



ASICS Delivers on Its Brand Promise and Increases Conversions by 100%



SUMMARY

ASICS is an athletic shoe and apparel company driven by the ancient Greek philosophy of “a sound mind in a sound body.” When the Covid-19 pandemic brought the importance of its mission into stark relief, the company quickly jumped into action by offering discounts to reward the people working long, hard hours on the front lines. To deliver the discounts at scale, ASICS verified eligibility with SheerID’s Identity Marketing Platform. The campaign was a tremendous success, driving 26,000 purchases in the first 25 days.

ASICS’ SUCCESS



26,000
PURCHASES



IN



25 DAYS

CHALLENGE

Support ASICS brand mission by delivering robust discounts to customers most impacted by the pandemic.

ASICS is committed to keeping their customers healthy, whether they're running marathons, getting in shape, or spending long hours on their feet at work. It's a mission that became even more critical when the pandemic began taking its toll on everyone's physical and mental health. ASICS knew people needed to remain active and resilient, and wanted to find a way to support customers that had been hit hard by the pandemic.

ASICS had already been giving healthcare workers an exclusive discount, and decided to extend it to other consumer communities like students, teachers, first responders, and the military. The challenge was to find a way to verify their eligibility.

The company had been manually verifying healthcare workers, but the process was running weeks behind with a backlog of nearly 70,000 requests. The team doing the verification was overwhelmed and adding new consumer groups would only make things worse.



"Streamlining our verification process was critical because rewarding frontline workers was central to our brand mission and promise," said Stephanie Shorthouse, ASICS senior manager, site merchandising and operations. "We needed a solution fast if we wanted to support our customers and walk our talk."



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Sr Mgr, Site Merchandising and Operations



SOLUTION

Use SheerID's Identity Marketing Platform to streamline verification and get new discount programs up and running quickly.

ASICS quickly replaced its manual verification process with [SheerID](#), an identity marketing platform that digitally verifies customers right on ASICS website. Customers seeking a discount complete a simple form, are instantly verified, and immediately resume their purchase process.

With SheerID in place, ASICS rapidly rolled out a major expansion of their heroes discount program, giving healthcare workers, first responders, and the military a generous 60% discount. After the initial three-month program, the company converted the offer to an evergreen discount of 40%. In August, it added a 20% discount for students—just in time for back-to-school. And most recently, ASICS extended the 20% discounts to teachers, too.

Implementing these discounts was fast and easy. “I was able to build out all of our programs in SheerID in an hour, and the platform generated code snippets that were simple for our web team to add to our website,” Stephanie said. “SheerID enabled us to launch our campaigns quickly, which let us immediately shift our focus to making customers aware of the discounts they were eligible for.”

ASICS posted the offers to their social media channels and promoted them on its website with a homepage

banner, footer link, and a special [landing page with FAQs](#). The company also sent emails announcing the programs to its entire database, knowing that if recipients weren't a medical worker or first responder, they likely had friends or family who were and would pass the offer along.

To underscore its commitment to these customers, ASICS ran additional campaigns during holidays that celebrated these consumer communities, such as Teacher Appreciation Day, National Nurses Week, and National Doctors Day.

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RESULTS

The campaign drove 26,000 purchases and a 100% lift in conversions.

Launching these programs with SheerID paid off. ASICS' initial campaign saw a remarkable 100% conversion rate lift.

The campaign also quickly generated revenue. The medical, first responder, and military discount launched on June 4, and in the first 25 days it drove 26,000 purchases and 15% of total sales for the month.

Even better, these customers had an average order value (AOV) that was \$12 more than customers who purchased without the discount.

Replacing its manual verification process with SheerID also saved ASICS hundreds of hours of work each week, which freed its support team to provide even greater value to customers.

Stephanie is thrilled with the programs' success. "Using SheerID doesn't just save us time and generate revenue, it allows us to support the well-being of customers who give our communities so much," she said. "We're building customer loyalty in a way that fulfills our brand's mission."

As ASICS looks into expanding its identity marketing programs to Japan and other countries, Stephanie knows the company can count on SheerID for help. "SheerID has been responsive and easy to work with throughout our entire engagement," she said. "We're excited about all the new opportunities the platform gives us to engage our customers in more authentic, meaningful, and personalized ways."

ASICS' CAMPAIGN RESULTS

CONVERSIONS

100% ↑



AOV

\$12 ↑



TIME SAVED

100s of
Hours/Week



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