

Pepperjam case study

PUMA puts their best foot forward and stays ahead of affiliate competition.

The Set-Up

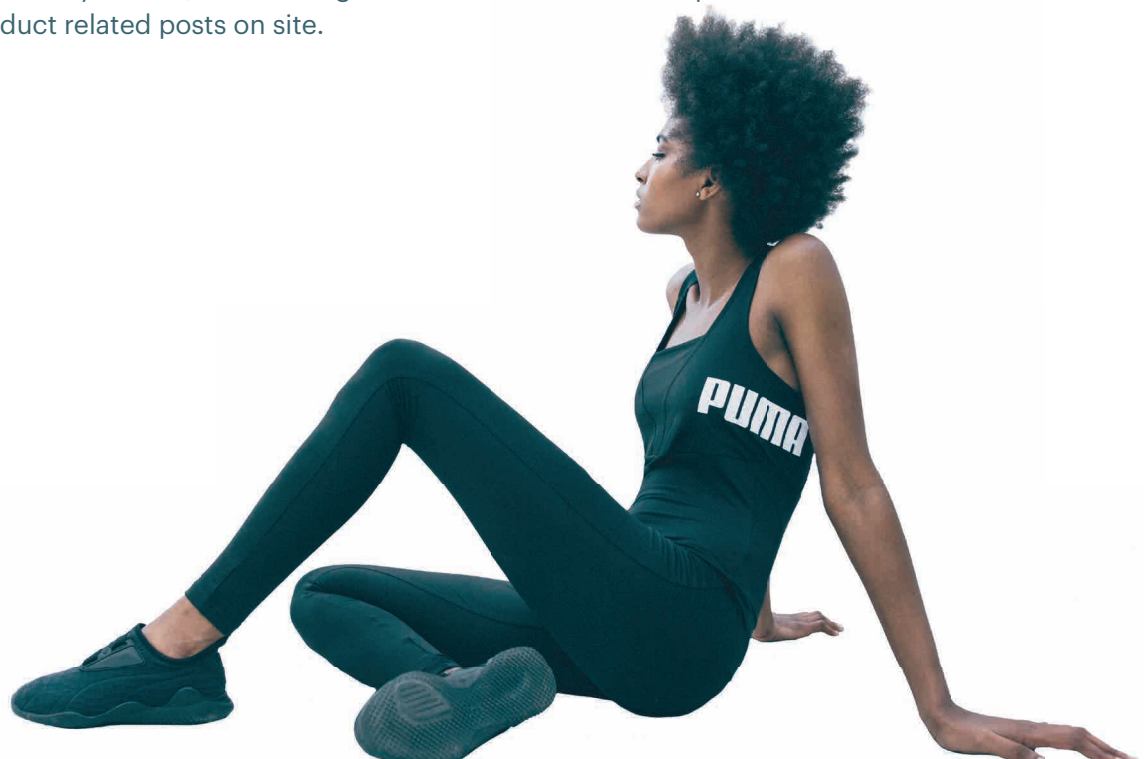
In 2017, PUMA started to optimize their relationship with Dealmoon, a top publisher in the Asian Market, and very early on, they began to see impressive results. Dealmoon was continuously providing new and out-of-the-box opportunities for PUMA and they continued to see the value in Dealmoon's audience.

Knowing Singles' Day (11/11) was a top performing holiday for publishers in the Asian market and one of the first holidays within peak season, PUMA knew they had to leverage their partnership with Dealmoon to make the event a success. Last year, PUMA's Singles' Day strategy was not fully optimized and therefore, did not perform to PUMA's expectation. This year, Dealmoon was ready to blow the event out of the water for them. PUMA knew they could rely on their partnership with Dealmoon to make this event successful.

The Treatment

PUMA was going to give 3 top Asian-focused publishers an offer that is comparable to their Friends and Family sale—their most aggressive offer throughout the year. Each publisher was going to have 40% off full price items and an additional 20% off sale items for 11/10 and 11/11.

Dealmoon worked with PUMA to get early access to this sale by providing Dealmoon exclusive 1 day only early access to the sale on 11/9. PUMA has never before booked an early-access exclusive with Dealmoon. In exchange for the early access, Dealmoon gave PUMA additional site exposure. PUMA received 2 mobile pushes and 5 product related posts on site.

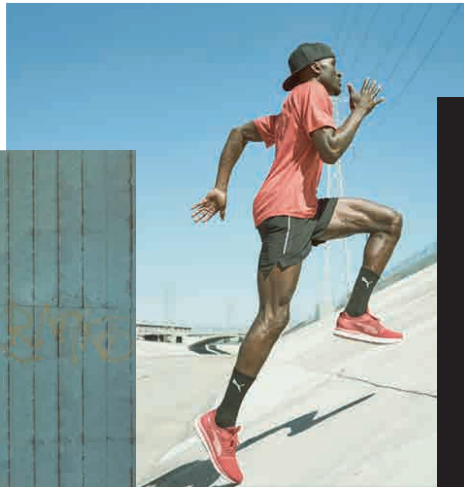


The Results

On 11/9, Dealmoon generated over **40%** of PUMA's total revenue. This was **91%** higher than their competitors for the same day and three of PUMA's products were in the top 10 "Most Clicked Deals" list on Dealmoon's site. Because of the early access on 11/9, Dealmoon outperformed their competitors with the same offers throughout the duration of PUMA's Singles' Day sale.

If you look at the relationship between Dealmoon and PUMA in 2017 vs. 2016, the partnership grew a staggering **18442% YoY**. The brand was so impressed by Dealmoon's performance that PUMA's Director of Marketing, Adriana Fudala, was quoted as saying:

“ This is SO exciting and everyone in retail, all the way up to our Senior VP, is talking about affiliates and Dealmoon today. ”



PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has been producing the most innovative products for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. PUMA engages in exciting collaborations with renowned designers like STAPLE, STAMPD or TRAPSTAR to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA and COBRA Golf as well the subsidiary Dobotex. PUMA distributes its products in more than 120 countries and employs more than 13,000 people worldwide and is headquartered in Herzogenaurach/Germany.

For more information on how affiliate marketing is changing the performance marketing landscape, visit us at: pepperjam.com/getresults or email us at sales@pepperjam.com

