



## Case Study

# PUMA Campaign for Cyber Week 2020

**ZMS** Zalando  
Marketing  
Services

# ZMS x PUMA

## Growth during Cyber Week

### The Challenge

PUMA has been a longtime partner of Zalando, providing activewear and footwear across the men, women and kids' categories. They've been on Zalando since 2008 and live on Partner Program since 2015. After a year of reduced foot traffic in offline stores, forging meaningful connections with customers online was particularly important for many brands taking part in Cyber Week.

- PUMA's primary goals were to activate and engage customers, and to maximize top line sales whilst meeting strict efficiency targets during Cyber Week 2020.



# Maximizing top line sales by providing the widest possible assortment

## The Solution

A crucial component in maximizing success during sales events is having a wide assortment and ensuring sufficient stock. To achieve PUMA's goals, ZMS focused on Co-Curated Products, for which as many SKUs as possible were used.

- Given the substantial commitment towards the campaign made by PUMA, ZMS also co-invested, ensuring the right audiences were reached and the brand really stood out in the fashion store.
- This was achieved through boosted visibility on both homepage and categories with creative ad placements.



## Doubled Year-over-Year growth

- As a result of pushing a wide assortment, regular steering and investment in ZMS, PUMA achieved a YoY growth increase of 100% when comparing Cyber Weeks 2019 and 2020.
- To continue their success and strong performance during Cyber Week, PUMA decided to extend the campaign throughout December.

“During Zalando’s Cyber Week event, we were able to heavily reduce our time to online for new products, and managed to almost double our live EANs”

Andreas Lotz, Teamhead  
Marketplace Management  
eCommerce Europe

**260M**

Total  
Ad Impressions

**9.8M**

PDP Views

**12.4**

ROAS

**100%**

Year over Year  
Growth

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**ZMS**