

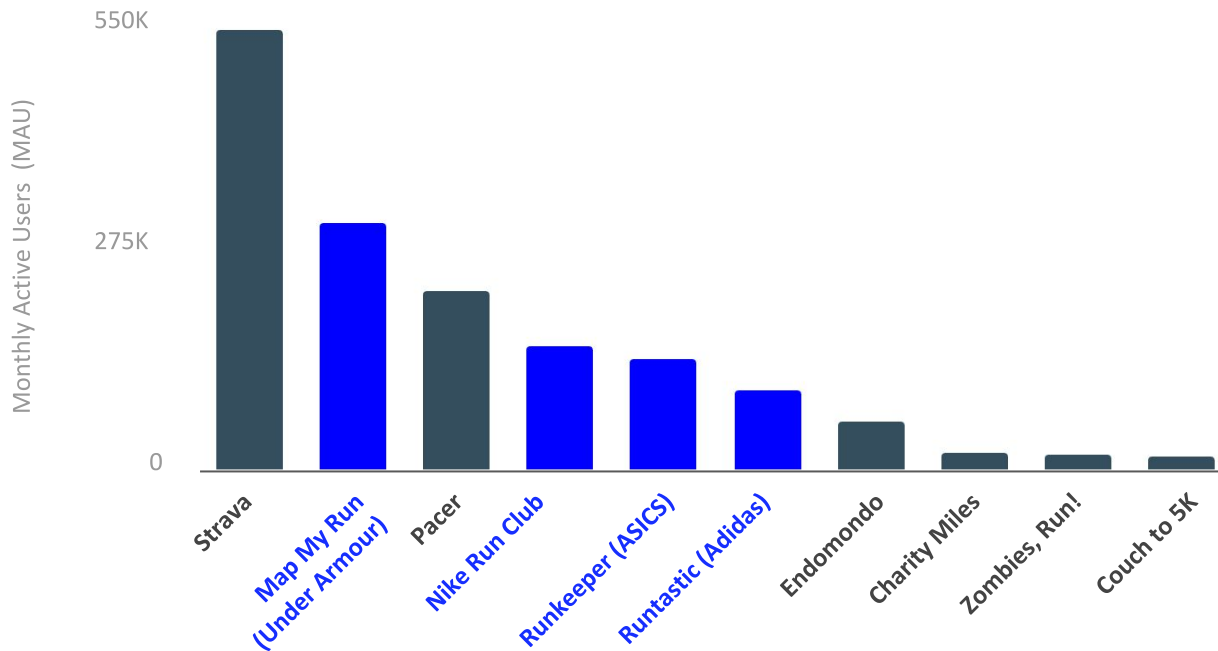
The Strava logo, consisting of the word "STRAVA" in a bold, white, sans-serif font, is centered within a blue rounded square. The letter 'V' is stylized with a diagonal slash through it.

**STRAVA**

**Creating an Owned Audience  
With Branded Running Apps**  
Activewear



Several leading running apparel brands have acquired or developed popular **run tracking apps**.

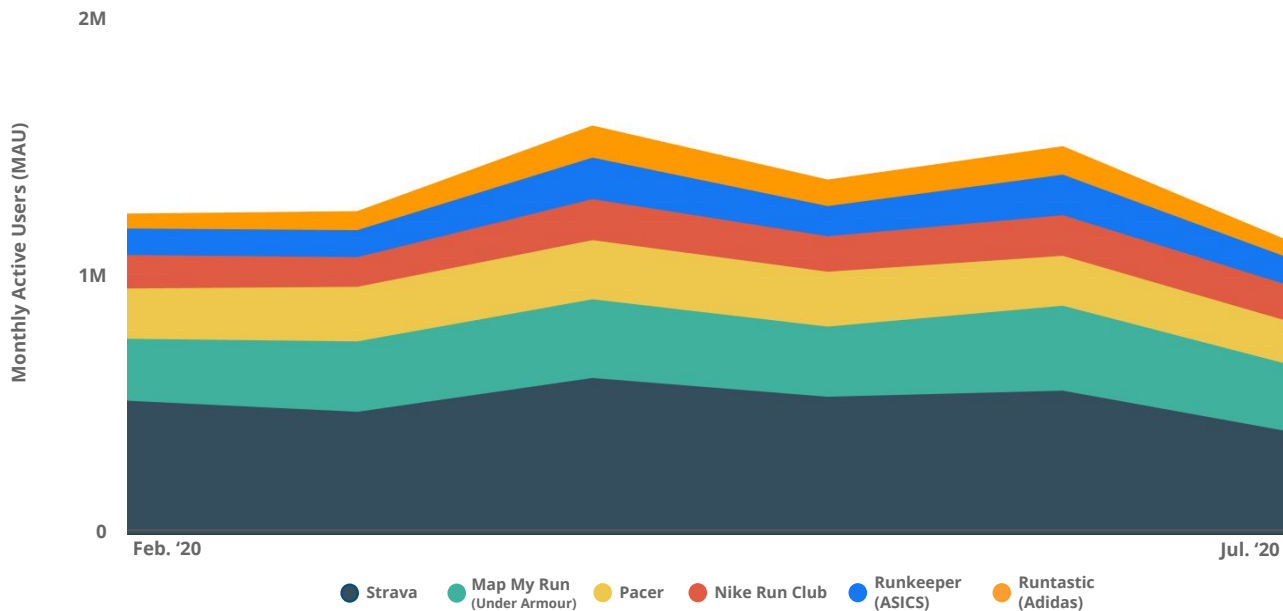


\*MAU is Google Play Store Only (North America)



**In total, the top run tracking apps serve over 1 million highly engaged North American runners on Android that use their app at least once per month.**

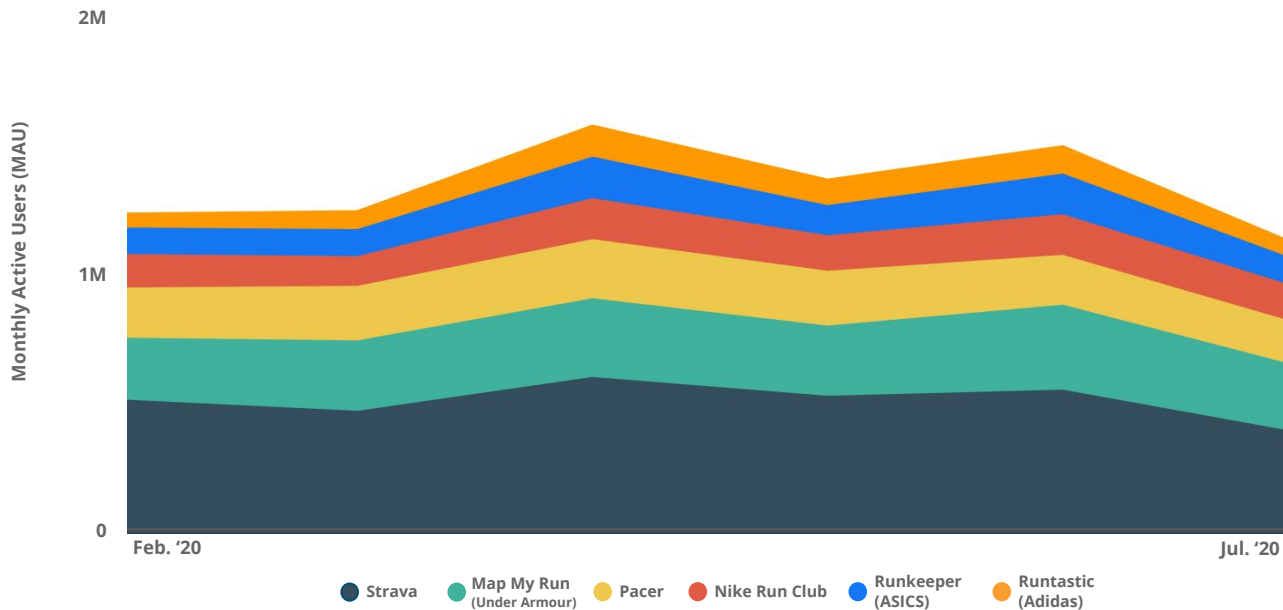
**This figure does not include iOS.**



\*MAU is Google Play Store Only (North America)



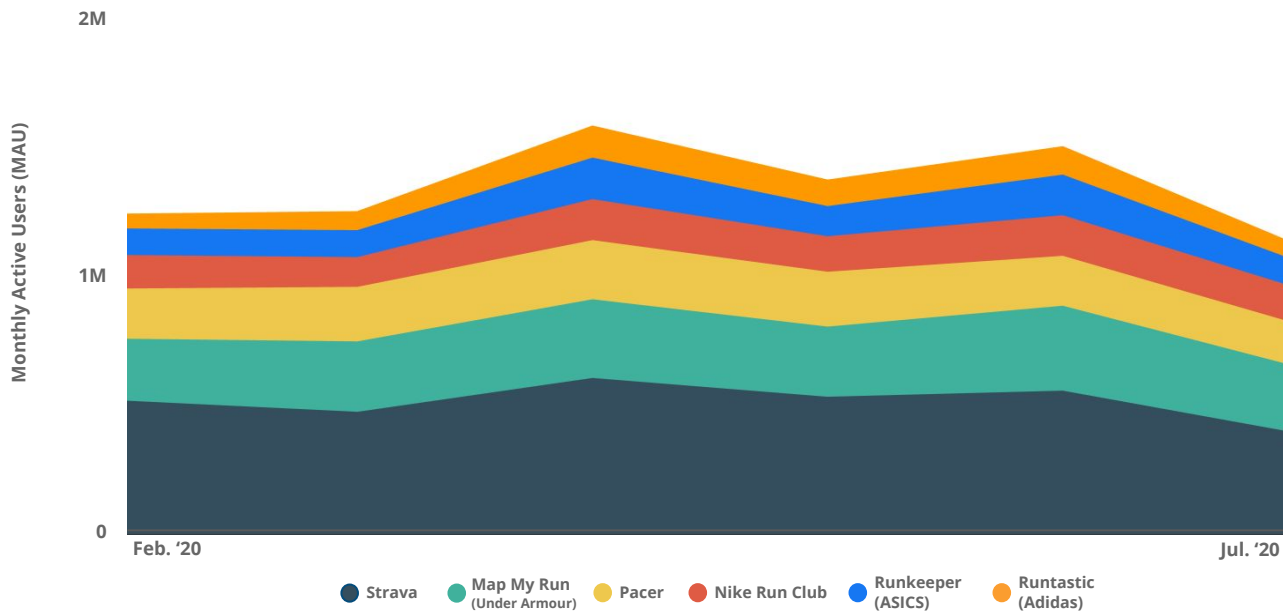
**Under Armour's Map My Run App** has consistently remained the most popular branded tracking app amongst runners, only second to **Strava**.



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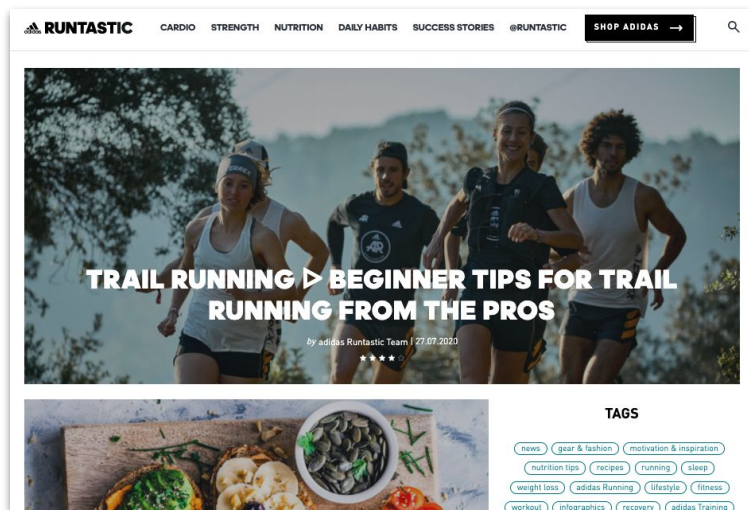
**Pacer** and **Strava** are the two largest run tracking apps that are not owned by running apparel brands.



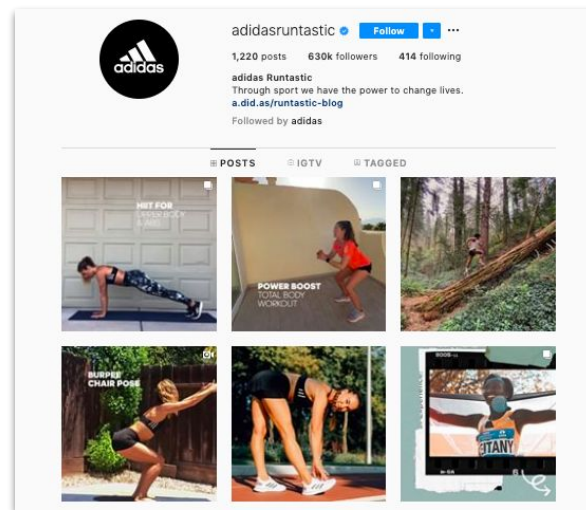
\*MAU is Google Play Store Only (North America)



Adidas' Runtastic app has its own [blog](#) and social accounts ([@adidasruntastic](#)) that are separate from the [@adidasrunning](#) account. Beyond brand building, the Runtastic blog also drives users to Adidas' eCommerce site.



The Runtastic blog features articles about nutrition, lifestyle, fitness, and fashion, but also drives users to Adidas eCommerce site.



Instagram page features a variety of at-home workouts for runners from yoga to cardio crushers.



# The top articles on the Runtastic blog in July focused on strength training and at-home workouts for beginners:

## BUTT EXERCISES: THE 15 BEST BODYWEIGHT EXERCISES FOR A BIGGER BUTT

by adidas Runtastic Team | 18.03.2019 | 20 minutes



Looking to sculpt and strengthen your glutes? Then you've come to the right place!

With these 15 bodyweight exercises you can create your own butt workout at home. Here's how to do it:

- Pick 4-6 exercises
- Do as many reps as you need to feel your glutes really working. For some exercises, such as the Single Leg Hip Thrust, you might need only 8, for others, such as the Frog Pump, you might need to do 30
- Repeat for 3-5 rounds

[Click to view](#)

12K Site Visits

## NO WEIGHTS: 6 BEST BODYWEIGHT EXERCISES FOR YOUR BICEPS

by Herwig Nattnessing | 19.04.2019 | 3 minutes



Having muscular arms is a sign of strength and fitness. Sporting a pair of guns is one of the easiest ways to make a big impression. Therefore, it is hardly surprising that one of the most popular gym exercises is the biceps curl. Practically everyone who holds a dumbbell in their hand for the first time instinctively does a curl.

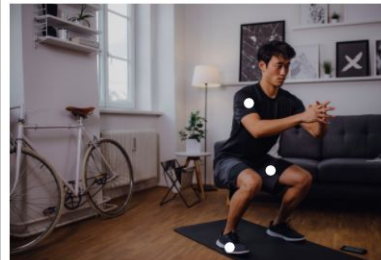
But what if you want to do a bicep workout at home without weights? Here is a list of **bodyweight bicep exercises you can do at home**.

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11K Site Visits

## 28-DAY WORKOUT CHALLENGE FOR BEGINNERS (TRAIN AT HOME!)

by adidas Runtastic Team | 08.04.2020 | 2 minutes



You've wanted to start working out for a long time now, but there's always something in your way.

- You open a YouTube video and can barely follow the exercises...
- You plan a workout, but you don't want to spend too much time on it...
- You really want to work out regularly, but you aren't motivated enough to exercise...

Ok, it's time to strip a workout plan down to essentials and finally stick with it!

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7K Site Visits

## MAKE YOUR OWN RESISTANCE BAND WORKOUT WITH THESE EXERCISES & TIPS

by Hana Medvesek | 07.05.2019 | 16 minutes



Resistance bands are likely the best inexpensive training tool you can get. Whether you are a beginner or already at an advanced fitness level, resistance band exercises can give your muscles a good challenge.

You can use resistance bands for exercises that target any body part without putting extra pressure on the joints. And while the usual strength exercises focus on bigger muscle groups, resistance band exercises can be great for targeting those smaller muscles that function as stabilizers, too.

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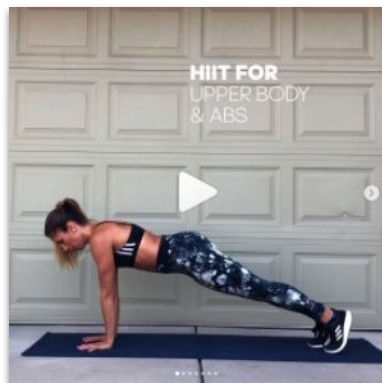
19K Site Visits

Benchmark: 1.3K Site Visits

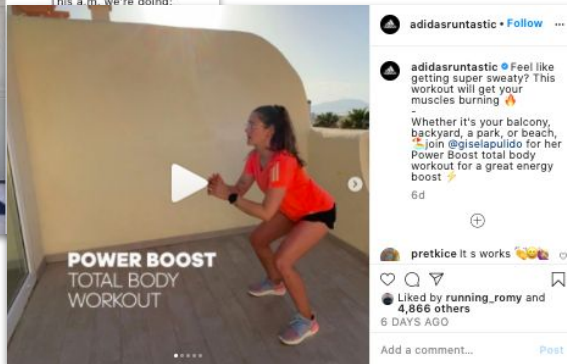
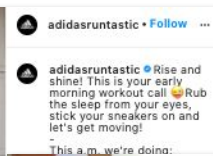


## The top performing Instagram posts for Runtastic are carousel videos with at-home bodyweight workout plans, typically delivered by an influencer/brand ambassador

Carousel video posts feature one workout per slide, and does not require any equipment making it easy for any person to replicate at-home.

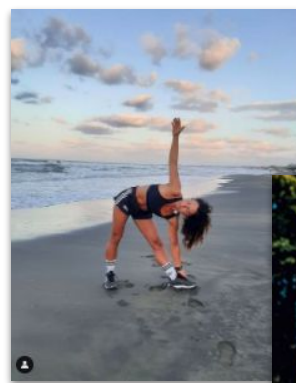


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5.8K Eng. | 9.22% ER

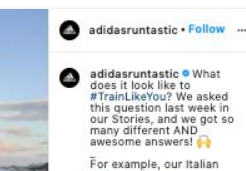


[Click to view](#)  
4.9K Eng. | 7.78% ER

Runtastic posted a series of influencer posts as part of their #TrainLikeYou campaign which promotes being comfortable in your own body regardless of shape or size.



[Click to view](#)  
3.3K Eng. | 5.23% ER



[Click to view](#)  
3.2K Eng. | 5.14% ER

Benchmark: 2.25% ER



# Key Takeaways

## From the Branded Running Apps Case Study

**Focus Allocation — Run Tracking Apps:** Almost every leading running apparel brand owns or is affiliated with a major run tracking app. Strava & Pacer Health are the top fitness tracking apps that remain independent.

**Tactics — Loyalty & Brand Building With Apps:** Over 1 million North Americans use branded run tracking apps every month on Android Alone. Leading run apparel brands are leveraging these apps to strengthen their relationship with a dedicated user base.

**Tactics — Driving eCommerce With Apps:** Adidas' Runtastic blog and social accounts not only build brand, but feature strong CTAs to 'Shop Adidas' by visiting Adidas' eCommerce site. Using run tracking apps and their associated sites, blogs, and social accounts to drive traffic to eCommerce is a tactic replicated by several other major running apparel brands as well.

**Social Content — At-Home Bodyweight Workout Videos:** The top performing Instagram posts for Runtastic are carousel videos with at-home bodyweight workout plans, typically delivered by an influencer/brand ambassador. This content type also tends to perform best on Instagram for other leading run apparel brands.