

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.

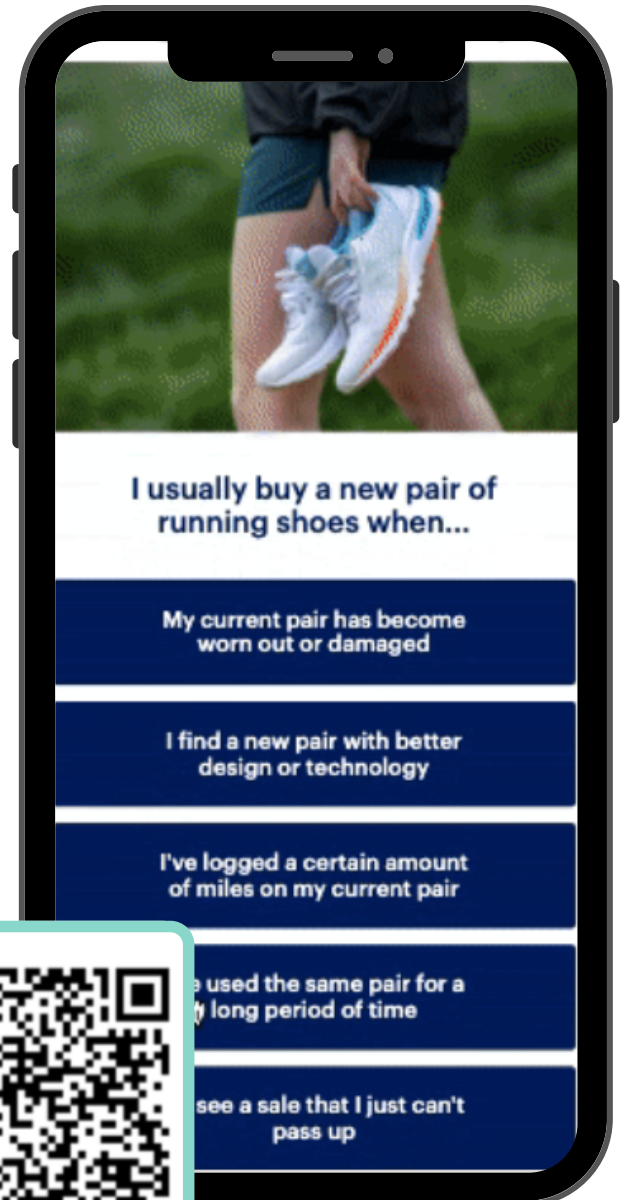
The Solution

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.

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.



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90%

Completion rate

70%

Website redirect rate

21.5

Data points per profile