

SUCCESS STORY

PUMA achieves +500% YoY growth in online sales across Europe with automation and a new Shopping campaigns structure

526%

Increase in revenue from Shopping campaigns YoY

134%

Increase in ROAS from Shopping campaigns YoY



The challenge

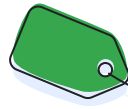
One of PUMA's key marketing objectives in Europe was to grow its online sales whilst increasing its Shopping campaigns' performance. When PUMA started partnering with the Google Shopping team in March 2020, both teams understood the great potential of eCommerce across Europe. According to Tsuki Schmidt, Senior Manager Performance Marketing eCommerce Europe, while PUMA was interested in scaling online sales with Shopping campaigns, it saw an opportunity to improve the previous Shopping campaigns' structure, as campaigns were split too granularly across products. The bid strategy also needed to be optimised to maximise ROAS (return on ad spend) and sales.

“The digital transformation to fulfill PUMA's Connected Brand Strategy is key to the growth and success of the brand. Consumers have shifted towards online shopping and we are strategically partnering with the best digital tools to help consumers choose the right product for their needs. Shopping ads are an essential element for PUMA to reach consumers in the purchase journey and guide them through the final purchase decisions.”

KEN KRALICK, GLOBAL DIRECTOR
ECOMMERCE

The approach

Working together with the Google Shopping Team, PUMA established a new Shopping campaigns structure which integrated an automated Target ROAS bidding strategy. An important element for success was the alignment of targets and goals in strategic meetings, agreed by PUMA and closely monitored and implemented together with their marketing agency. The teams defined an ideal Shopping campaigns structure, moving away from a large number of campaigns to just four. This simplified approach ensured that products were split optimally at Ad group level, helping to consolidate data points while maintaining control over performance. Additionally, by using Smart Bidding, PUMA's Shopping campaigns could adjust automatically during the unprecedented business landscape in 2020.



The results

By changing its Shopping campaigns' strategy with a focus on Smart Bidding, PUMA was able to increase revenue across Europe whilst improving ROAS. As a result, PUMA was able to increase its revenue from Shopping campaigns by 526%, and improve its ROAS by 134% (in Q3 2020 vs. Q3 2019).



Looking forward

PUMA plans to continue partnering with the Google Shopping Team to further expand its eCommerce business in Europe, where Shopping campaigns will continue to be one of its most relevant sources of online traffic and sales. By adopting Shopping campaign best practices and optimisation advice, as well as automation in Smart Shopping campaigns, it will continue to show customers the right products at the right time, as well as continue its expansion into new markets.

About PUMA

PUMA is a multinational corporation that designs and manufactures athletic and casual footwear, apparel and accessories. Headquartered in Herzogenaurach, Germany, PUMA is the third largest sportswear manufacturer in the world, distributing its products through wholesale, retail and eCommerce channels.

What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service.

A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.

