

# CASE STUDY



## PUMA Increases ROAS & Conversion Value by 35%



### Channel



Social Media Advertising

### Industry



Sportswear

### Target/Goal



Increase Conversion Clarity & Upper-Funnel

## The Situation

World-leading sports brand, PUMA, has been innovating sports clothing, footwear, apparel, and accessories since 1948. Headquartered in Germany, the brand starts in sports and ends in fashion. PUMA demonstrates their strength in brand identity through **featured collaborations with renowned designer labels and numerous celebrity influencers acting as brand ambassadors.**

As a brand that invests heavily in awareness across a number of different accounts, there was a **lack of conversion-focused accountability on the paid social side of business** (specifically Facebook and Instagram), something PUMA was looking to drive direct sales from.

## Opportunity Identified

While PUMA recognized the importance of top-of-funnel brand awareness campaigns, they lacked measurement tools to help clarify the actual impact these campaigns were having on conversions. **This lack of conversion clarity is a common theme for brands who invest in multiple channels and have customers accessing their advertising on multiple devices.** So, in early 2019, PUMA turned to their partners at ROI Revolution for a solution.

### Did You Know?

*According to Facebook Internal cross-publisher data, 37% of conversions are still missed when using cookie-based data.*

## Our Expertise in Action

In April 2019, the team at ROI Revolution implemented the Facebook Attribution tool in PUMA's ad account to better understand the impact of their upper-funnel campaigns. The team knew a lot could be gained from understanding cross-device conversions, something that is often impossible to track in Google Analytics.

### What is the Facebook Attribution tool?

*This advertising measurement tool tracks where traffic (both paid and organic) is coming from and how it leads to a purchase. It offers the option to tag specific ads, even with impressions, and assigns conversion credit to marketing touchpoints along the consumer journey, on and off Facebook.*

## Results



# 13%

Total Purchases  
from Facebook Ads



Significant ROAS  
Increase



# 35%

Conversion Value  
Increase



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## Our Expertise (Continued)

With reporting tied to Facebook users instead of device-specific cookies, Facebook Attribution provided a lens into not only cross-channel campaign success, but across devices as well. **Facebook Attribution can additionally track views on multiple channels, something not available through Google.** After analyzing a number of models with Facebook Attribution, the ROI team was able to look at first-touch, last-touch, and all the touchpoints in between. This allowed the brand to clearly understand what was truly driving business outcomes and finally provided a complete picture of each consumer's unique journey.

### Did You Know?

*91% of people who  
could buy your product  
don't click on your ads.  
- Facebook Internal*

### What is a Conversion Lift?

*Conversion lift helps you understand the true  
value of your Facebook, Instagram, and Audience  
Network ads for driving incremental sales and  
conversions.*

The team also ran a Cross-Source Conversion Lift on PUMA's ads to gain insight into the influence they were having, as well as the impact on business value, not just clicks. The Lift allowed the brand to understand if their attribution model was providing them with the insights they needed, as last-click attribution isn't as useful for Display strategies when clicks may not account for the value created by an impression.

## Results Achieved

In May 2019 alone, the team was able to attribute **13% of the total purchases that occurred to Facebook ads** by looking at the entire buyer's journey through Facebook Attribution, including cross-device and cross-channel metrics for clicks and views. Then, they broke out both paid and organic visits, conversions, and conversion value by source across both Facebook and Google networks.

With this new lens of Facebook Attribution, PUMA was able to determine the true value of upper-funnel Facebook advertising, which was a **35% increase in conversion value and a significantly higher ROAS** when compared to their traditional, last-click attribution model.

