



# Adidas

## Overview

Adidas is North America’s leading retailer of sports fashion—they specialize in high-quality equipment, clothing, and services for active lifestyles.

Adidas’ goal was to increase engagement among their target demographic during the off-season to boost traffic to their site for greater online sales. That’s where War Room was brought in.



*Across all ad formats, a total of 1,507,839 clicks were achieved, with the top performing ads CTR well over the 6X global benchmark. War Room helped us scale our digital marketing strategy quickly and efficiently.*

*We needed to reach a broad market with many competitors and War Room made our strategy feel personal, which is one of the reasons we wanted to work with this boutique firm. They engaged us with planning exercises and conversations and made sure our international teams always staying in the loop.*

LEAH CITRON,  
MLS ASSOCIATE  
MARKETING MANAGER,  
ADIDAS SOCCER

## Objectives

- ◆ Increase overall engagement, impressions, and email opt-in via retailer newsletter through a variety of methods.
- ◆ Increase sales from \$900K to \$1.1 Million by increasing traffic to online stores.

## Challenges

- ◆ Allocating the advertising budget effectively to meet the online sales goals for Adidas as a whole (mothership idea).
- ◆ Ensuring that the budget was allocated effectively to meet the goals and requirements of each sub-stakeholder at an individual level.

## Solutions Implemented

- ◆ Gave Adidas top-level access to data, with stakeholder-specific permissions to ensure secure, private analytics.
- ◆ Allowed stakeholders to manage their own budgets while Adidas tracked overall goals, sharing only aggregated consortium data when necessary.
- ◆ Reached high-conversion audiences through multi-channel online advertising (Facebook, Display, Native, Remarketing, etc.) to maintain consumer trust from awareness to purchase.
- ◆ Combined diverse targeting methods (behavioral, geographic, contextual, keyword) with retail partnerships (LIDS, Rally House, Dick’s, MLS Store) to maximize reach and engagement via existing brand loyalties.

# Results

↑ **\$600,000**  
above sales goals

↑ **1,507,839**  
total clicks across all ad channels

↑ **10,000+**  
transactions completed

↑ **72%**  
of users watched the  
entire video