As one of the world’s leading sports brands, PUMA, is a German multinational company that designs and manufactures athletic and casual footwear, apparel, and accessories.

“Brave, confident, determined, joyful.” These core attributes of the PUMA brand were not clearly reflected in the corporate website. In 2017, PUMA decided to create a new corporate website to serve as a hub for PUMA's corporate communications and global recruiting. The goal was to provide a strong brand presence along with a seamless and fast user experience.

The Challenge

To live up to PUMA's claim “Forever Faster”, fast performance of the site was crucial. PUMA felt performance should not only be felt by the users with fast loading times, but also in the content handling through the modular design, the simple operability of the backend, and its fast output time. Key stakeholders included the Corporate Communications, Human Resources (HR), Innovation, Sustainability, and Investor Relations groups, each with different target audiences. From Corporate Communication to Careers, the ambition was to achieve a 1:1 user experience at global scale.

The Sitecore Solution

To achieve an all-new digital experience, PUMA selected PIA UDG as its partner. Together, they started with new messaging, copy, and images – a whole new concept and strategy to draw people to the PUMA brand.

In less than a year, a completely new website launched on an updated version of Sitecore Experience Platform (XP) based on a sophisticated user experience (UX), user interface (UI), and technology concept. While seeking a better digital experience, the goal was also to build a strong base for any future individual experiences. The Sitecore XP and JSS technology solutions offered the maximum flexibility in user experience, back-end usability, and personalization, as well as reliability and scalability.
To support the “Forever Faster” mantra, code was optimized to provide a high-speed perception for the user and included the fast delivery system in the background. The modular structure allowed editors to quickly achieve a visible result with the interaction of a visual Experience Editor and a structural Content Editor. The structure of the pages was built completely from scratch while remaining flexible with modules.

Alternatively, page templates with fixed modules were created. In terms of “Forever Faster,” the functionality helped editors achieve a faster and easier reconstruction of similar page structures. The fixed modules were easily combined with normal modules, creating a page with fixed and variable components. For editors, this meant a high amount of leeway while creating a user experience thanks to the individual, multi-functional quality of the modules.

To meet the need for consistency and efficiency, a modular system with a COPE principle (Create Once, Publish Everywhere) was chosen. The front-end and back-end were deliberately designed so that the entire performance of the CMS can be used. The developed modules, the cascading style sheets (CSS) design system, and the overall layout were constructed for high flexibility.

Launching an exceptional viable product (EVP) state helped internal departments to achieve their individual goals. Job seekers could easily access the information from social channels and apply for jobs directly with an integration of the PUMA Workday HR system. The rich personalization features of Sitecore XP, combined with the modular experience system, sets the stage for the next phase of personal relevance, especially the Careers section.

The Outcome

The stakeholders (Corporate Communications, HR, Innovation, Sustainability, Investor Relations) have switched from a very static, template-based site with a strict site structure to a flexible, adaptive, and modular way to tell stories. These groups now have a whole set of new opportunities to address the informational and feature needs of respective target groups. The flexible structure not only deepened the information in existing fields but added entirely new stories to the website. New content includes the innovation section and dedicated areas for the PUMA teams, or the PUMA location pages.

For the front-end user, the new website is a one-stop-shop for all corporate and career-related topics. In particular, the candidate experience has improved with a global job finder and interconnected local pages with team insights and relevant content. The News section is presented in a simple yet bold way and allows users to engage more deeply with articles through interactions such as “liking” and “sharing.”

After launch, the site showed a drastic increase of overall visitors and returning visitors on all devices. Bounce rates decreased and most visitors consumed three or more pages, not only leading to more sessions but an increase in dwell time on the site. The positive user experience has led to a significant increase of all on-page conversions.
Case Study • PUMA

In addition, the visibility has doubled. The new PUMA Corporate site increased its SEO ranking due to a decrease in keywords but an increase in more relevant search terms. Better positioning also resulted in more site traffic and higher target group accuracy. The "page not found" 404 management ensures there are virtually no more 404 error pages, and the load time (average in the 4G network) has dropped dramatically.

In the six months after launch, results for about.puma.com are impressive:

- The bounce rate was 47% and the average duration of the session was 2 minutes. Within the careers area, the bounce rate was only 33% and the average length of stay was 2.5 minutes.
- Current visibility increased by 84%
- Maximum visibility increased by 22%
- With 50% fewer keywords, the new PUMA Corporate site achieved more visibility
- Increased keywords in top positions by 32%
- Increased backlinks by 336% and domains by 261%
- Decreased indexed pages by 25% resulting in increased relevance
- Decreased 404 pages by 96%
- Reduced page loading time by 72%
- 20% more applicants compared to the old Corporate PUMA website

Success Snapshot

- Sitecore® Experience Platform™ (XP 9.1)
- Sitecore Experience Accelerator™ (SXA)
- JavaScript Services (JSS)
- Integrations:
  - Workday HR Management software (global integration)

To learn more visit sitecore.com

PIA UDG is the leading agency for digital marketing in Germany. The agency develops digitalization strategies for brands, implements unique brand experiences, and brings these to measurable success. PIA UDG combines highly innovative and experienced individual expertise in order to develop an efficient holistic agency model that benefits brands.

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