

SUCCESS STORY

How Decathlon increased AOV by 8% in one month using Insider's onsite personalization suite

Web banners

Web Push

Smart Recommender

8%

increase in AOV using micro-segmentation

14%

increase in AOV using checkout page optimization

9% CVR

achieved using push notification reminders



Ecommerce & Omnichannel Director

DECATHLON

“

Using Insider's dynamic attributes and onsite experiment tools for our website, we were able to improve our conversion rate by almost 14% and increase average order value (AOV) by 8%.”

Executive summary

Decathlon wanted to increase user engagement and loyalty by building trust with website visitors. To achieve this, the team needed a partner with the capabilities to segment and target visitors with relevant, timely messages at key points in the customer journey. The global retailer was also looking to use its customer data to hyper-target its audience with the most contextual

About Decathlon

Founded in 1976 in France, Decathlon is an international sports retailer with 2,080 stores in 56 countries. The company has its own in-house 'passion' brands and experts who help create, design, and manufacture its products for various sports in Decathlon labs and studios around the world. Decathlon has been an Insider partner for over three years.

Why Insider?

When looking for a new platform to add to its martech stack, Decathlon was most impressed by Insider's website personalization capabilities, particularly when it comes to dynamic segmentation and micro-segmentation of web visitors. Most of all, Decathlon wanted to be able to target customers directly with relevant messaging that would increase conversions and average order value, and it could see that Insider had significant capabilities to help achieve this.

USE CASE #1

Increasing AOV by 8% through dynamic Web Push notifications

The challenge

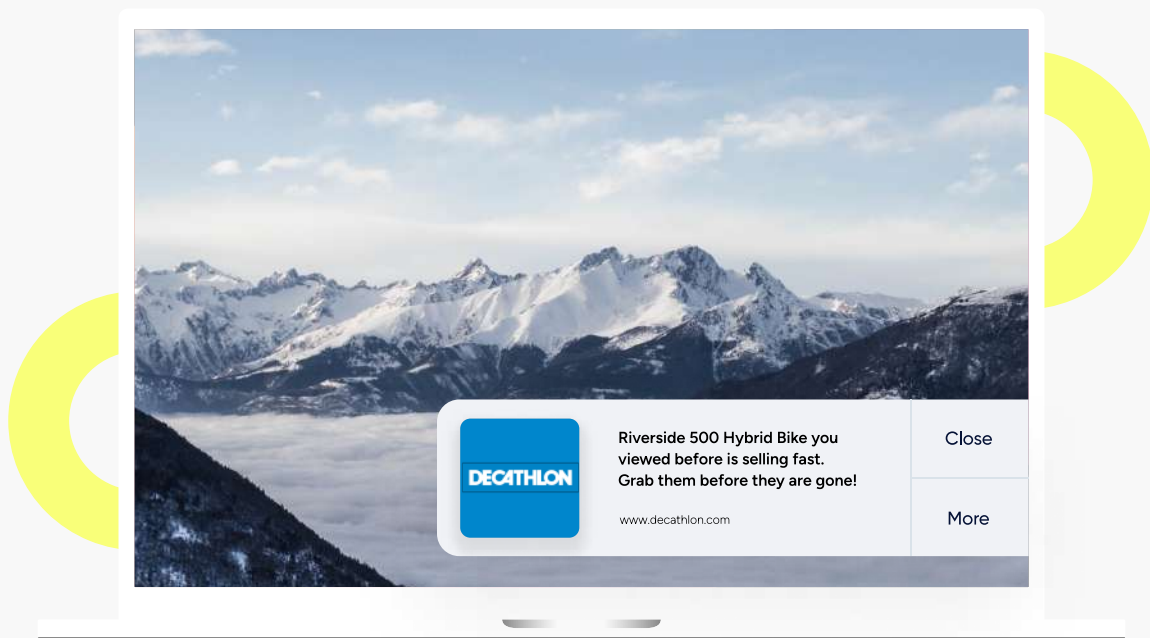
Decathlon knew that sending generic notifications to engage customers wasn't enough. The leading sports retailer wanted to personalize the experience and keep its customers informed about new offers, popular products, and trending items.

The team wanted to enhance the user experience by promoting only relevant products across their site, and notifying customers when the products they had previously shown interest in were selling rapidly. The goal was to foster trust and boost customer engagement by personalizing notifications and experiences to ensure they were highly relevant to each individual user.

The solution

Insider worked with Decathlon to create a tailored Web Push Notification campaign. The team used Insider's customer data platform to gain a 360-degree view of customer behaviors on their website, and deliver highly personalized Web Push notifications, including when products they had previously shown interest in were selling rapidly, had changed in price or simply to nudge them back into the purchasing journey with a contextual product reminder.

Decathlon also leveraged its customer data with Insider's AI-led product recommendation solution, Smart Recomender. The feature highlighted related products based on their previous behaviors and preferences to pique users' interest and increase the likelihood of additional purchases. Sending timely, relevant notifications and increasing onsite product discovery led to a remarkable 8% increase in AOV and 14% increase in conversion rates..



The results

8%
increase in
AOV (Web Push)

14%
increase in
conversion rate

USE CASE #2

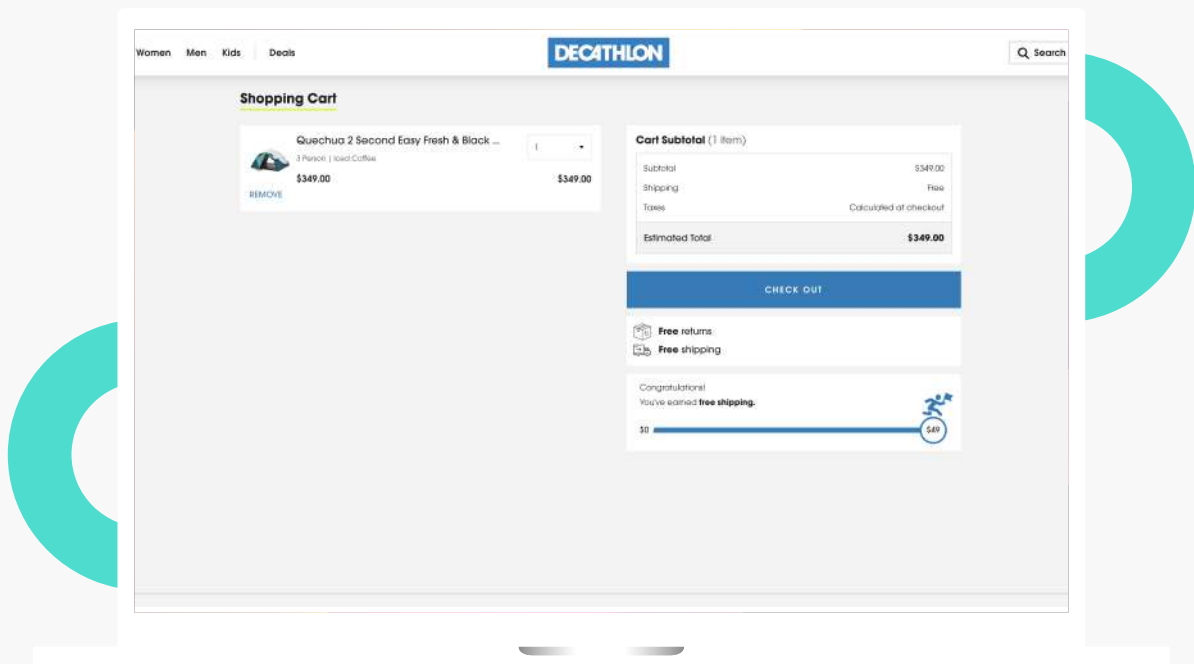
Optimizing the checkout process to increase AOV by 14%

The challenge

Decathlon discovered that a high number of website visitors were abandoning their shopping carts during the checkout process. The sports retailer recognized it needed to reduce friction and the checkout process to encourage purchases. While optimizing this process, Decathlon also wanted to address AOV and encourage customers to increase the total value of their shopping carts.

The solution

Insider recommended Decathlon offer customers free delivery once orders reached a certain value threshold. This incentive was clearly displayed through banners indicating the offer at the top of each page. This encouraged customers to add more items to their carts to qualify for free shipping. As a result, Decathlon streamlined its checkout process, reduced cart abandonment rates, and achieved a significant 14% increase in AOV, not only minimizing drop-offs but also encouraging customers to spend more.



The results

14%

increase in
AOV (Banner Management)

USE CASE #3

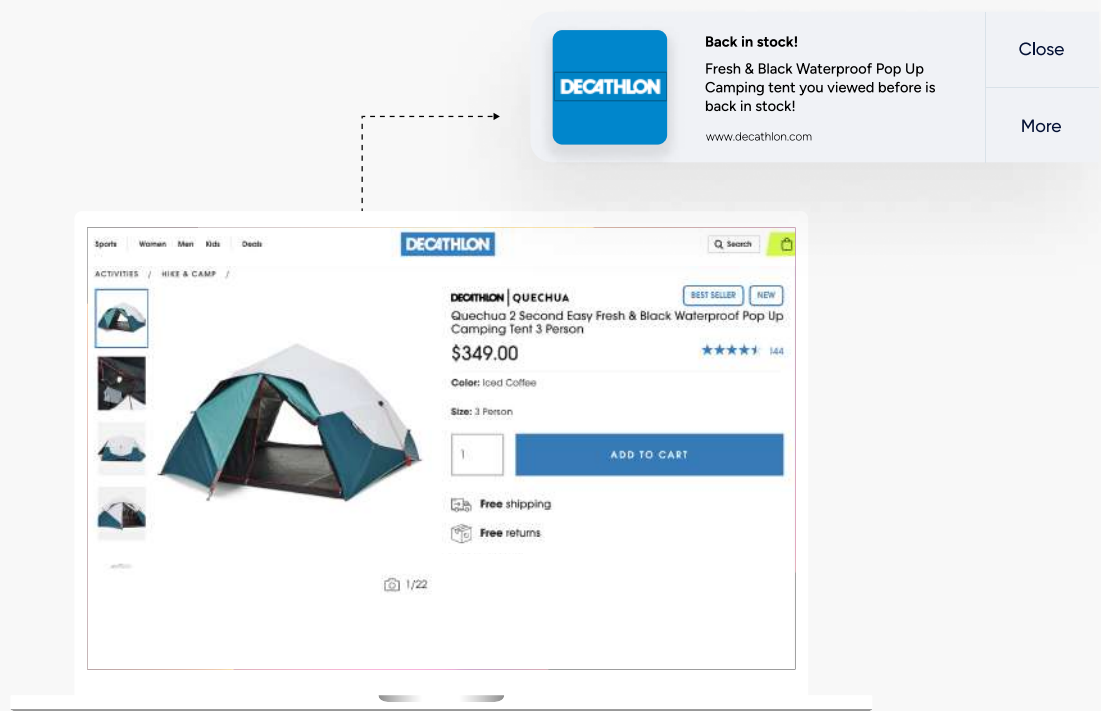
Reengaging customers with back-in-stock notifications to increase conversions by 2.6%

The challenge

Decathlon noticed many customers leaving the site when certain products were out of stock. As a large retailer, items frequently sold out but were usually back in stock quickly—however, customers weren't always aware of this. The challenge was to ensure customers knew when their desired products were back in stock to stop them buying from competitors.

The solution

Insider helped Decathlon address this challenge by creating a 'back in stock' Web Push notification campaign. The strategy connects inventory data with customer behavioral data to send a Web Push directly to a user's browser notifying them when products they've viewed are back in stock, with a link back to the relevant product page.



The results

2.6% CVR from this back-in-stock campaign

Trust by 1,200 global brands

SAMSUNG

GAP

L'ORÉAL

Santander

Virgin

TOYOTA

MAC

[Book a demo](#)



Summary

"We have seen a significant increase in our user engagement and key bottom-of-the-funnel metrics since we started using Insider's web engagement strategies. We've been able to engage each user with highly relevant notifications and onsite banners. In fact, we are exploring other features of Insider's platform to create our perfect growth suite across all channels."

Ecommerce & Omnichannel Director

DECATHLON

Looking ahead

Decathlon is now working closely with Insider to incorporate the full range of AI-powered technologies into its onsite engagement strategies, which will enable Decathlon to deliver highly individualized engagement to visitors, based on their dynamic attributes.

This will be particularly helpful in optimizing Decathlon's checkout funnel by enabling the company to deliver relevant, segmented messages to users during the checkout process, thereby improving conversions and increasing average order value.

Decathlon is also keen to explore onsite Web Push notifications to engage visitors with messaging based on their unique activity and search intent, with the aim of increasing conversion rates. The company is also looking to expand its channel mix to leverage the benefits of WhatsApp Commerce.



Favorite feature

Product Recommendations

Decathlon's favorite feature so far is the AI-powered product recommendations that the company has leveraged to enhance its personalized notifications. With tailored product recommendations based on customer behavior, Decathlon has increased product discovery and AOV while building stronger customer connections.

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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