



How PUMA Europe Increased Revenue and Grew Their Database by 50% Within 6 Months of Adoption

Scaling email execution using new CRM strategies, PUMA Europe drove:

+5x

Revenue from email

+50%

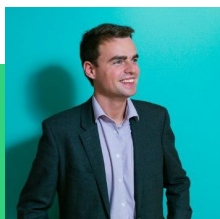
Database growth in 6 months

+25%

Open rates

+10x

Weekly subscribers



“

We're obviously A/B testing regularly and testing different functions, which means we can measure that incremental revenue. But also we've seen some really good results from an engagement rate perspective as well... And I think what we're proving is that when you get to know your customers and you're sending them more personalized things that they want to see, it just helps everything — **we see revenue grow, engagement rates grow, better traffic, just a better overall customer experience.**”

David Witts, CRM Manager, PUMA

The Business

Headquartered in Bavaria, Germany, PUMA was founded in 1948, and is one of the largest sportswear manufacturers in the world. Operating in many countries and languages, PUMA Europe saw huge potential in their loyal customer base and wanted to scale their omnichannel strategies, focusing on email in particular.

The Outcome

- Triple-digit growth in YoY email revenue in 6 months.
- 5X increase in revenue from email.
- Increase email open rates to 20-25% without increasing unsubscribes.
- 10X increase in weekly subscribers.
- 5-10% increase in open rates by implementing Send Time Optimization.
- 50% growth of the CRM database in 6 months using Web Channel.
- Identify and segment customers that are highly engaged, highly motivated and most likely to buy in the next two or three months.

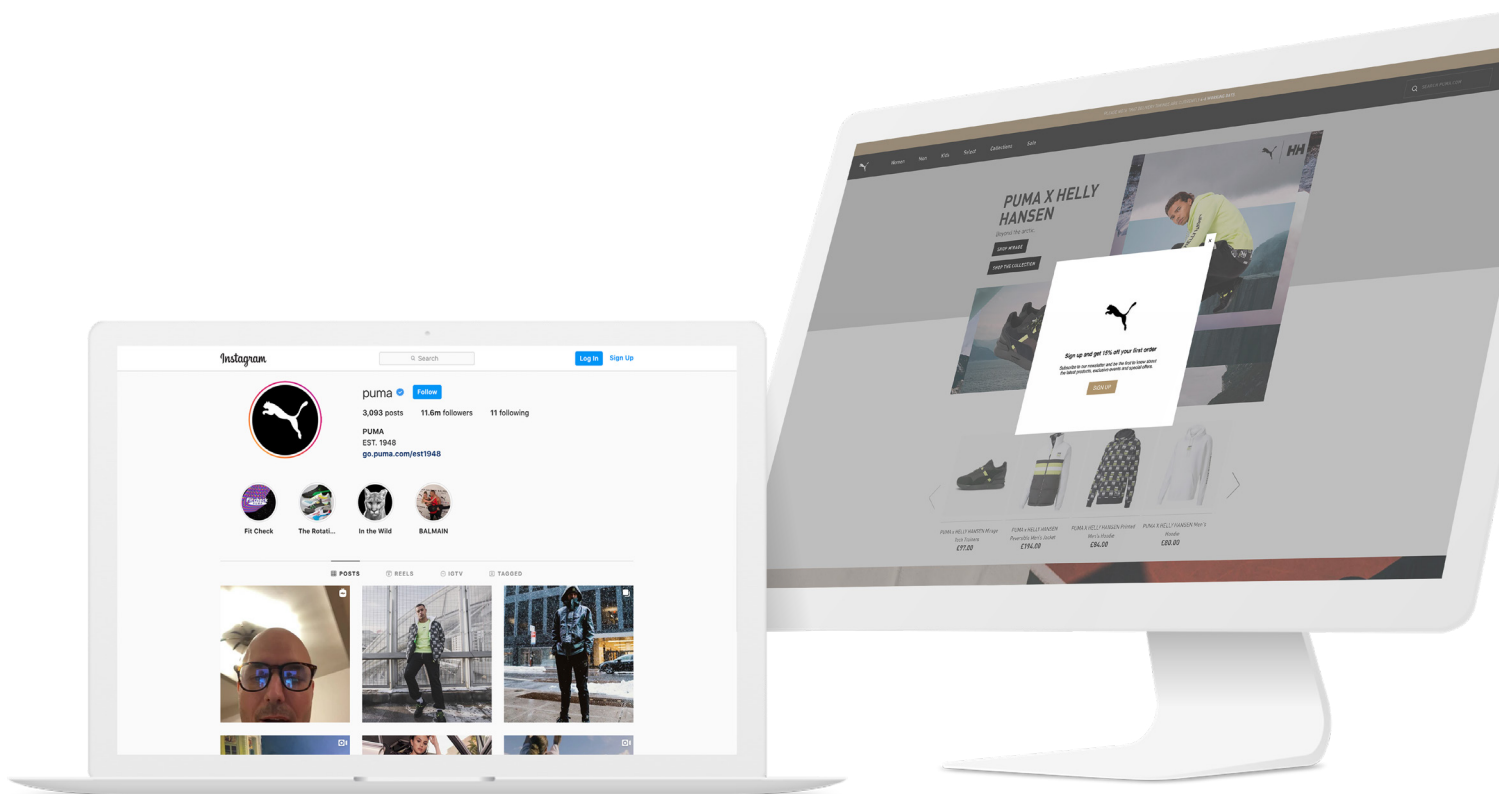
The Challenge

The PUMA brand has a loyal customer base with everyone from “sneaker freaks” to holiday shoppers, and, especially with the shift to digital last year, a whole host of new digital customers.

With CRM strategy in its infancy, and the complexity of serving customers in multiple segments across numerous countries in a variety of languages — and with a lean team — PUMA Europe faced a number of challenges.

They needed a solution that would cut through this complexity, activate these audiences and deliver increased revenues during the pandemic (and beyond) when store closures across Europe were at their peak.

Their 3-pillar strategy of delivering the right message, to the right person, at the right time needed to be realized quickly to maximize the e-commerce opportunity and delight their customers with personalized experiences — that they come to expect from a brand like PUMA.



The Solution

Within 6 months, PUMA Europe simultaneously grew email revenue by triple digits YoY and increased email engagement (driving up their newsletter audience nearly 50%). With Emarsys' customer engagement platform, the brand scaled marketing and CRM operations to identify and target high-value segments and grow the CRM database.

- PUMA Europe implemented Smart Insights analytics to significantly improve personalized targeting. By knowing which customers are the most engaged, PUMA Europe unlocks the revenue potential of those customers while increasing engagement and open rates.
- The brand identifies highly engaged segments likely to purchase in the next 2-3 months and sends relevant content and recommendations, while also reducing the frequency of sends to less engaged segments.
- The PUMA Europe CRM team works very closely with the Emarsys customer experience team – an extended partner of PUMA's CRM team – on various objectives from strategic initiatives to the day-to-day builds.
- PUMA and Emarsys built the templates and the underlying logic that allows block targeting and automation to work seamlessly in the background, always displaying the subject line in the right language, the product in the right currency for the customer's location, and the correct promotions for where the customer is.
- With a streamlined workflow built on fast-populating templates, PUMA Europe quickly scaled their email sends across all their markets, building each campaign only once.
- Customer lifecycle analysis allows PUMA Europe to identify engaged segments and talk to the right person.
- By deploying targeted product recommendations, the brand now dynamically delivers the right message to each customer.
- The marketing team engages customers at the right time using Send Time Optimization with open rates increasing 5-10%.
- With the email capture tool Web Channel, PUMA Europe grew their newsletter audience from 1K new subscriptions per week to 10K a week, increasing their audience by nearly 50% in 6 months.
- Leveraging customer lifecycle insights, PUMA Europe continues to improve their customer identification capabilities to match up in-store with online data.

