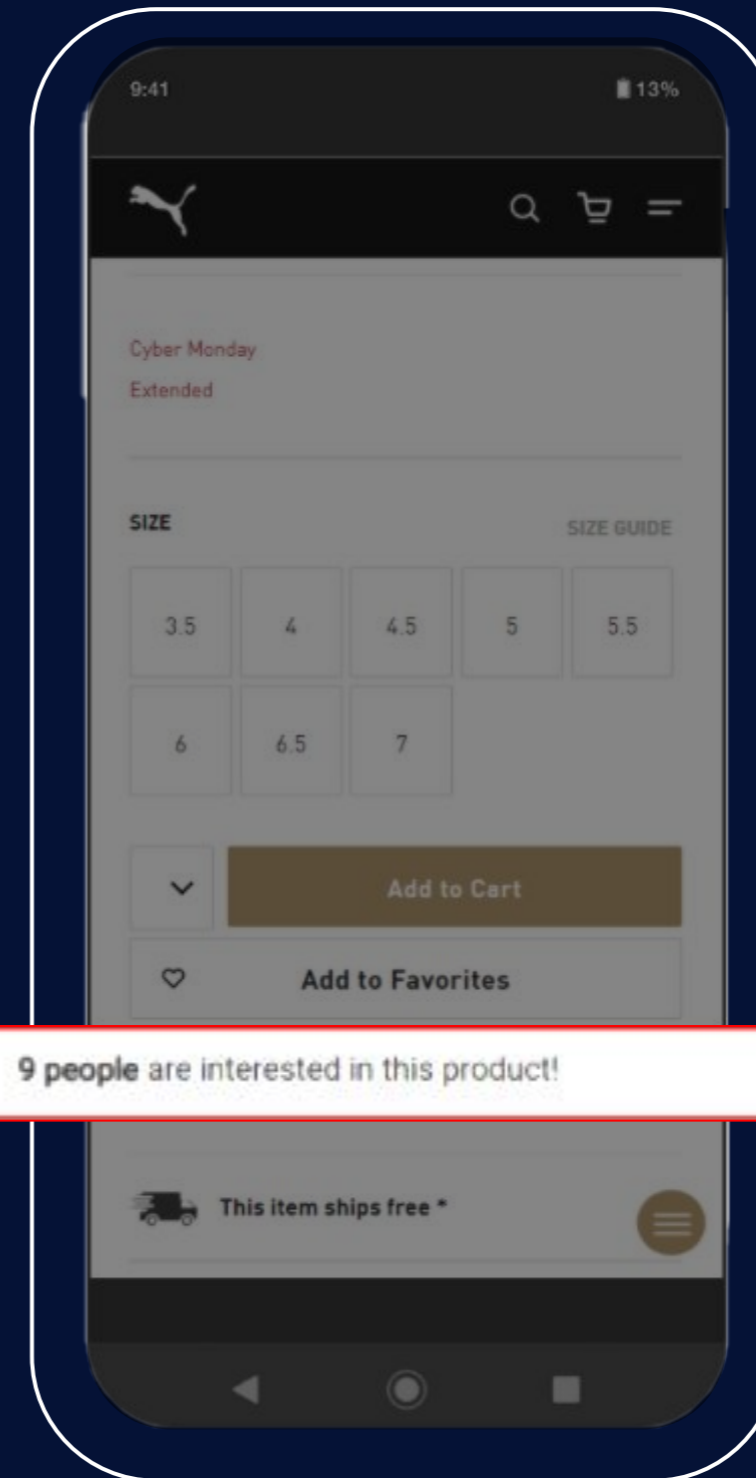


Engaging customers through Social Proof messaging

With a desire to inspire customers to purchase directly from the website, Puma wanted to focus their efforts on driving direct traffic to the website and encouraging customers to make their purchase there rather than from external marketplaces.

The account managers at Insider, having understood the objective, recommended the use of Social Proof on the website to improve confidence among visitors. The Social Proof messages would create a fear-of-missing-out by showing info on other shoppers who have made purchases from Puma's website; additionally, showing how many items are remaining could help speed up the decision-making process .

Puma observed a **10.23% uplift in conversion rate** from this social proof campaign as well as an **AOV uplift of 5.53%**.



6.52% In
conversion
rate

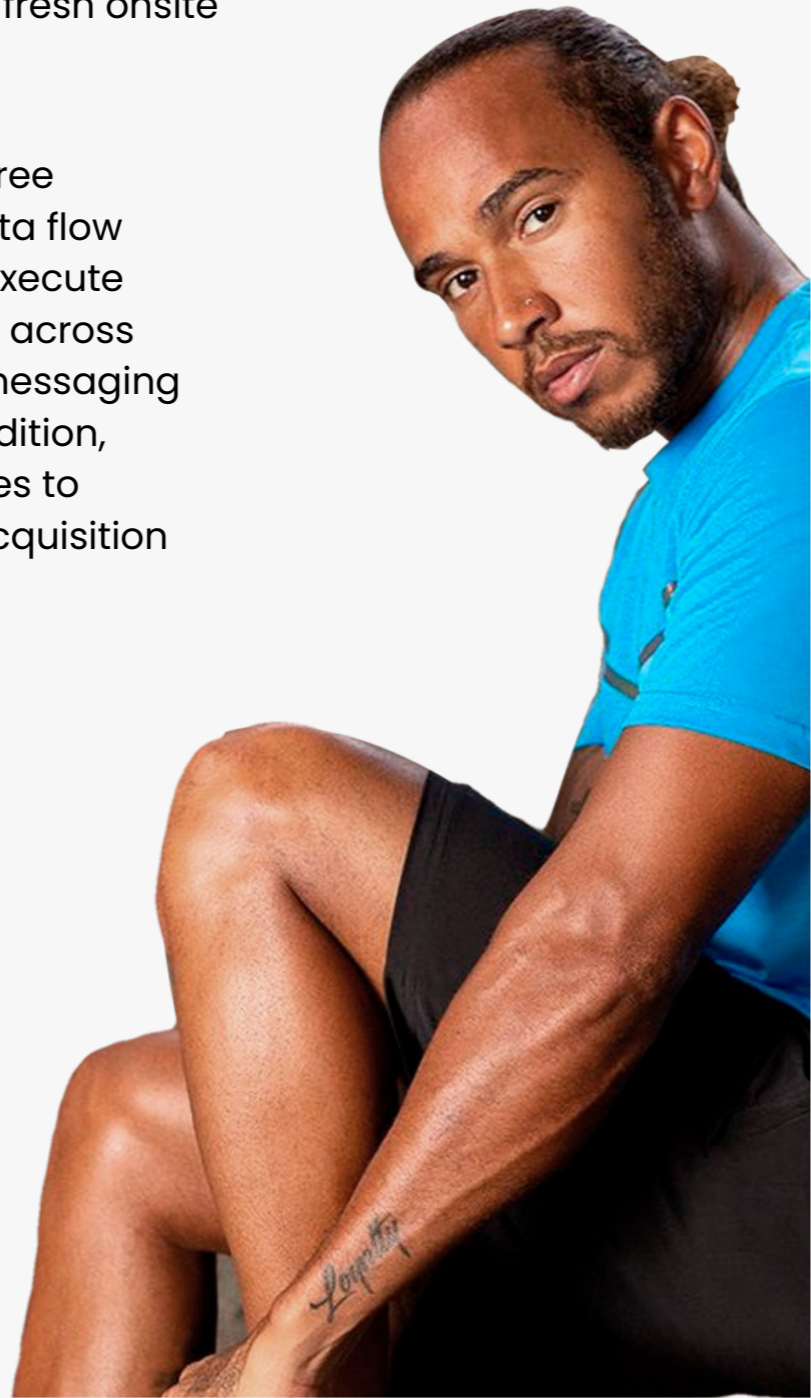


Looking ahead

Puma will look into evaluating Insider's Email suite combined with Architect — the journey orchestration tool — to build personalized customer journeys across multiple touchpoints, including onsite, web push and Email engagement. Puma will also look to enhance the existing CDP (Customer Data Platform) with Insider to connect online and offline customer data for a unified customer experience. They will also explore InStory and Insider's recommendation to deliver fresh onsite experiences to customers.

This highly effective integration of three powerful channels with real-time data flow between them will enable Puma to execute individualized customer experiences across channels and also deliver relevant messaging to unique customer segments. In addition, PUMA will also leverage these features to enhance the effectiveness of their acquisition channels.

Puma will continue using and optimizing the existing products, primarily around Product Page Vouchers — to A/B test the effectiveness of different coupon sizes and and measure the impact of highly targeted vouchers for users who spend above average time on a product page in a bid to convert them.



About Insider

Insider Growth Management Platform (GMP) helps digital marketers drive growth across the funnel, from Acquisition to Activation, Retention, and Revenue. Leveraging real-time predictive segmentation powered by Artificial Intelligence, Growth Management Platform empowers marketers to deliver personalized journeys across the web, mobile web, mobile apps, and ad channels. Built on a unified data layer, GMP is easy to implement and simple to use, avoiding the need for complex integrations and dependency on IT teams. Insider simplifies the life of digital marketers and helps them drive growth for their brands, with zero marketing waste.

Insider is a technology company with offices in London, Paris, Singapore, Tokyo, Hong Kong, Seoul, Sydney, Helsinki, Barcelona, Dubai, Moscow, Warsaw, Taipei, Jakarta, Manila, Wellington, Istanbul, Kiev, Ho Chi Minh City, Bangkok, Brussels, Amsterdam, Luxemburg, Ankara, and Kuala Lumpur. Insider has been recognized as a Leader in the G2 Grid® for Mobile Marketing for 14 consecutive quarters. Insider Growth Management Platform is firmly positioned in Gartner's Magic Quadrant for Multichannel Marketing Hubs 2020.

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