



## PUMA

PUMA starts in sport and ends in fashion. As one of the world's leading sport-lifestyle companies, PUMA designs and develops active footwear, apparel and accessories. Its labels include categories such as football, running, motorsports, golf and sailing. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. Founded in 1948, PUMA distributes its products in more than 120 countries and employs more than 9,500 people worldwide.



### The Challenge

PUMA.com was initially launched in 2000. Today, it brings together product lines from soccer, running, fitness, motorsport, golf, tennis, sailing and more. In 2007, the company experienced many changes including a new team, new website and new business model.

In addition to the organizational changes, PUMA's greatest challenge and opportunity was its complexity. On one side of the field, PUMA held a diverse merchandising mix, with aggressive plans to expand. Flanking that was a highly fragmented customer base. This labor intensive and expensive process made it difficult for PUMA to efficiently leverage its marketing strategies. Their team was challenged to manually merchandise thousands of products in their catalog and create recommendations aimed at individual consumers with highly diverse interests.

One of PUMA's key objectives following this period of change was to drive incremental sales and effectively manage its complexity without increasing labor costs. The company was positioning itself for high growth and sought strategic business alliances that could quickly help PUMA cross its goal line.

### The Solution

In Early 2008, PUMA selected Certona to address this challenge with real-time personalized product recommendations. PUMA chose a phased implementation starting with Europe in May 2008, followed by North America in January 2009.

Working in partnership with PUMA, Certona tagged their site for real-time behavioral profiling, uploaded the PUMA product catalog feed and identified the best locations for recommendation boxes. PUMA's ecommerce and online merchandising teams led this effort and successfully kicked off a new site design that enabled the presentation of different types of targeted recommendations across their product detail and shopping cart pages.

The company began its entry into automated recommendations with a 120-day A/B test. They sent 50% of site traffic to Certona's recommendation engine and the remaining 50% through PUMA's in-house recommendations.

### Measurable Results

During the first 120-days of testing on product detail and shopping cart pages, Certona recommendations outperformed PUMA's site merchandiser in all categories of order metrics including:

Percent responding	91% higher
Conversion rate	48% higher
Percent demand from responders	184% higher

In addition to the initial test period, PUMA later chose to run another A/B test to compare Certona personalized recommendations vs. non-responders, visitors who do not click on any recommendation during their session but do make a purchase. Again, Certona recommendations outperformed non-responders in all order metrics including:

Revenue per visit	69% higher
Conversion rate	21% higher
Items per order	72% higher
Average order value	40% higher

Through its partnership with Certona, PUMA was able to achieve its growth goal without increasing labor costs.



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