



How changes in the marketing strategy helped ASICS India double its revenue during COVID-19.



About The Brand

ASICS is a Japanese multinational corporation which has been developing sports footwear and apparel for more than 50 years. Their core philosophy is producing innovative sports products solutions & technologies to help athletes and active consumers achieve their goals.

The challenge

Due to COVID 19, when the search volume for non-essential commodities was decreasing, the challenge was how to cost effectively increase the advertising ROI. ASICS wanted to reach out to new prospective customers & bring them to the brand website. Along with improving the website conversion rate, we wanted to effectively utilize the marketing budgets. We wanted to reach out to the right customer with the right advertising format & messaging.

The approach

- Leveraged First Party Data in Google Campaigns which resulted in better conversions and higher ROAS.
- Created audience lists for users who added products to cart in March, April and June (during the COVID 19 lockdown) and targeted them through remarketing campaigns.
- Adopted new formats like Google Discovery Ads & Smart Shopping Ads.
- Created advanced audience lists using Google Analytics.
- Created specific campaigns for the top sellers.



The results

- 104.50% increase in revenue.
- 116.71% increase in transactions.
- 36.38% improvement in the conversion rate.
- 58.90% increase in the sessions, 74.88% increase in new users
- 102.31% increase in product views.
- 14X increases in ROAS
- 38.72% reduction in the Cost per Acquisition
- Overall a tremendous growth in new customers acquisition, profitability and LTV of users

Product Features

Customer Match Data
Remarketing Lists for Search Ads
Display remarketing
Search Ads Brand
Smart Shopping Campaign Smart
display campaigns Discovery
Campaign Dynamic Remarketing
Product Specific Campaigns

14X

Return on
Ad Spends

38.72%

Reduction in Cost Reduction in Cost
per Acquisition per Acquisition

38.72%

AD SCREENSHOTS

me

Create

Sponsored

Create ad

ASICS End of Season Sale

asics.com

The ASICS End of Season Sale is here! Up to 50% Off* on shoes, apparels and much more. Boo...

10:10

5

HD

4G

THE HINDU

15

Advertising

Advertising

Flat 40% Off* at ASICS India

Meanwhile, 85 new cases have been reported in Gurugram on Monday, taking the cumulative number to 4,512.

However, 102 patients have recovered. The total number of active cases in the district is now 1,820. As many as 66 people have died so far.

Of the total active cases, 1,193 are in

THE HINDU

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ASICS

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ASICS.COM

ASICS End of Season Sale

Shoes, Apparel & Accessories

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