

Under Armour Case



Having worked its way to the top of the industry pack, **Under Armour** remained ever-vigilant about growing sales through all of its distribution channels, including on-line. When reports indicated its website underperformed relative to industry benchmarks and management goals, management wanted to know why and, more importantly, what to do about it.

Under Armour called in Copernicus to develop a better targeted and more cohesive web strategy.

INSIGHT

In-depth marketing strategy work identified key segments and extensively profiled digital behaviors.

STRATEGY

Under Armour redesigned its website and focused its search marketing efforts based on the digital profiles of target customers.

GROWTH

Website sales are up **+53%** compared to the same period last year.



Contact: Ami Bowen at (617) 449-4179, Ami.Bowen@CopernicusMarketing.com
CopernicusMarketing.com | Blog: MarketingFray.com