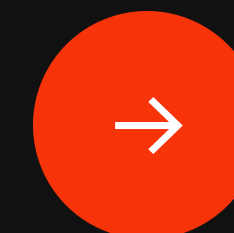


Date
March 2022

Company Name
MiQ

Contact
nakiyagorham@gmail.com

Nike



Today's Agenda

Competitive Analysis



Identifying data

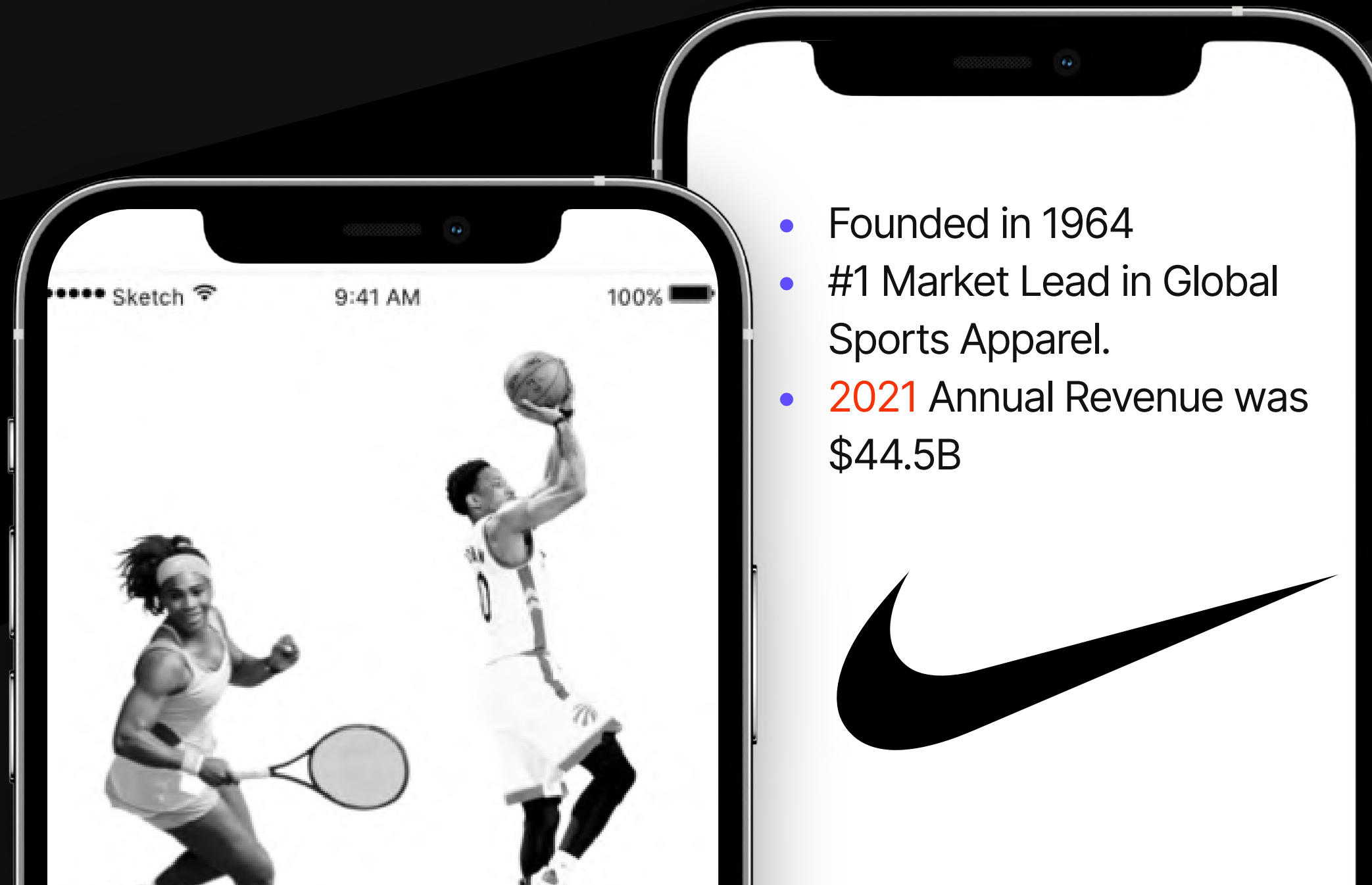


Insights/Recommendations

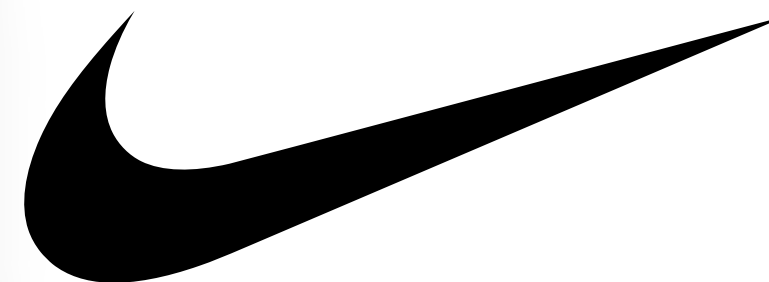


Who is NIKE?

"Just Do It"



- Founded in 1964
- #1 Market Lead in Global Sports Apparel.
- **2021** Annual Revenue was \$44.5B



Company Name
MiQ

Date
August 2024

Nike's market strategy

Marketing

Key customer acquisition channels: direct selling, email marketing, social media marketing, content marketing, and paid advertising.

Revenue

Sales increase of \$10.9B, due to the shift in sales strategy that prioritizes direct and brand digital sales.

Partnerships

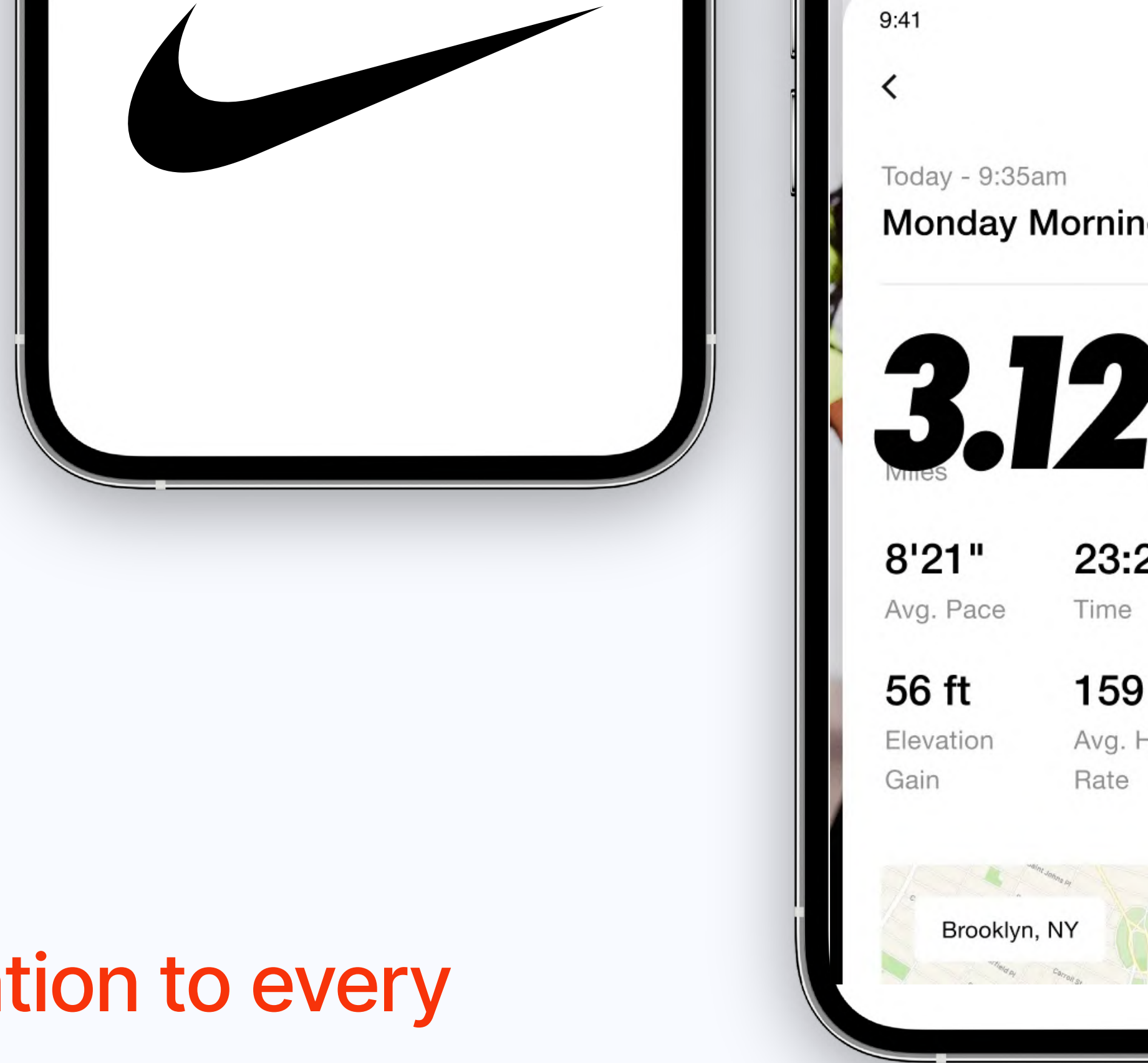
Partnered with Apple, and created "Nike+".

Customers

Current NPS score of 52.

Traction

Start shifting placements into Web 3.0 spaces.



Nike's mission —

"To bring inspiration and innovation to every athlete in the world."

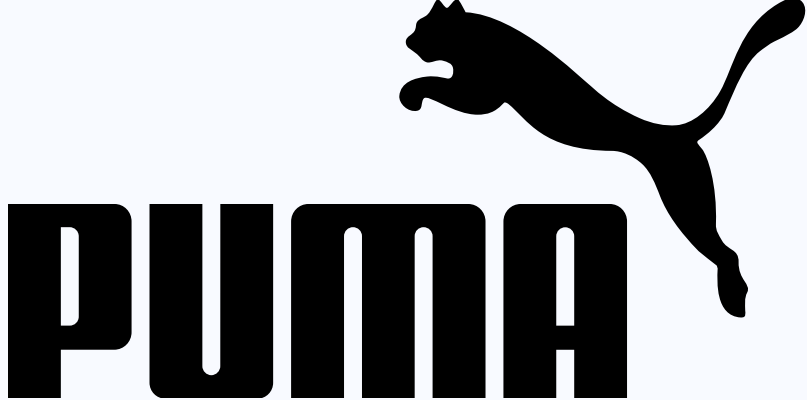
*If you have a body, you are an athlete.

Competitors



ADIDAS

\$22.6B



Puma

\$7.49B



Under Armour

\$4.5B

Worldwide Sales of selected sports brands in 2021



Nike's 2021 revenue.



Adidas's 2021 revenue.



Under Armour's 2021 revenue.

Competitive advantages

1

Stronghold over global sports apparel market.

2

Technological innovative approach

3

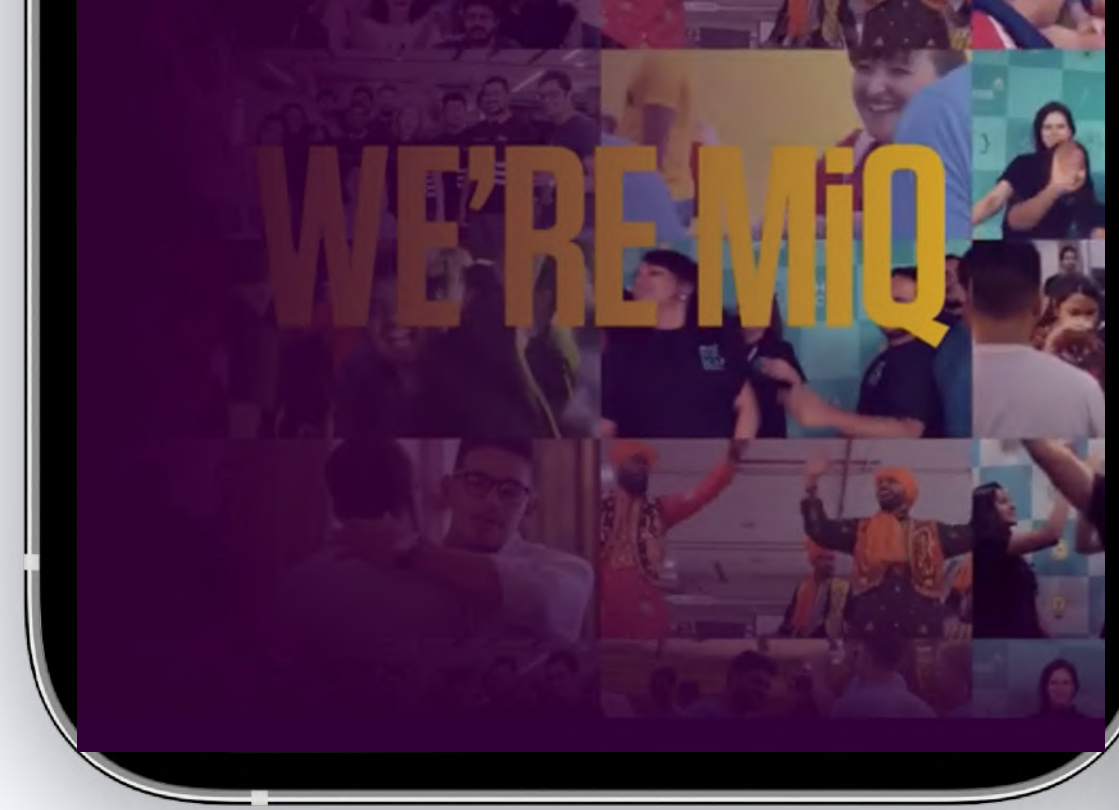
More physical storefronts

Competitive landscape



The problem —

Are there any distinctions in Nike's content/marketing strategies that could impact October's campaign?



MiQ

MiQ's mission —

"We connect the right people, industry partnerships, and technology in a complete programmatic stack so we can solve your precise business challenges by maximizing the value of your data."



What?

Nike wants to know how well their October campaign performed. However, there was no ad spend.



Why?

Providing concise metrics and data makes it easier for MiQ to help clients like Nike understand what ads are/aren't performing well.

October's Performance

6,250,988

of total impressions for October.

6,788

of total clicks for October.

11,245

of total conversions for October

October's Performance

Pitch

0.11%

click through rate

\$5.00

CPA goal

\$31,254

total campaign spend

October's Social Performance

3,801,384

of the social flight impressions led the campaign.

5,037

of total clicks were from the social sync flight.

25%

of the social conversions were the total conversions for the campaign.

October's Social Performance

61%

of the social sync flight impressions led the campaign.

74%

of total clicks were from the social sync flight.

0.13%

of the click through rate for the social sync flight.

October's Prospective Performance

2,449,604

of prospective flight impressions

1,751

of total clicks were from prospective flight.

75%

of prospective conversions were total conversions.

October's Prospective Performance

39%

of the prospective sync flight impressions.

26%

of total clicks were from the prospective sync flight.

0.07%

of the click through rate for the social sync flight.

Evidence

Evidence #1

Halloween was the best day for the ad placement for both social and prospective.

Evidence #2

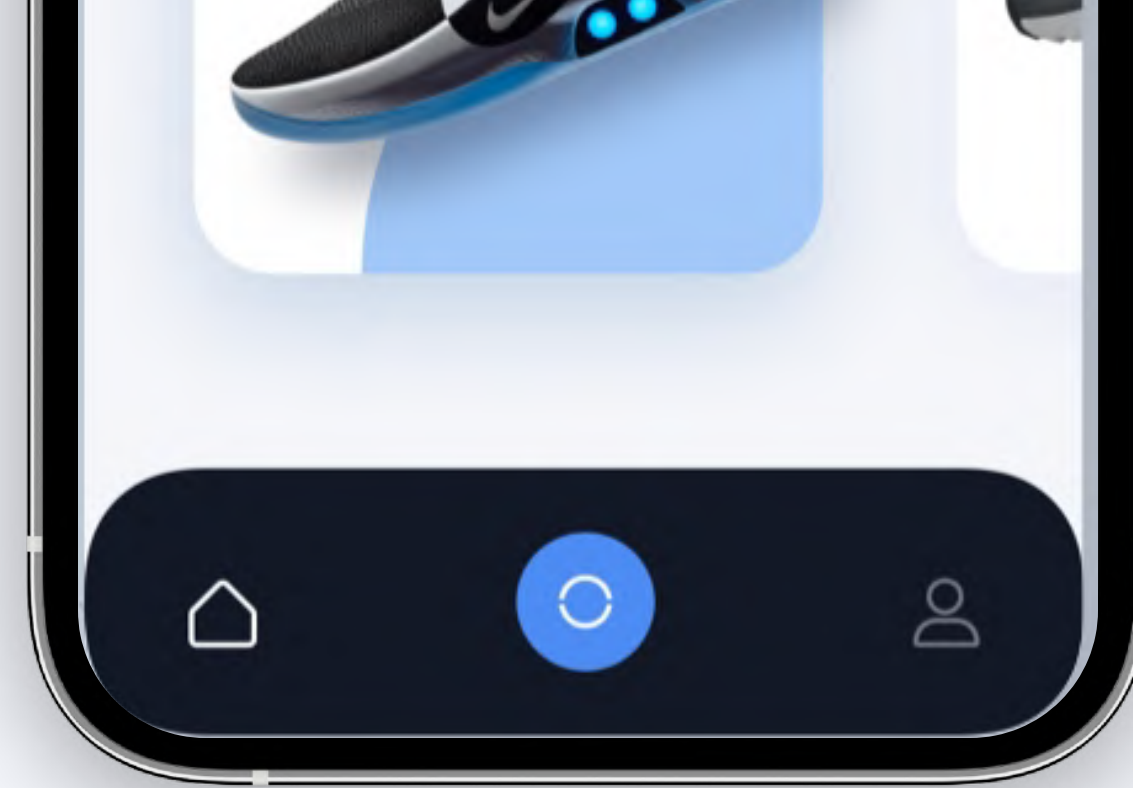
Ads that went live on the second half had a higher CTR and conversion rate.

Evidence #3

Social performed better than prospective, and had a higher CTR.

"Halloween alone had over 180k impressions, 53 clicks, over 1.2k conversions.

-Nakiya Gorham



Insights —

The second half of the campaign performed better than the first half. The placements that went live after Oct. 29th had a higher conversion rate and a higher CTR.

However, the first half had more impressions and more clicks.

October's First 14-Days Performance

3,536,074

of total impressions

3,805

of total clicks.

14%

of total conversions.

October's Second 14- Days Performance

2,714,914

of total impressions

2,983

of total clicks.

86%

of total conversions.

Insights —

We can expect an upward trend of impressions, clicks, and conversions in November.

Recommendations —

- If Nike plans to expand their digital ad placements, it should consider marketing itself to the NFT/Meta community.
- Since we're in a transition of Web 2.0 and Web 3.0 advertising the brand would be able to tap into the Web 3.0 market. (Oculus, Metaverse, etc.)
- Other analyses to consider would be a security analysis, surveys, focus groups, customer analysis, both qualitative/quantitative data, and risk analysis.
- We recommend field trials are conducted before agreeing to push Nike to a new market.
- We recommend the brand gets qualitative data to assess the impact of digital ad placement in the Web 2.0 forum in comparison to Web 3.0

Company Name
MiQ

Contact
nakiyagorham@gmail.com

Date
March 2022

**Thank
You** 

