



PUMA Kicks Up Order Rate 7% with Insights from Google Analytics and Viget

About PUMA

- www.puma.com
- Sports-related footwear, apparel, and accessories
- PUMA has been a leading international sport-lifestyle company for over 60 years

Goals

- Gain insights into content and product popularity to drive strategy
- Understand which content is engaging customers and contributing to sales within each region
- Improve conversion and customer experience online by optimizing the web site

Approach

- Employ traffic segmentation using filters to analyze individual products
- Collect customized data to analyze the effect of web site changes on goals and micro-conversions
- Use advanced segmentation to measure key content and interactions within each region

Results

- Order rate increased 7.1%
- Visitors spent twice as long on the site interacting with PUMA brand content
- Key regions saw nearly 50% growth in engagement and visits

On the hunt for a competitive edge

Millions of people around the world love PUMA shoes because they're lightweight, responsive, flexible, and fast. PUMA required the same traits from its web analytics platform.

PUMA's online presence functions as a branding tool and e-commerce gateway. Its web site needed to fully showcase the breadth of its brand categories, plus display content and products in an international – yet regionally-tailored – way. With Viget, a Google Analytics Certified Partner, PUMA redesigned its web site and centralized the performance of its web measurement with Google Analytics.

Keeping up with a fast pace

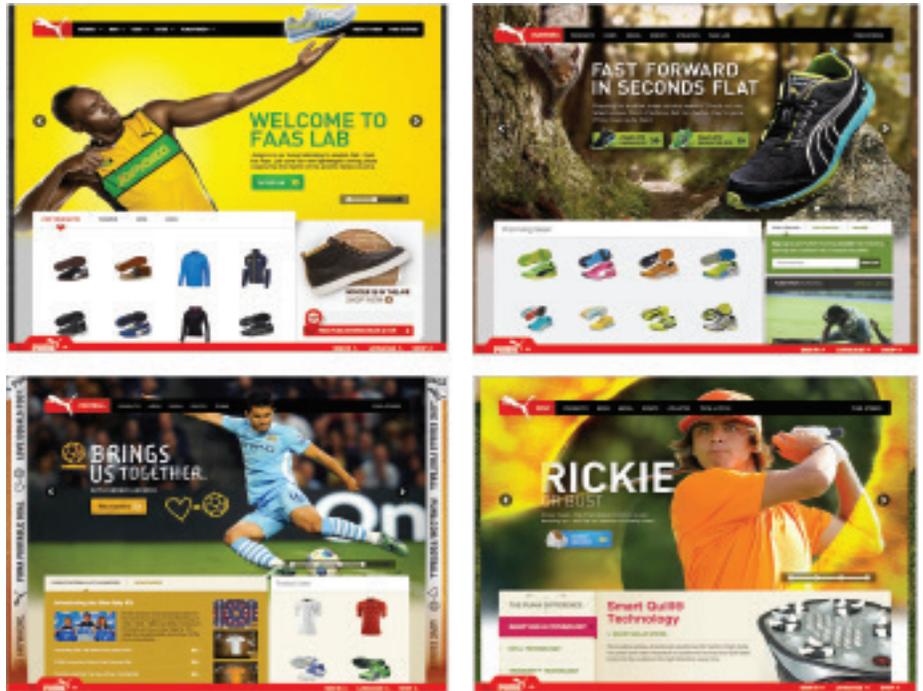
PUMA.com is a rich, dynamic web site; but, just as PUMA constantly improves its products, it also believes in making site changes that help visitors easily achieve their goals. Additionally, PUMA products can be found in every corner of the world, so it was important to make and analyze changes that increase sales and engagement within key geographic regions.

Just as important to PUMA was that each product category – such as PUMA Running, Golf, and Football – had a distinctive look and feel on PUMA.com, while still remaining connected as a unified web site. PUMA needed to compare performance within each category in isolation, as well as understand visitor behavior during their entire PUMA experience.



About Viget Labs

- www.viget.com
- Locations: Washington, DC; Durham, NC; Boulder, CO
- Viget builds digital products for both ambitious startups and innovative brands. Founded in 1999, our team of 50+ collaborate to make the best of an interactive agency, UX consultancy, software development shop, and marketing/analytics firm.



Homepage (top left) and product category pages for Running, Golf, and Football

Google Analytics: A perfect fit

These challenges were addressed with the expertise of Viget's analytics team and the flexibility of the Google Analytics platform.

While performing web site tests, PUMA used Custom Variables in Google Analytics to segment visitors based on which test variation they saw. This allowed PUMA to compare how each test variation affected visitor ability to complete a variety of goals and the micro-conversions along the way.

PUMA used profiles and custom filters in Google Analytics to create a holistic view of all of PUMA.com and a separate, targeted view of each PUMA category site. It also used advanced features such as Event Tracking to measure interactions with dynamic page elements and Advanced Segments to isolate visitors from each region.

"It's great being able to make on-the-fly calculations with Advanced Segments," said Jay Basnight, PUMA's Head of Digital Strategy. "They let us get fast answers to almost any question that comes up."

Staying ahead of the pack

While testing its web site header, it found a variation that increased online orders by 7.1%. Combined with other data-driven changes based on insights from Google Analytics, it has more than doubled the amount of time visitors spend interacting with PUMA brand content, such as news, videos, and photos. Additionally, PUMA has optimized the experience for international visitors, resulting in 47% more traffic from growing regions such as China and India.

"Google Analytics lets us help our customers. We've seen some spectacular results working with Viget, and we're thrilled with GA as a tool. For every decision we've faced, GA's been there to answer the call."

- Jay Basnight, Head of Digital Strategy, PUMA

Working with Viget and Google Analytics, PUMA has gained a detailed understanding of visitor behavior, enabling it to optimize its entire web site experience. For a global company that earned billions in revenue last year, these changes mean considerable gains.

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.

