Solving Retail’s Growing Complexity

WITH SANDER ROOSE
Unleashing superpowers by democratizing expertise and automation.
Unleashing superpowers by democratizing expertise and automation.
Decathlon S.A. is a French sporting goods retailer. With over 14,000 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.

**Omnia helped 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 Spielberg, E-Commerce Director at Decathlon NL

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.
Stay ahead of the curve

Subscribe to Omnia’s monthly newsletter and get the latest e-commerce and retail trends delivered directly to your inbox.
Retail complexity has increased

**ASSORTMENT**
- **3K PRODUCTS**
  - That fit in a physical store
- **20K PRODUCTS ON AVERAGE**
  - across Omnia’s customers, and **growing 20%** in the last 2 years

**MARKETING CHANNELS**
- **WEEKLY UPDATE**
  - Of one marketing channel (physical flyer)
- **INTRADAY UPDATE**
  - Of over > 50 marketing channels

**STOREFRONTS**
- **PHYSICAL STORE**
- **OMNICHANNEL EXPERIENCE**
Competition *more intense*

All categories are starting to behave as CE

Average % of weekly price changes over total number of products

- Qtr1-2017: 29%
- Qtr2-2017: 20%
- Qtr3-2017: 18%
- Qtr4-2017: 22%
- Qtr1-2018: 25%
- Qtr2-2018: 27%
- Qtr3-2018: 29%
- Qtr4-2018: 22%

Source: Omnia data (2017-2019)
Competition more intense

Amazon & Alibaba have seized large e-com market shares

- **US**: 47%
- **UK**: 47%
- **DE**: 31%
Based on the top 100 Amazon Bestsellers in each of 300 categories, we see that Amazon has the lowest price in 27% of the products in Germany. In the Netherlands this is 42%
Competition more intense (3/3)
Brands more serious with their D2C channels

19. Dyson Price Match Promise

Our prices are checked and matched daily, so you can be confident you’re getting the best price by purchasing direct from Dyson.

If, within 7 days of purchase, you find the same model advertised at a lower price by Argos, Currys or John Lewis in the UK, we’ll refund the difference.
Winners are more advanced in pricing:

They change the prices of their products more broadly and frequently.

Source: Omnia & Twinkle data 2018
At first glance both winners & others (all products) appear to have the same distribution in price ratio.
At first glance both winners & others (all products) appear to have the same distribution in price ratio.
Appearances *are* deceiving

While being extra aggressive on primary orientation products (>300 Euro)

Source: Omnia & Twinkle data 2018
Appearances are deceiving

Winners use low price-point products to drive profit (<20 Euro)

Source: Omnia & Twinkle data 2018
Pricing strategies should result from commercial strategy

And be differentiated per category based on the role of that category
Markets differ significantly in pricing

Leverage this by localizing pricing per country

UK 103
FR 102
BE 101
NL 100
DE 92
Pricing best practices:

Omnichannel retailers with Electronic Shelf Labels (ESLs) are much better able to leverage the value of frequent price changes.
A digital assistant that supercharges your business with actionable insights and automated actions.
Minimize time spent in Omnia

Minimize clicks to act

Cross-domain
Based on current stock level a product is likely to go out of stock soon.
Based on current stock level a product is likely to go out of stock soon.
Based on current stock level a product is likely to go out of stock soon
Next up

NATHAN JOHNSTONE  
Omnia’s Chief Architect

BEREND VAN NIEKERK  
Omnia’s Product Manager
Focus
Your morning routine
Our morning routine

6:00AM

VERGELIJK.NL
KIESKEURIG.NL
beslist.nl

23~ million → 8.2~ million → 50~ million
But wait! There’s more

~20 MILLION
PRICING DATA
40 GB/DAY

PRICING DATA
1.2 TB/MONTH
Observability
Resiliency
Omnia System Scalability
Omnia System
Agility
BEREND VAN NIEKERK
Omnia’s Product Manager
The Digital Assistant
WITH BEREND VAN NIEKERK
A digital assistant that supercharges your business with actionable insights and automated actions.
A digital assistant that supercharges your business with actionable insights and automated actions.
Automated Actions
### Import mappings

<table>
<thead>
<tr>
<th>Import fields</th>
<th>Mapping / Calculations</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID</td>
<td>[ID - Demo webshop sheets]</td>
</tr>
<tr>
<td>EAN</td>
<td>makeean([EAN - Demo webshop sheets])</td>
</tr>
<tr>
<td>SKU</td>
<td>[SKU - Demo webshop sheets]*_</td>
</tr>
<tr>
<td>MODELID</td>
<td></td>
</tr>
<tr>
<td>PRODUCT NAME</td>
<td>[Product_name - Demo webshop sheets]</td>
</tr>
<tr>
<td>DESCRIPTION LONG</td>
<td></td>
</tr>
<tr>
<td>DESCRIPTION SHORT</td>
<td></td>
</tr>
<tr>
<td>BRAND</td>
<td>[Brand - Demo webshop sheets]</td>
</tr>
</tbody>
</table>
Data

External data connections

Actions

- Price comparison website connections
- Google Shopping, Amazon, Ebay
- Direct Scraping
Commercial Strategy

Data

Actions
Perform all calculations
Data → Actions

Multiple times a day
Full assortment
A digital assistant that supercharges your business with actionable insights and automated actions.
Actionable Insights

**USER MANAGEMENT**
Understand the role of your user so you can tailor your message

**DATA VISUALIZATION**
Provide relevant insights to that role

**PERSONALIZED UX**
Enable that user to act upon that insight within a few clicks
User Management
User Management

01. Pricing access split
02. Multi-portal login
03. Identity management
04. Role based access control
User Management

01. Pricing access split
02. Multi-portal login
03. Identity management
04. Role based access control
User Management

01. Pricing access split
02. Multi-portal login
03. Identity management
04. Role based access control

Single Sign On (SSO)
+ Top level security features
User Management

01. Pricing access split
02. Multi-portal login
03. Identity management
04. Role based access control

ACCESS CONTROL
Data Visualization
Top lists of products

Aggregated insights

Comparable time periods
Personalized UX
Relevant

Minimal amount of clicks
Relevant
Minimal amount of clicks

Pricing Manager
Thank you!