



# How PUMA Turned Web Traffic Into 8K More APP Users in 25 Days

8K

INSTALLS DRIVEN BY CAMPAIGN  
JOURNEYS BANNER

2X

HIGHER VIEW-TO-CLICK RATE  
THAN AVERAGE

12%

OF ORGANIC REVENUE ATTRIBUTED  
TO CAMPAIGN JOURNEYS BANNER

Industry: **Retail**    Founded: **1948**

## About PUMA

PUMA is a global sports brand known for creating high-performance footwear, apparel, and accessories. With the launch of its mobile app in 2022, PUMA set out to make shopping easier and more engaging for its customers. The 25 Days of PUMA campaign, now in its second year, aimed to make the app a go-to destination for holiday shoppers. The goal? Drive revenue by offering app-exclusive daily deals, increase app installs, and keep users coming back.

### Challenge: Turn mobile web traffic into loyal app users

PUMA saw a major opportunity to convert mobile web visitors into engaged app users, especially during the holiday season. The challenge was creating a seamless way to move users from the website into the app without disrupting their shopping experience. While past efforts included basic deep linking, the team wanted a more dynamic, optimized approach. They also wanted to experiment with full-page interstitials for the first time – balancing visibility with user experience.

### Solution: Fast-track to the app with smart banners

PUMA turned to Branch Journeys smart banners to create a high-converting web-to-app experience. The platform's easy-to-use interface allowed the team to quickly set up campaigns, test different approaches, and make real-time adjustments based on performance data. With the flexibility to iterate and optimize without heavy development work, Branch made it simple for PUMA to drive app adoption and engagement at scale.

## Adjusting on the fly

PUMA implemented a full-page interstitial banner across its U.S. site pages to promote the 25 Days of PUMA campaign. Visitors saw a full-page banner encouraging them to open or install the app for exclusive deals. This made the shift from browsing on the mobile web to engaging in the app feel effortless and rewarding.

To optimize performance, PUMA tested multiple creative elements before and during the campaign. The team ran A/B tests with different color schemes, comparing a silver banner against a gold one. They also experimented with different messaging, including variations like "Open" and "See Today's Picks" to determine which call to action (CTA) resonated most with users.

Quick iteration turned out to be a game-changer for PUMA. PUMA tracked performance data in real time and adjusted copy and CTAs on the fly. Journeys versioning kept a log of every change, making it easy to compare different variations and refine their approach based on performance insights. This flexibility allowed the team to fine-tune their strategy throughout the campaign without delays or relying on developers.

## Quick setup, big impact

To maintain brand consistency and streamline implementation, PUMA repurposed existing creative assets from its website. Branch's CSS editor made it simple to adapt these assets for the banner, eliminating the need for additional design work. This approach saved time while ensuring that the banner seamlessly fit within PUMA's overall brand experience.

One of the biggest advantages of using Branch Journeys was the fast setup time. From Journeys setup to deploying the banners, the entire process took less than half a day.

## Results

PUMA saw a significant increase in app installs and revenue during the campaign, far outperforming standard, non-holiday Journeys banners.

- **8,000 app installs:** The campaign successfully converted a record number of mobile web users into engaged app customers.
- **>4% view-to-click (VTC) rate:** The full-page interstitial banner achieved a 4.38% VTC rate, more than double the non-holiday banner average of 2%.
- **12% of non-paid attributed revenue:** Journeys banners became the third-largest revenue driver in non-paid channels for PUMA North America.

Following this success, PUMA plans to extend Journeys banners to future app-exclusive promotions and scale the strategy across additional regions. The team is also exploring customized banners for seasonal sales and ongoing app-exclusive offers to further optimize results.



“ Our success with Branch has changed how we think about driving app adoption. We had never used smart banners before, but the simplicity of execution and the strong results showed us that web-to-app strategies need to be a core part of our future campaigns.”

Tony Fong, Senior Marketing Manager, Owned Media  
PUMA



Branch builds and provides software as a service for enterprise businesses to acquire, retain, and engage their users. We do this by delivering deep linking solutions that work across all environments and AI-powered measurement solutions to help organizations make and save money by optimizing advertising spend. World-class brands like Instacart, Western Union, NBCUniversal, Zocdoc and Reddit rely on Branch to drive better ROI on marketing spend and keep users engaged.

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