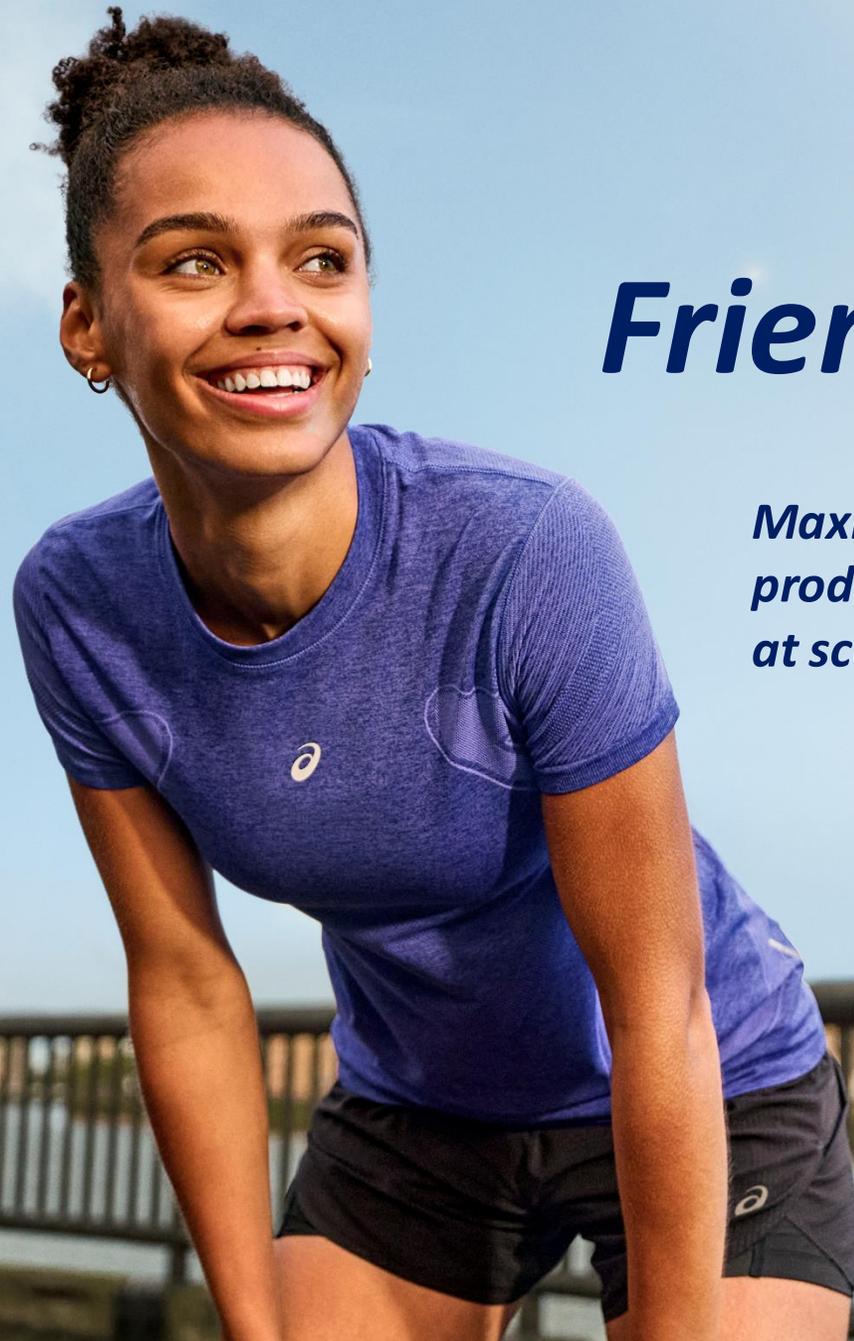


Friends of Search

*Maximizing profit in each phase of the
product- and consumer-lifecycle,
at scale (16 markets)*



Moving minds since 1949



16 markets online

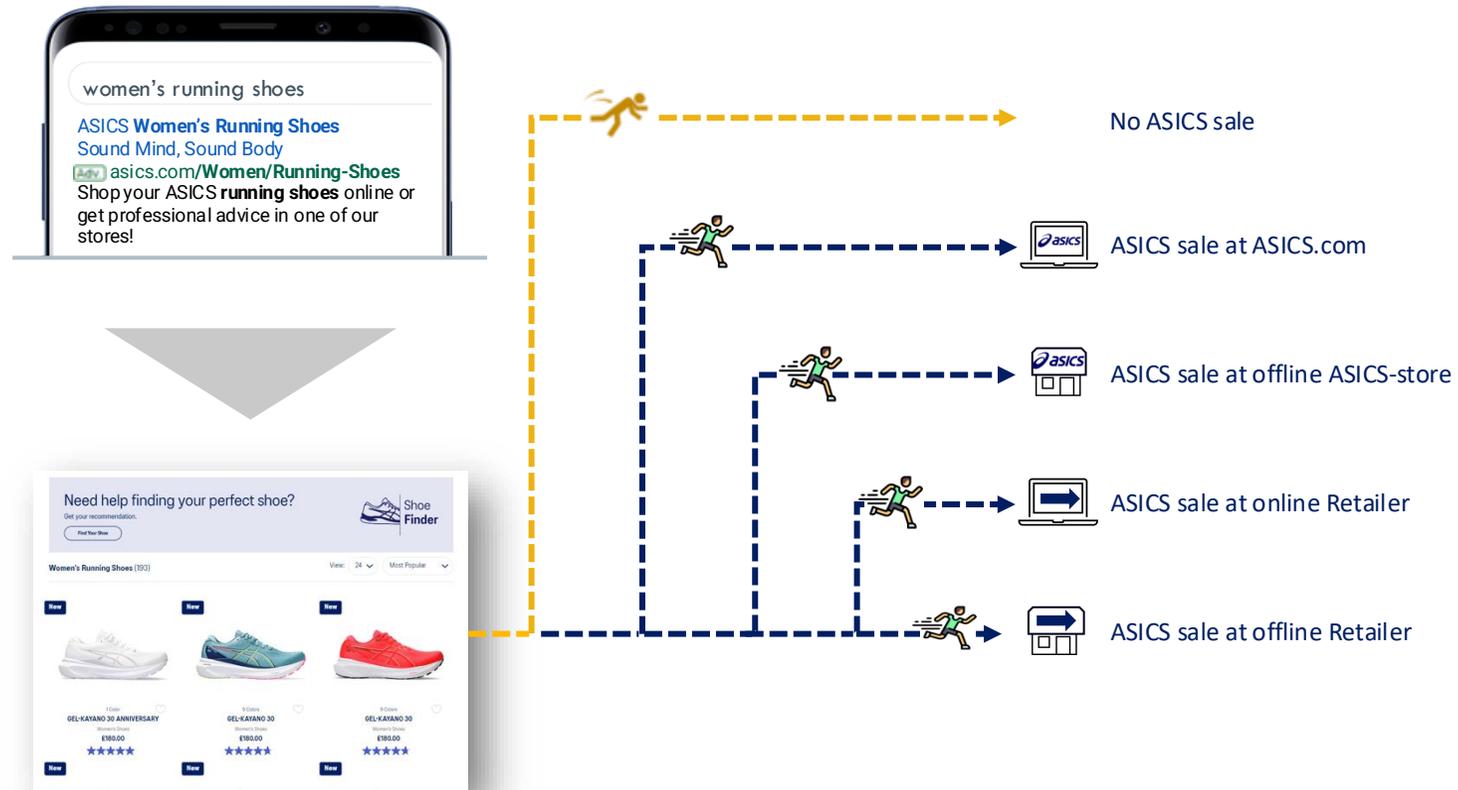


12 languages



15.000+ products

The consumer journey is complex at ASICS with multiple options to complete a purchase



ASICS values *wholesale partners* and recognizes the impact of competing with them



Google

AI-modus **Alle** Producten Productsites Afbeeldingen Plaatsen Korte video's Meer - Tools -

Nu geopend Dames Heren Blauw Zwart Nimbus Novablast Best beoordeeld

Resultaten voor **Oud-Zuid, Amsterdam** · Regio kiezen

Gesponsorde producten :

 ASICS Gel Nimbus 27 Tokyo He... € 139,95 €-200 All4running.nl Gratis Van beslist.nl	 ASICS Gel-Conte nd 9 Hardloops... € 63,00 Sport24.nl Gratis ★★★★★ (743) Van Channable	 ASICS Novablast 5 Heren - Hardl... € 134,95 €-460 PassaRunning ... Gratis Van Producthero	 ASICS Hardloopschoen, Mesh, Z... € 70,00 Wehkamp Gratis ★★★★★ (1k+) Van Producthero	 ASICS Gel-Conte nd 9 Hardloops... € 63,00 Sport24.nl Gratis ★★★★★ (1k+) Van Channable	 ASICS Gel Cumulus 27 Tokyo H... € 103,95 €-460 All4running.nl Gratis Van beslist.nl	 ASICS Gel-Conte nd 9 Hardloops... € 63,00 Sport24.nl Gratis ★★★★★ (1k+) Van Channable	 Asics GEL Pulse 16 Hardloops... € 65,95 €-110 Zalando.nl Gratis ★★★★★ (898) Van Bigshopper
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Retailers

Gesponsorde resultaten

 All4running
<https://www.all4running.nl/asics/schoenen>

Hardloopschoenen ASICS

Voor 23u besteld, morgen thuis — De nieuwste en populairste hardloopschoenen vind je altijd online bij All4running. Altijd gratis ruilen.



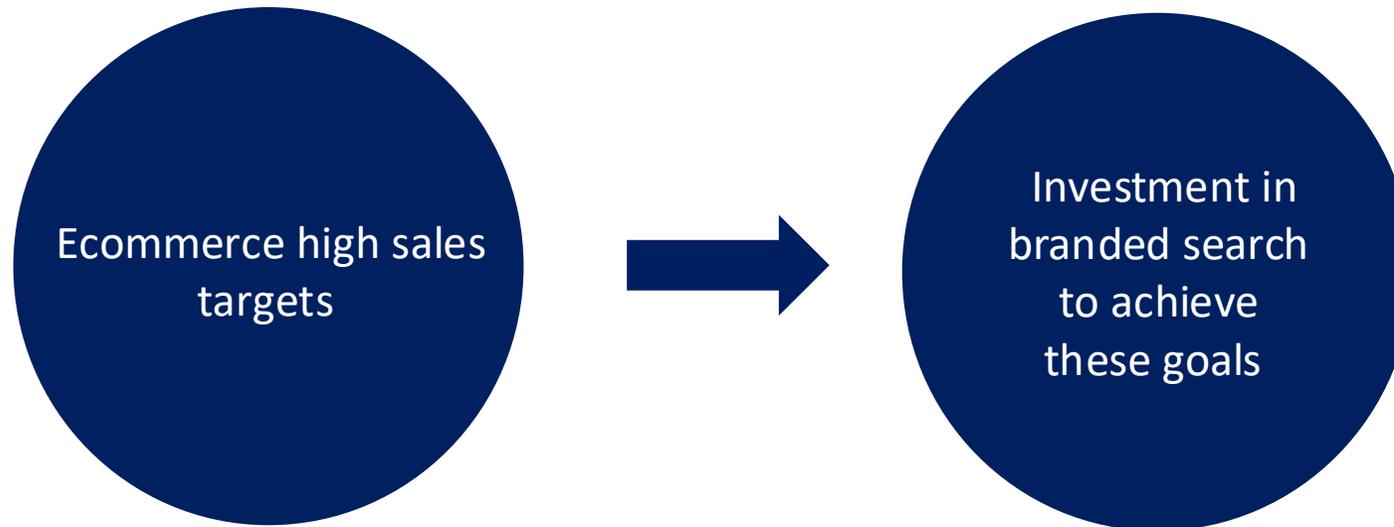
Retailers

 ASICS
<https://www.asics.com/producten>

ASICS Hardloopschoenen | ASICS™ officiële website

Bekijk de ASICS™ hardloopschoenen en vind jouw nieuwe favoriet. Ontdek ASICS...

High Ecom sales targets, high branded search investment



How many of you recognize yourselves in this situation?

The truth behind a high investment in branded search



We at ASICS EMEA decided to look at the impact of branded search overall, and concluded that incrementality is **low**

Organic cannibalization

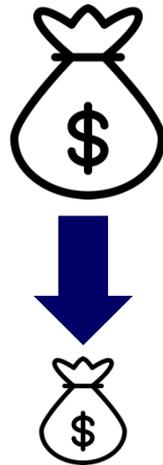
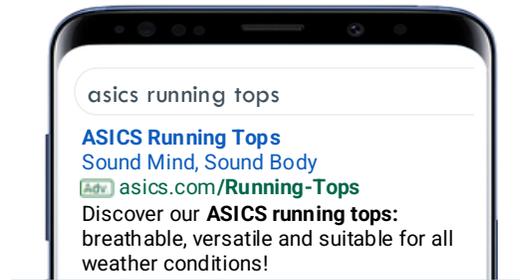
Competing against our retailers

No investment in the long-term growth (generic search)

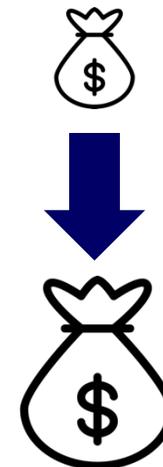
Instead of over-investing in branded search, we decided to invest only when it matters for ASICS



Branded



Generic



Generic has higher incrementality to grow the brand

How we did it

asics
sound mind, sound body

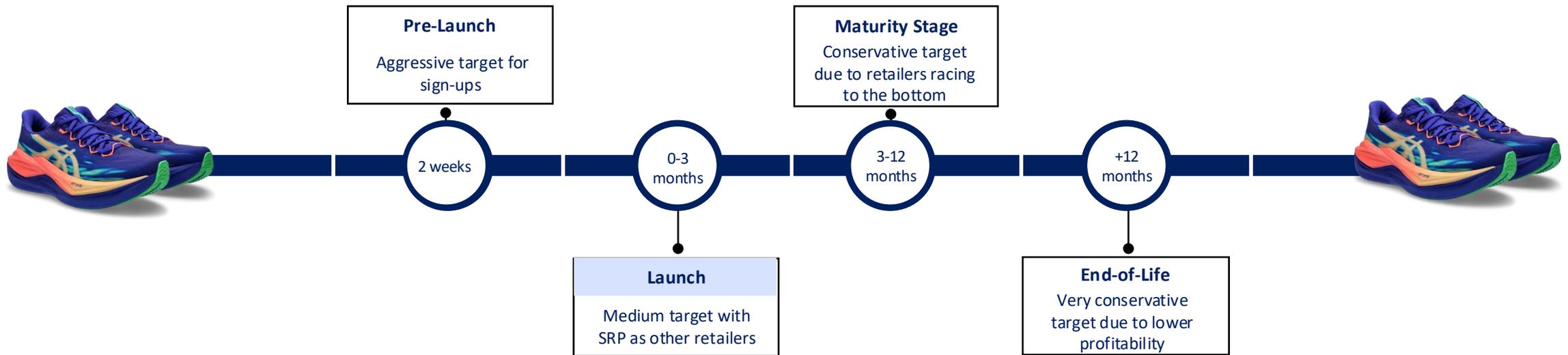


It was not only about shifting budget.

We set a bidding strategy e-commerce proof

We support sales with branded search by maximising each product life-cycle stage

SUPERBLAST™ 3 Campaign

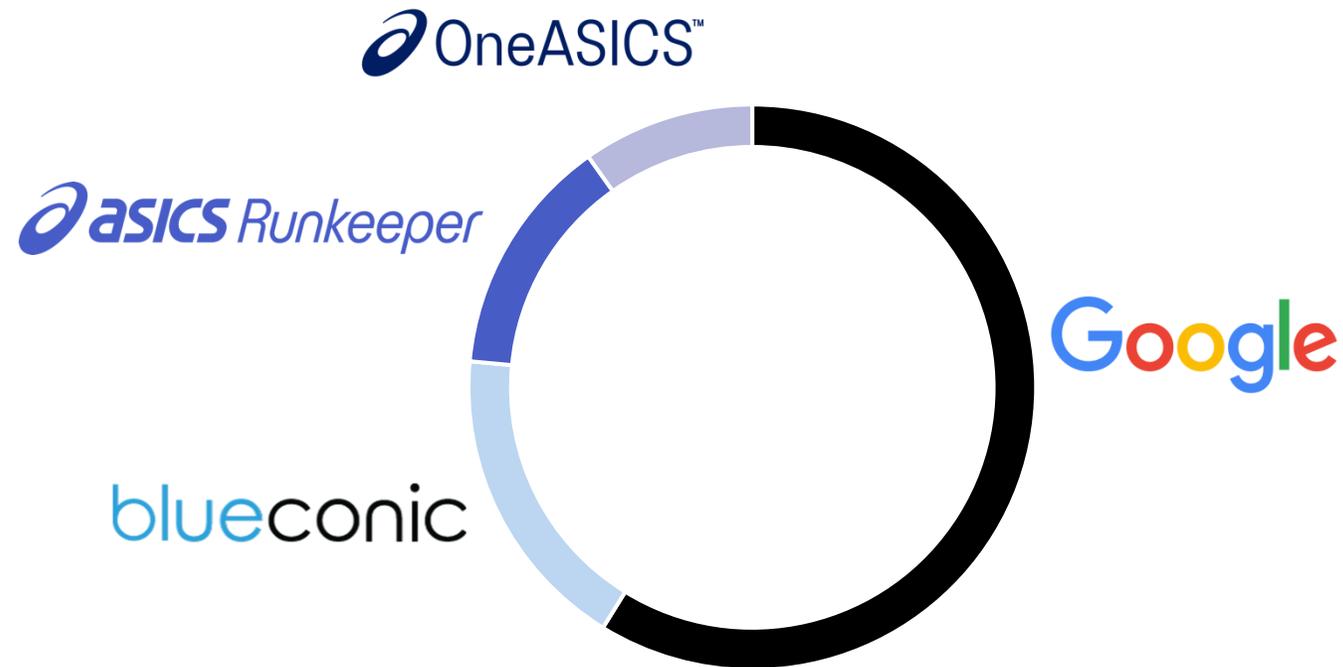


We bid the right price based on the Customer Lifetime Value stage



NEW CUSTOMERS	RETURNING CUSTOMERS
<p> Name: Alex Distance: 0 km per week App: no running app</p> <p>🔍 10k training plan 🗣️</p>	<p> Name: Marcel Distance: 70 km per week Member: OneASICS™ App: </p> <p>🔍 asics gel-nimbus 27 🗣️</p>
<p> Name: Anna Distance: 70 km per week App: </p> <p>🔍 Best women running trainers 🗣️</p> <p> Name: Emanuela Distance: 0 km per week App: no running app</p> <p>🔍 Sport bra size 2 🗣️</p>	<p> Name: Chris Distance: 10 km per week App: </p> <p>🔍 Black sneakers 🗣️</p> <p> Name: Francesca Member: OneASICS™ App: no running app</p> <p>🔍 women sneakers 🗣️</p>

We enriched audience data with Blueconic, OneASICS™ & Runkeeper

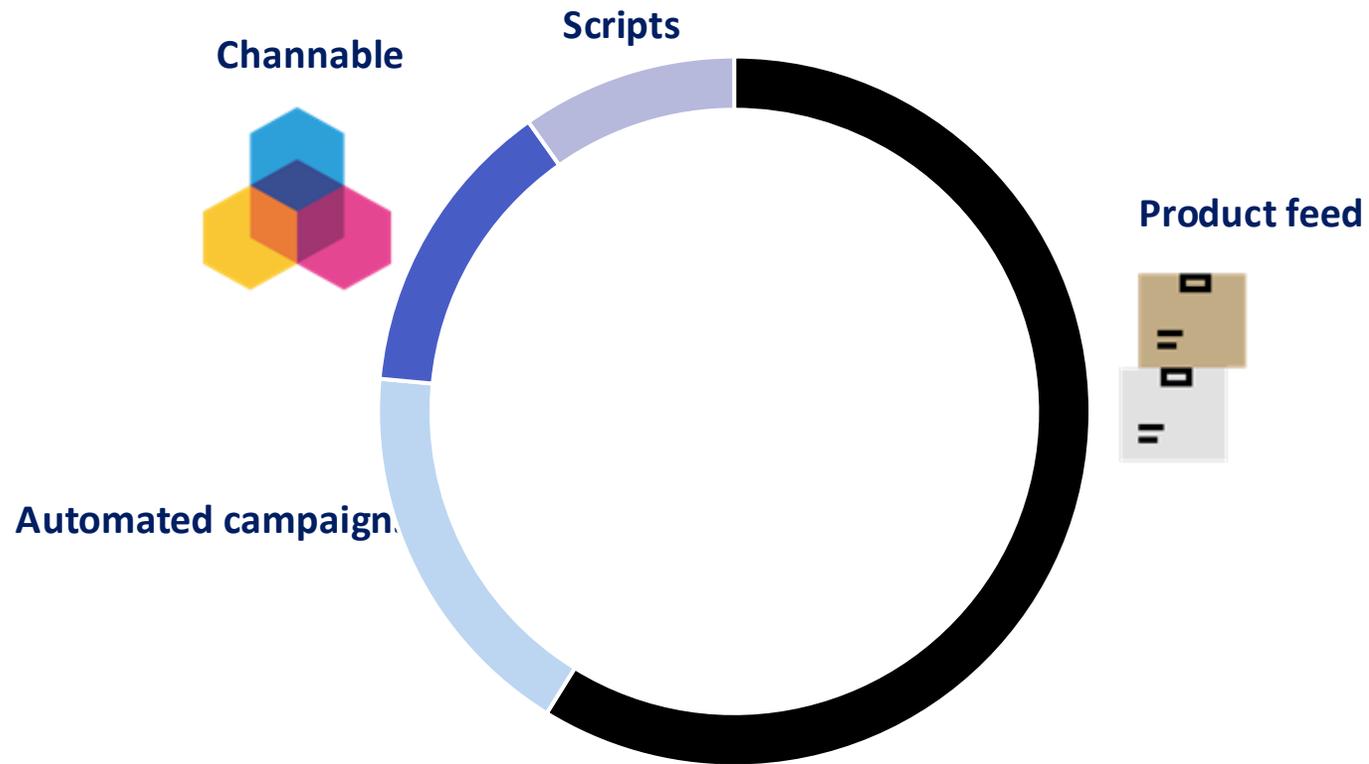


We apply at scale

asics
sound mind, sound body

Friends of Search

ASICS.com operates in 16 markets, so scale is essential. As such, we fully automated the Paid Search setup



We create *highly tailored ads* for each product stage, at scale

Product stage

Pre-Launch & Launch

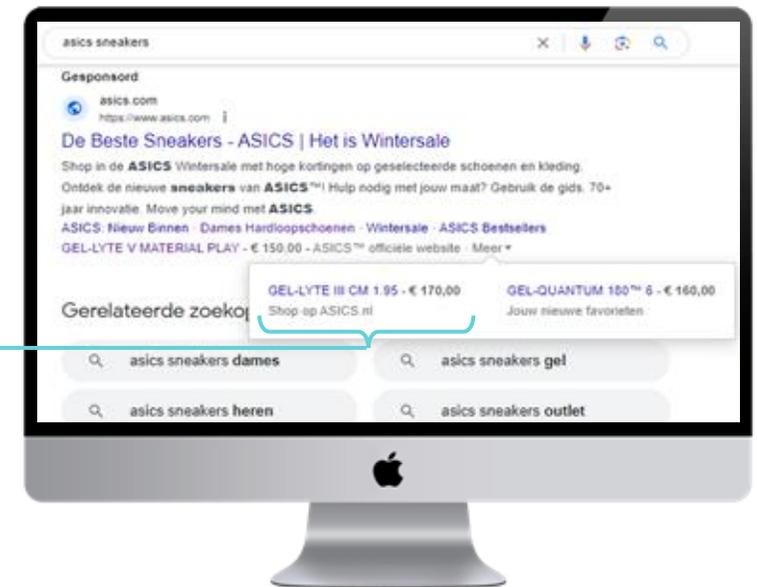


Sitelinks

For the Launch and Pre-Launch stages sitelinks are generated (“New”), with a custom text highlighting product features

Image Assets & Price Assets

- Within the category, if applicable, 2 of the newest models are created (Launch & Pre-launch stage)
- Remaining Price and Image Assets are filled with best-selling products

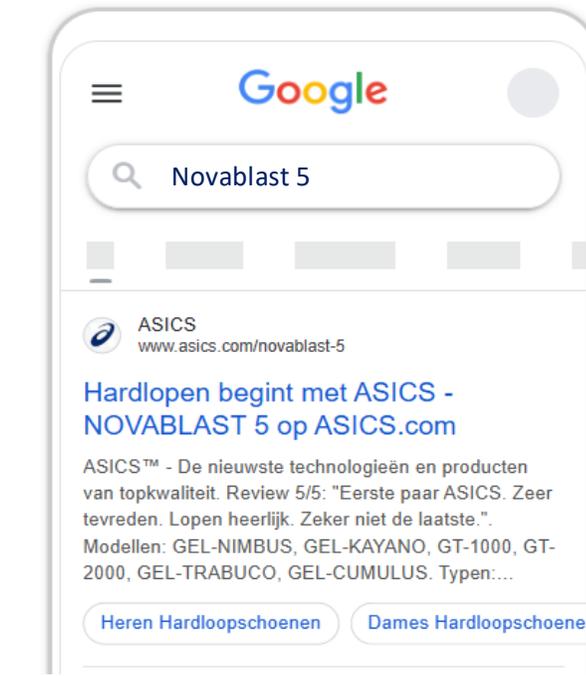


We highlight *reviews* in the ads as direct customer experiences



Product stage

Maturity

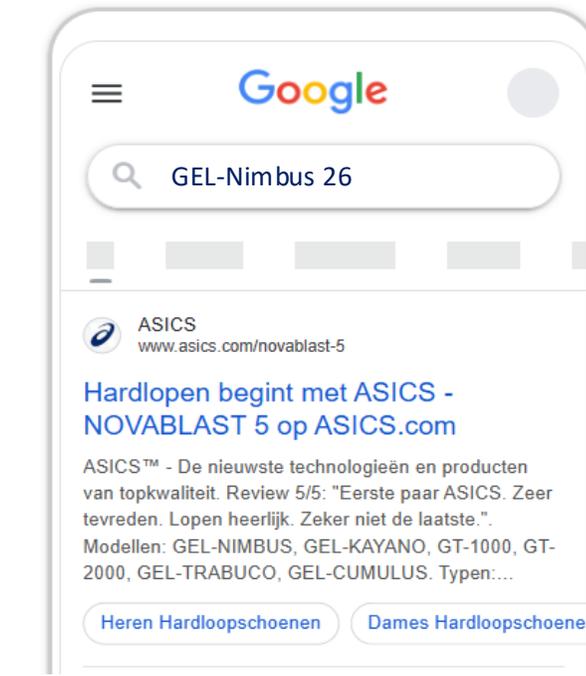
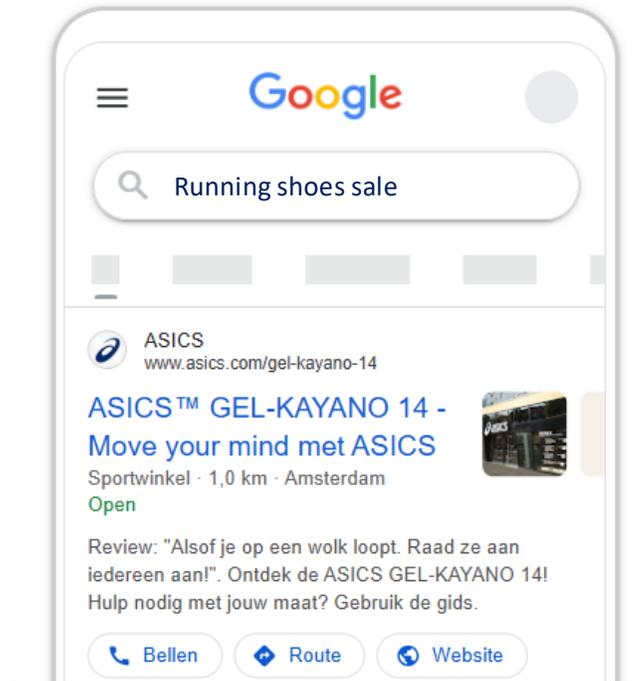


We communicate outlet prices only funneled to old shoe models or search term with a clear sale intent



Product stage

End-of-Cycle



Results

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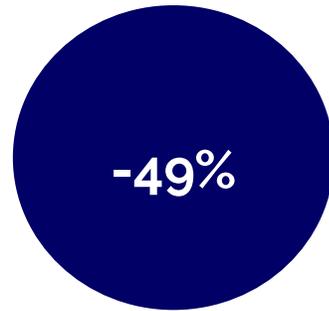


Friends of Search

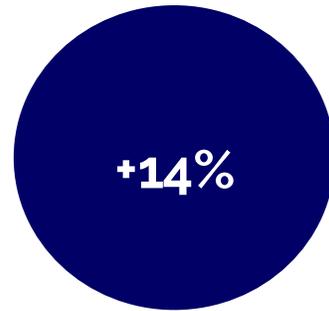
This led to results exceeding our targets



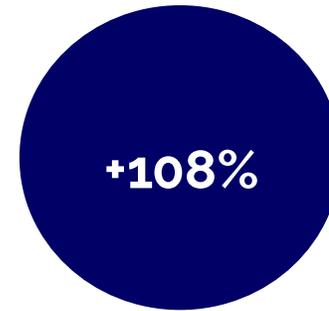
Quality Score
(non-branded)



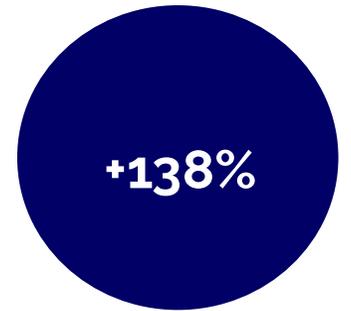
Branded spend



Total sales



Pre-sales



High potential
non-customers

Why are we proud



Consumer centric

The **consumer decides** how to interact with ASICS

Holistic Approach

The focus is not only on the D2C channels, but on the **ASICS business overall**

Incrementality

The strategy helped to shift towards **incrementality** discussion



Thank you!

