

SUCCESS STORY

# How Intersport increased AOV by 4% with personalized website experiences



Web Suite

Lead collection

Banner management

**4%** increase in AOV

**5,300** new leads



Thanks to Insider, we didn't have to activate each campaign manually, which dramatically improved our efficiency and productivity."

Omnichannel Director at Intersport Poland



## Executive summary

Intersport's onsite experiences were generic which was damaging customer trust and engagement. With a huge catalog, it wanted a personalization platform that could deliver highly-tailored onsite content to its customers to strengthen brand love and drive more revenue. Insider's deep segmentation capabilities with 120+ filterable attributes enabled Intersport to build onsite experiences based on the weather in each shopper's location. By doing this, Intersport offered a more contextual, relevant experience which increased AOV by a huge **4%**. Insider also supported Intersport with an offline-to-online strategy, the goal was to bring in-store shoppers online so that InterSport could have stronger, more frequent touchpoints. The strategy led to a huge **5,300** new sign-ups to the Intersport newsletter, helping to bridge the gap between the two revenue streams.

## About Intersport

Established in 1968, INTERSPORT International Corporation is the world leader in the distribution of sporting goods. Operating in 63 countries with 5,830 stores, it is one of the most recognizable, best-loved sports retailers in the world. The company is passionate about bringing 'Sport to the people', and has a catalog of thousands of products, making it a go-to for sportsmen and women, no matter their age or experience.

Trust by 1,200 global brands

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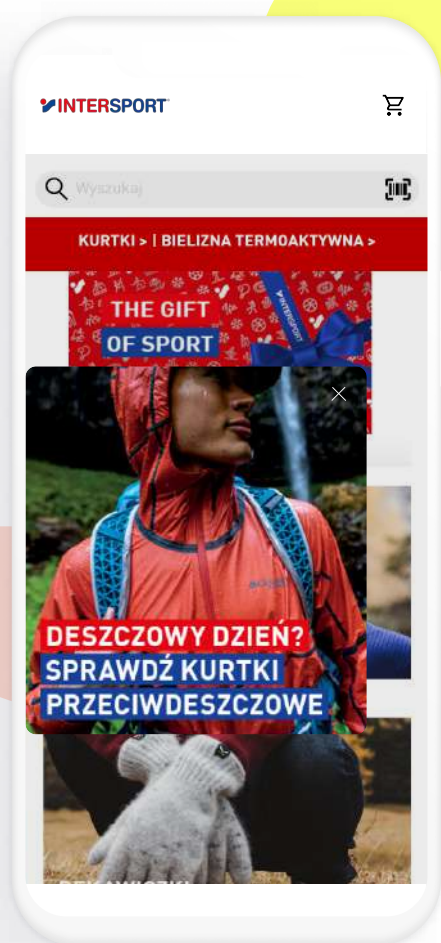
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## Why Insider?

Intersport chose Insider due to its advanced personalization capabilities. As an international legacy sports company, Intersport wanted a partner that could keep up with its position as a leading enterprise player. Not only did Insider's solutions offer this, but with everything in one platform, Intersport was able to move away from data silos and multiple-point solutions to boost productivity and efficiency.

### USE CASE #1

## Personalizing customer experiences with relevant product recommendations



### The challenge

Product popularity is dependent on seasonality. With thousands of products in its catalog, Intersport wanted to incorporate this seasonality to increase the relevancy of product recommendations and offers. At the time, customers were receiving irrelevant, unrelated offers that weren't driving sales—for example, highlighting both rain jackets and running shoes in mid-summer.

### The solution

The Insider team suggested using Insider's Web Suite to build unique online experiences for each visitor based on specific triggers and attributes pulled from Insider's Customer Data Platform. Intersport used Insider's CDP to power the Weather Trigger, launching promotional pop-ups and banners based on the weather in the visitors' location.

In wet, cold weather, the homepage displayed rain jacket promotions; and when the weather was hot, the banners would promote road running shoes and other warm-weather sports apparel. The relevancy of these product promotions helped increase AOV by 4%.

## The results

4%

increase in AOV



The entire campaign was fully automated, with different homepage banners triggered depending on the weather in the shopper's location. We were able to focus on other key marketing initiatives, knowing that Insider's platform was handling the entire weather-based campaign for us."

Omnichannel Director at Intersport Poland



## USE CASE #2

# Bridging the gap between offline and online with Insider's lead collection templates



## The challenge

Intersport was looking to increase sign-ups to its newsletter to keep customers updated on its latest products and campaigns. The team knew that while most in-store customers visited with a sole purpose, they'd made little effort to turn them into online customers, too. Moving offline customers online would increase the touchpoints and visibility of Intersport, so the team turned to Insider for suggestions on how to better capture its in-store visitors.

## The solution

Insider suggested creating a flow in which customers could scan a QR code in-store to sign up for Intersport's newsletter. Leaflets were laid out at Intersport stores, and when customers scanned the QR code, they would be offered 5% off in exchange for their details in Insider's lead collection template. The offline-to-online lead collection strategy was a huge success, generating over **5,300** new leads and newsletter signups. Intersport could then build stronger connections by sending relevant offers and promos directly to its customers across online touchpoints, too.



Together with Insider, we built a lead generation strategy to combine both online and offline worlds to increase newsletter sign-ups. Thanks to this campaign, we generated over 5,300 new leads."

Omnichannel Director at Intersport Poland



## The results

# 5,300

new leads collected



## Summary

"Insider has helped us address all of our eCommerce and marketing needs around communication and boosting key metrics. We have everything in one place, which makes the creation and launch of the campaign process very easy and fast, and it doesn't require IT support."

– Omnichannel Director at Intersport Poland

## Looking ahead

Intersport is looking at incorporating Insider's other solutions into its marketing efforts, including WhatsApp Commerce. WhatsApp Commerce is a two-way messaging solution that boosts product discovery and offers end-to-end buying experiences. Intersport is looking to leverage this to increase conversions and make finding complementary, relevant products even easier for its customers.



### Favorite feature **Customer Data Platform**

Intersport's favorite feature is Insider's Customer Data Platform. The CDP unifies customer data and provides 360-degree profiles of each customer to power advanced personalization, as seen in Intersport's location-based and weather-related promotions.

## About Insider

Insider—a single platform for building individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine, and individualize customer experiences. Marketers use Insider's platform to deliver consistent and engaging experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and was congratulated by NASDAQ for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named a Leader in the Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment.

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