

Case Study PUMA

"We increased PUMA's Commerce Cloud ROI and took the UX to the next level."

At a Glance

The Simplus digital team has been working with PUMA for years, implementing its Salesforce Commerce Cloud solution several years ago. Ever since then, the relationship has continued to grow.

Services Provided

Strategic Services | Implementation Services

The Challenge

The Simplus digital team has been working with PUMA for years, implementing its Salesforce Commerce Cloud solution several years ago. Ever since then, the relationship has continued to grow and new projects have been completed every year, doubling the size of the engagement since its conception.

PUMA views the work done by Simplus developers as exceptional and critical to implementing technical change to its eCommerce platform.



About PUMA

At PUMA, we are in constant pursuit of faster. That extends beyond our support of the fastest athletes in the world. We also work to be fast in how we adapt to and connect with the constantly changing world around us. Through innovative design, iconic footwear and apparel, and authentic partnerships, we aim to always push what's next in both sport and culture. PUMA supports over 14,000 employees across 120+ countries. The PUMA Group owns the brands PUMA, Cobra Golf, and stichd, and is headquartered in Herzogenaurach, Germany.

Headquarters: Herzogenaurach, Germany

Industry: Retail

Website: www.puma.com

The Outcome



How Simplus Helped

Simplus has been providing continuous production support for PUMA's Commerce cloud instance for years. In addition, some of the most recent add-on projects have yielded significant results for PUMA's business.

26%

INCREASE ON AOV TO
\$101 (AFTERPAY Q1 21)

8.5%

CONVERSION RATE
(AFTERPAY Q1 21)

11%

NEW CUSTOMER
ACQUISITION (AFTERPAY
Q1 21)



AFTERPAY = 17% PAYMENT
SHARE, SURPASSING
PAYPAL AS THE 2ND MOST
USED TENDER OPTION