How Puma Uses Klear to Engage Fans in 80+ Countries

The dilemma

Maintaining a global presence comes with unique challenges, even for well-established brands like Puma. For starters, the company needed to understand the nuances of each of the countries in which it operates (80 countries total!) to ensure its marketing and messages resonate with those audiences. Using influencers gives them a direct "in" to niche markets, particularly the unique running communities in each of those countries.

Finding influencers who aligned with the brand's values and could make a real impact in those markets proved challenging. The company also needed a way to track the influencers' performance and allow them to demonstrate an ROI for their efforts. By choosing Klear, Puma gained confidence in working with influencers across multiple markets and audiences.

" The Audience platform was an important tool in precisely unearthing the influential users we wanted to use for our campaigns. It would be difficult to manually discover these niche profiles; however, using Audience made it a lot easier for us to hone in on the best profiles for us to work within each city. "

Leslie Fines
Social & Content Strategy Manager, Digitas

Klear enables Puma to:

Use sophisticated audience segmentation to find local niche influencers around the globe	Identify highly engaged users and gain clarity beyond likes and shares	Gain a 24x higher engagement rate across the campaign

Identifying Niche Influencers with Real Impact

Puma chose influencer marketing so that they could promote themselves in the most authentic way possible. Influencers who lived and worked within their target markets already had an understanding of the language, cultural norms, and other nuances that can vary from country to country.

Klear offers game-changing insight by activating multiple influencers who could engage local running communities and drive conversations about the sports brand. Rather than base decisions solely on audience size, with Klear the marketing team can track audience growth over time, follower engagement, and other factors to show their influence in the health and fitness space.

Tracking Content and Engagement from a Single Source

After activating the influencers, the team could also track the influencers' content, engagement rates, and other metrics, all from within the platform. Analyzing engagement helped the brand to prove the success of its campaign as well as set new performance benchmarks for future campaigns.

In total, the campaign generated more than 10,000 unique uses of the branded hashtag and achieved a 24x higher average engagement rate.