

ASICS— In-Market shoes buyers

Opportunity

ASICS desired to effectively reach potential running shoe buyers on X in the UK for an impactful awareness campaign, with the campaign's success measured by a third-party brand lift study.

Approach

Custom audiences were created, focusing on users on X with a high likelihood of being in-market for running shoes, such as marathon participants or followers of runner brands. This strategic targeting allowed for a more efficient allocation of the campaign budget.

Result

The campaign led to a significant 52% increase in purchase intent for ASICS running shoes. Additionally, a video completion rate of 27.5% indicated high engagement within the targeted audience, marking the campaign as a success.

"The results were very impressive and I would definitely recommend Socialdatabase to other companies looking to improve on their Twitter targeting."

– Andy Griffiths (ASICS EMEA)



The ASICS logo is displayed in white on a black background. It consists of the word 'asics' in a lowercase, italicized sans-serif font, preceded by a stylized 'S' symbol.

27.5%
Video Completion
Rate

+52%
Purchase intention