

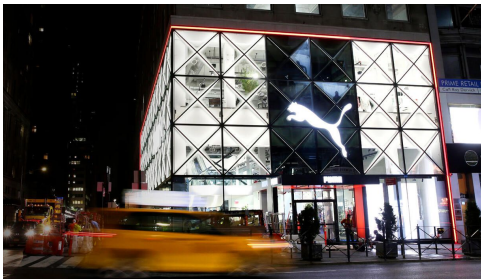


PUMA achieves bigger orders and lower costs with first-party data activation via value based bidding



Multinational sports brand
EMEA - Germany • puma.com

Agency Name: TRKKN, AdBirds



The Challenge

As a leading sports brand, PUMA needed to adapt to a fast-changing digital market. Since optimizing merely for gross revenue was no longer sufficient, PUMA's goal was to align advertising with true business profitability. The company faced the challenge of better utilizing first-party data to identify high-value outcomes while navigating privacy concerns, seeking a resilient solution to future-proof its marketing.

The Approach

PUMA partnered with TRKKN and utilized Soteria and Firestore to implement value based bidding. Using server-side Google Tag Manager, the company injected real-time margin data at conversion. Automated pipelines ensured data hygiene by syncing fresh article data weekly, empowering bidding algorithms to optimize for net profit rather than just revenue. This workflow ensured campaigns targeted true business value with precise profitability signals.

Partnering with TRKKN: TRKKN, PUMA's tech partner, designed the secure technical infrastructure. It also validated the project's success using "Causmos," as a causal impact analysis tool.

Partnering with AdBirds: As PUMA's dedicated performance agency, AdBirds spearheaded the implementation of ROAS bidding across the brand's performance campaigns.

The Results

The value based bidding strategy delivered immediate value, achieving a 14.4% relative decrease in cost-per-click (CPC) and a significant increase in average order value (AOV). The causal impact analysis confirmed this uplift with a 99.7% probability, proving the results were attributable directly to the strategy. Having validated this privacy-centric approach, PUMA has successfully future-proofed its online marketing for long-term growth.

"Value based bidding has completely transformed how we manage performance in Google Ads, enabling us to utilize media performance to drive true financial value."

Tsuki Schmidt, Teamhead Performance Marketing eCommerce, PUMA Europe

14%

Decrease in
cost-per-click
(CPC)*

99.7%

Posterior
probability of a
causal effect

Primary Marketing Objective

- [Grow Online Sales](#)

Featured Product Area

- [Search: Value Based Bidding](#)

ADBIRDS TRKKN  Google Ads