



CASE STUDY

Under Armour scales and grows with Kenshoo Ecommerce, increasing revenue by 156% on Black Friday



BACKGROUND

Under Armour is a global performance apparel and footwear manufacturer, with its European headquarters in the Netherlands.

CHALLENGE

Over the last year, the team was challenged with managing and growing Under Armour's presence through advertising on AMS (Amazon Marketing Services) across five European markets - Italy, Spain, France, UK and Germany.

However, in order to use the platform more efficiently and scale its efforts across the five markets, Under Armour recognised that it would need additional support and expertise.

SOLUTION

In October, Under Armour moved all of its AMS activity (Sponsored Product, Headline Search and Product Display ads) onto Kenshoo E-Commerce - just in time to get ramped up ahead of Black Friday. A number of factors contributed to the decision to do this:

- **Campaign Visibility Across Regions** - With Kenshoo E-Commerce, Under Armour was able to view its AMS activity across all five markets in one view. This allowed them to create and amend campaigns in one place, simplifying processes and enabling them to scale across all five markets quickly.
- **Utilise Bid Policies & Manage In Bulk** - Kenshoo's sophisticated optimisation and bid policies allowed the Under Armour team to manage and schedule bids across its best performing products within seconds at peak periods such as Black Friday.

- **Unique Insights** - With Kenshoo Ecommerce, the team was able to get 1 day, 7 day & 14 day insights into same SKU & non-same SKU performance - something completely unique to Kenshoo which allowed them to optimise campaign activity.
- **Kenshoo Support** - With just a one person team, the support Kenshoo E-Commerce provided for their Amazon Marketing Services campaigns was invaluable to Under Armour as they scaled activity on the platform.

RESULTS

When comparing the results pre-Kenshoo to those one month after using the platform there were significant improvements:



79%

increase in clicks



51%

increase in click through rate



34%

increase in conversions

What's more, Under Armour had a fantastic Black Friday - a **42%** increase in spend on AMS led to **156%** in overall revenue!

“Thanks a lot to the Kenshoo team for its support. In a very short amount of time we have been able to get new insights from the platform which have helped us grow revenue significantly during one of the busiest times of year.”

— Johannes Mulert, Account Marketing Manager - Under Armour