



Under Armour: Aiming for high performance in ecommerce



By migrating its ecommerce operations to a new platform, Under Armour saw a 35% increase in conversions in 90 days.

Athletes understand the difference a high-quality product makes in their performance. Anything from the caliber of food ingested during training to the running shoes worn on race day can impact their execution, resulting in the difference between first and second place.

This performance integrity and value proposition has been ingrained in the Baltimore-based sporting goods brand, Under Armour, since its inception. For more than 24 years, this global brand has been creating products to enhance sports performance and make athletes better.

Their “be better” mentality has moved from product development into their overall business strategy. It led Under Armour to focus on improving their online sales performance and look for an ecommerce technology capable of meeting its high demands, just as the brand does for its athletic customers.

Therefore, in Brazil, Under Armour took cues from Mizuno and Olympikus, other Vulcabras Group brands which had already been operating digitally on VTEX, and sought to elevate its ecommerce operation using the same all-in-one solution. This replatforming project was to be the first step of a standardization plan across Latin America for the brand.

In addition to taking conversion rates to a new level, the new technology enabled the native integration of ecommerce with marketplaces, centralizing in a single platform the management of products, inventories, prices, promotions, as well as customers and their orders, promoting greater agility and lower operating costs.

By centralizing services, Under Armour was able to overcome communication difficulties and increase the pace of growth since the volume of business generated by local markets is much higher. This rethinking of Under Armour’s partnership architecture also optimized the performance of digital service providers.

“Another important change in this project was the integration of service providers such as email marketing and payment methods. [By] expanding the migration to VTEX, this brought agility gains, and the operation was no longer vulnerable to exchange rate variations.”

Pedro Rios Bertolacini
Head of DTC at Vulcabras

Transformation

If performance is a vital aspect for Under Armour, it couldn't be any different with the migration, which took less than 90 days thanks to the full commitment of its own team and that of VTEX.

By focusing on the positive impact of replatforming its ecommerce technology alone, Under Armour chose not to make any changes to the user interface. This allowed them to identify the effect of simply migrating to VTEX on their online store's operating rates. Besides, the project took into account the strategic importance of ecommerce in the current scenario and the proximity of Black Friday.



35%

Black Friday 2020 with a conversion rate 35% higher

The results are outstanding, as the project's completion allowed Under Armour to participate in Black Friday 2020 with a conversion rate 35% higher than the one they obtained through the previous solution.

Flexibility

VTEX's project with Under Armour could already be considered a success if only ecommerce performance were taken into account. However, besides performance improvements, the new ecommerce has some new features and capabilities not provided before the migration.

Now, the apparel and sports gear brand is able to customize freight terms, work with local partners to optimize exchange processes and take advantage of a broader range of payment methods. The architecture planned and implemented by VTEX has been designed to start omnichannel operations as soon as Under Armour desires. The integration between ecommerce and physical stores, whether company-owned or franchised, allows for greater agility in stock management, endless aisle strategies and options such as pick-up in-store or ship-from-store.

All the advantages that the VTEX solution now offers Under Armour allow the brand's customer to have a more secure, seamless and complete experience, from purchase to post-purchase. An essential step towards harmony between technology and business and true strategic performance gains.



VTEX (NYSE: VTEX) provides a software-as-a-service digital commerce platform for enterprise brands and retailers. Our platform enables our customers to execute their commerce strategy, including building online stores, integrating and managing orders across channels, and creating marketplaces to sell products from third-party vendors. Founded in Brazil, we have been a leader in accelerating the digital commerce transformation in Latin America and are expanding globally. Our platform is engineered to enterprise-level standards and features. We are trusted by more than 2,000 customers with over 2,500 active online stores across 32 countries, who rely on VTEX to connect with their consumers in a meaningful way*.

**Figures as of FY ended on Dec. 31st, 2020*

