Moving Minds

How ASICS is personalizing the customer journey one mile at a time

jebbit



Since 1949, Asics has been committed to producing great sportswear products for their consumers, and promoting healthy lifestyles.

The Problem

ASICS was looking for a solution to better engage consumers and recommend products based on different running personas. The brand was also looking to capture lifestyle and psychographic data to aid in ongoing segmentation efforts.

The Solution

ASICS partnered with Jebbit in order to engage consumers in an interactive digital conversation and provide qualified insights into each consumer's individual running routine.

As a result, ASICS was able to understand consumer preferences and personalize the shopping journey.

I usually buy a new pair of running shoes when...

My current pair has become worn out or damaged

I find a new pair with better design or technology

I've logged a certain amount of miles on my current pair

The Results

ASICS has seen great results since working with Jebbit. Overall, there has been an increase in completion rates and an increase of insights on consumer preferences.



used the same pair for a long period of time

ee a sale that I just can't pass up

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90% Completion rate 70% Website redirect rate 21.5 Data points per profile