



DECATHLON

Supporting rapid growth in a competitive marketplace.

Omnia helped us set up our omnichannel strategy for both pricing and marketing. Their product-focused and data-driven approach allowed us to reach our ambitious growth goals in a highly targeted way

Laurens Spiele,
E-COMMERCE DIRECTOR AT
DECATHLON NL

Decathlon S.A. is a French sporting goods retailer. With over 1400 stores in 45 countries, it is the largest sporting goods retailer in the world.

Challenges

How do you reach rapid growth in a crowded marketplace? Decathlon NL asked itself this question in 2015, and ultimately found Omnia as a solution.

When Decathlon entered the Dutch market, it had ambitious goals: the company wanted to be known as the best value-for-money sports retailer in the country, and grow rapidly while remaining profitable.

Decathlon had a detailed plan for its growth, but lacked the technical and operational tools necessary to reach its goals. The company chose Omnia's software to bridge this gap.

How Omnia Helped

Decathlon NL used Omnia's products to automate its pricing and online marketing. In addition to daily monitoring of pricing data with Pricewatch, Decathlon used Dynamic Pricing to automatically adjust prices according to its strategy.



With Omnia's marketing automation suite Decathlon optimized the feeds to all the marketing channels and automated bids to Google Shopping. Pricing information was used to push their most competitive products more aggressively.

Results

With Omnia's complete pricing and marketing automation software, Decathlon NL executed its aggressive value-for-money strategy with stellar results:

+20hrs.

Saved each month in automation of manual tasks

+90%

Additional revenue in-store on strategically marketed Google Shopping ads

+80%

Increase in conversion rate on dynamically priced products

Omnia's pricing software helped Decathlon NL increase its conversion rates on dynamically priced products by as much as 80%. Additionally, Decathlon recovered 20 hours every month that was wasted on manual labor, giving the pricing team more time to focus on strategy.

Even more impressive were Decathlon's results with Omnia's Dynamic Marketing tool. With the optimization of its marketing channels, Decathlon outperformed its already-aggressive 2x growth goal and increased its Return on Ad Spend (ROAS) by 50%.

Decathlon's marketing optimization also created significant uplift in the number of products bought in-store because of the Research Online, Purchase Offline (ROPO) Effect. The company used Omnia to implement an omnichannel bid strategy, resulting in almost one additional sale in-store for every product bought through Google Shopping.

The performance of Omnia exceeded our expectations, both on our marketing and pricing strategy.

Jesper Elders,
MARKETING MANAGER
DECATHLON NETHERLANDS

Conclusion

Decathlon NL's success is a direct result of its detailed pricing and marketing strategies, but Omnia gave the company the tools to ensure that strategy became a success. The company was able to outperform its own goal to double its growth, and has secured its price perception as the best value-for-money sports retailer in the Netherlands.

Get in touch with Omnia

Interested in learning how Omnia can help you achieve your business goals? Reach out today to get started for free.

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