

# From engagement to customer conversion

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How Decathlon uses interactive content in its marketing strategy



qualifio &

**DECATHLON**

The current context has accelerated the transition to digital. This was confirmed by the **10 marketing experts** with whom we had exchanged. Brands have re-evaluated how they connect with their digital consumers. Olivier Flament, data & direct marketing manager at Decathlon Belgium, shares the same opinion. The world's largest sporting goods retailer has been looking for other forms of digital connections, alongside traditional connections. Among other things, the retailer has relied on Facebook lives and used the Qualifio platform to get closer to its customers and create a real feeling of closeness, a community of passionate sportsmen and women with whom to play, exchange, connect, learn and keep moving.

Despite a very complicated economic year and a decrease in traffic due to the current measures, the company also saw an increase in its eCommerce, currently representing **20% of its turnover**. What are the marketing challenges for a company like Decathlon, especially in this new reality we are facing? And how is interactive marketing integrated into its strategy? This is what we tried to understand with Olivier Flament.

## About Decathlon

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***“Sustainably make the pleasures and benefits of sport accessible to the many.”***

Decathlon, world's largest sporting goods retailer, brings together two activities: the creation of sports products and their distribution online and in-store. The company aims to meet the needs of current and future sportsmen and women by offering them a multitude of sports items and services in a single location. Since 2017, Decathlon has been using interactive content in its marketing strategy.

# Engagement

Today, Decathlon Belgium has a community of more than **2 million customers and 250,000 followers** on social media. The engagement of this community is, therefore, one of its top priorities. The company uses interactive content to boost the engagement of its current and potential customers in an authentic way, at crucial times of the year.

**2+ million**

customers

**250,000**

followers

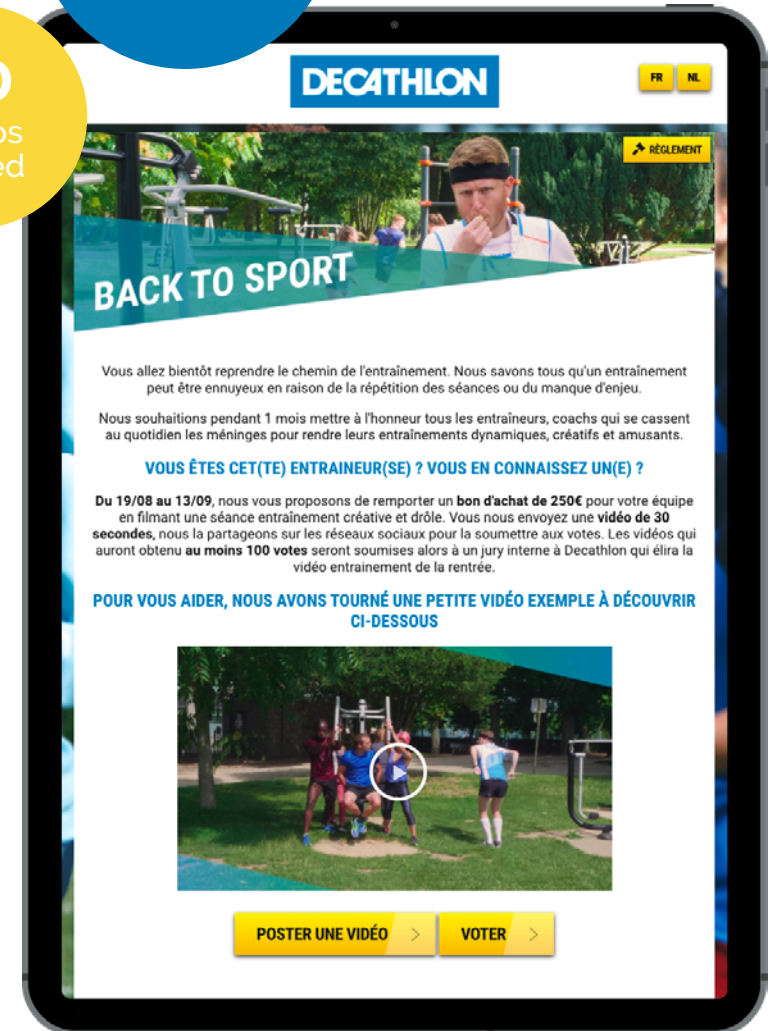


**“Back-to-sport”**

For Back-to-school, Decathlon offered Internet users the chance to win a €250 voucher for their team by filming a creative and funny 30-second training session. The videos that received at least 100 votes were then submitted to an internal jury to elect the back-to-school training video.

**3,604**  
votes

**80**  
videos  
shared



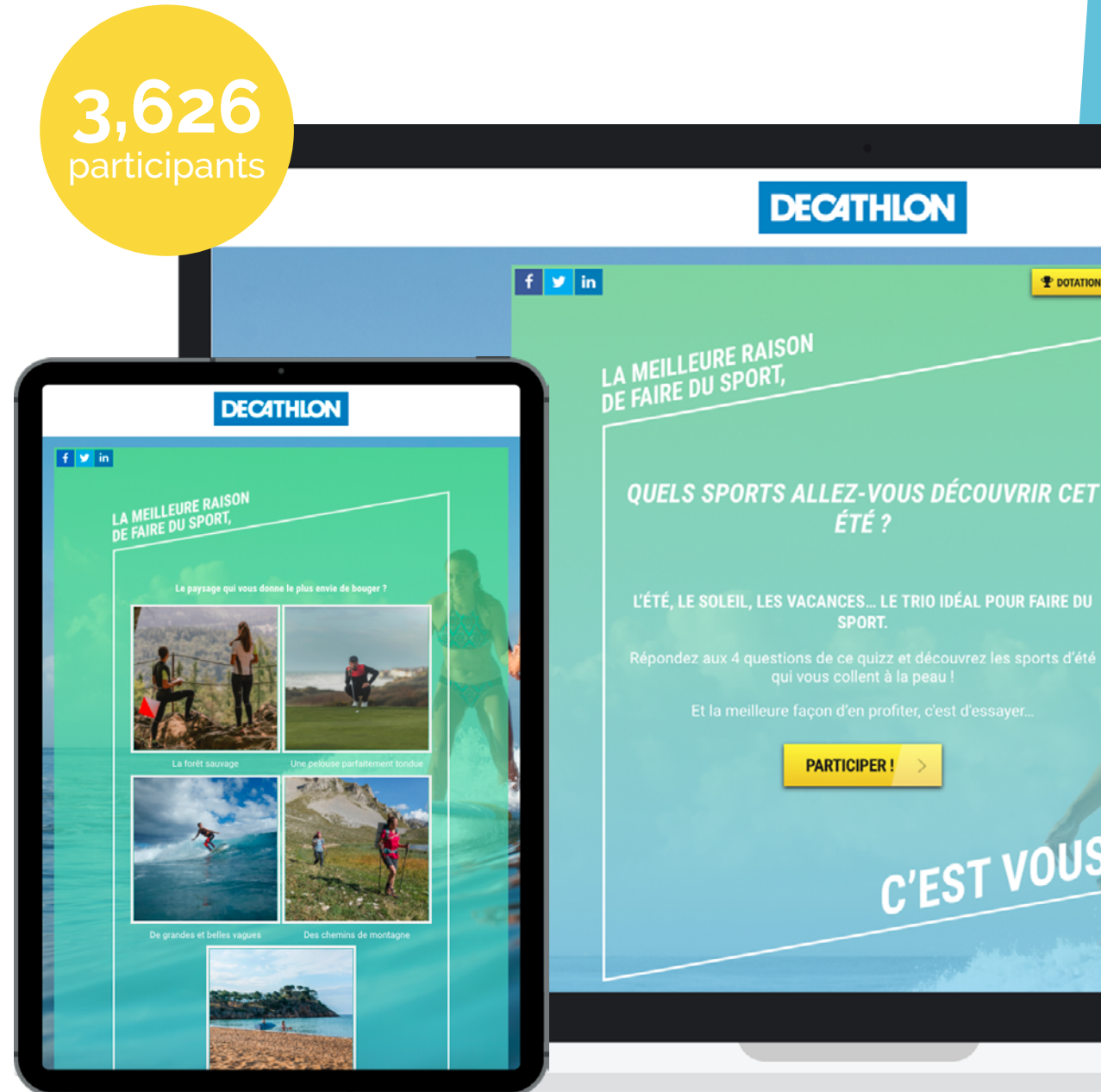
# Engagement



*“Which sports will you discover this summer?”*

Through this personality test, participants discovered the different summer sports corresponding to their profile. Each sport was accompanied by a call-to-action redirecting to the page of the Decathlon eCommerce dedicated to the sport concerned.

3,626  
participants



# Engagement



## "The gift guide"

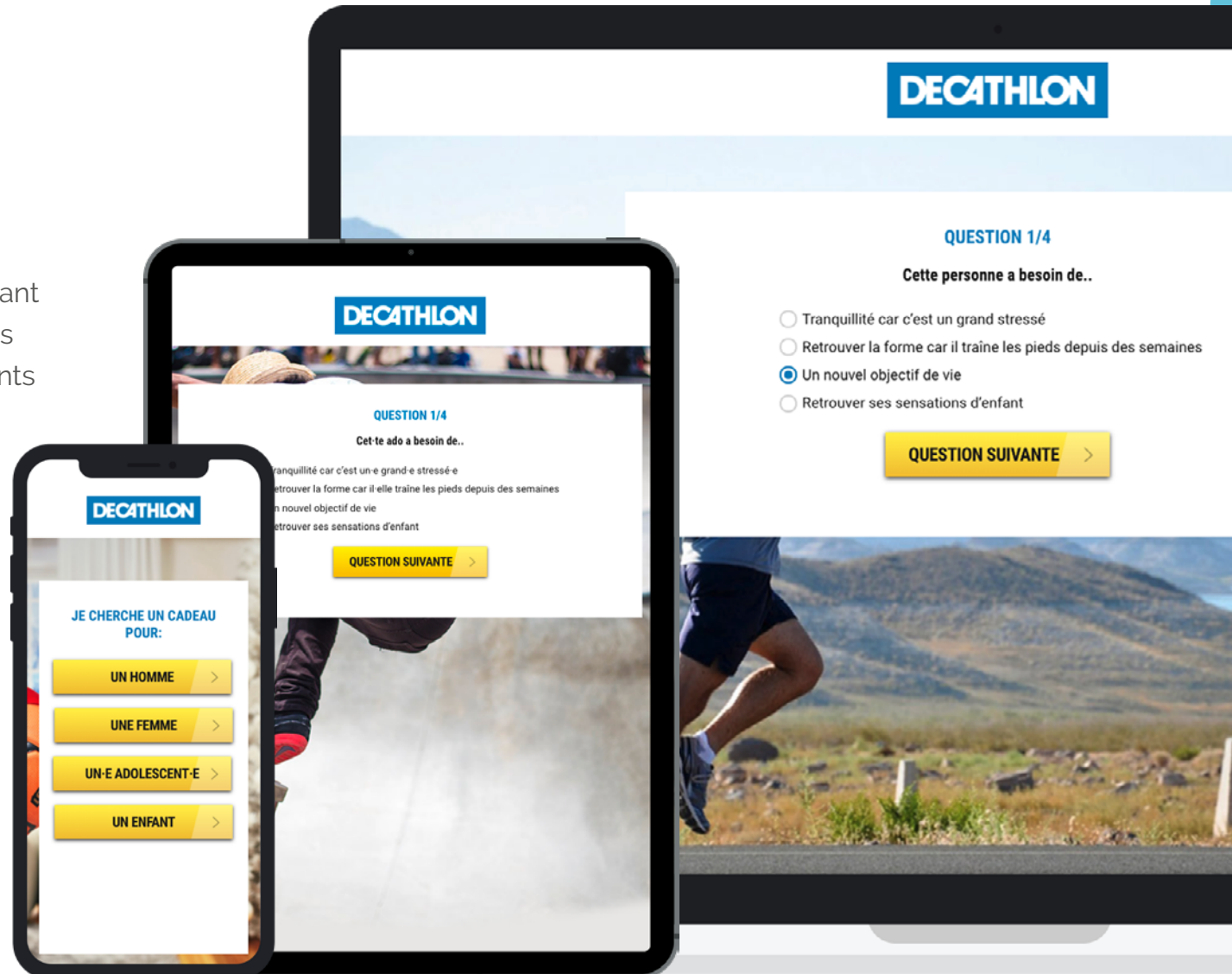
For the end of the year, Decathlon helped its audience to find the perfect gift thanks to a dynamic gift guide. The guide generated relevant suggestions based on the participant's answers about the personality, interests and requirements of the gift recipient.

72%

**completion rate**

*(participants who went until the suggestion page)*

Decathlon's objective is to create fun and engaging moments to make its community of passionate sportsmen and women play, exchange and interact.



# Data collection

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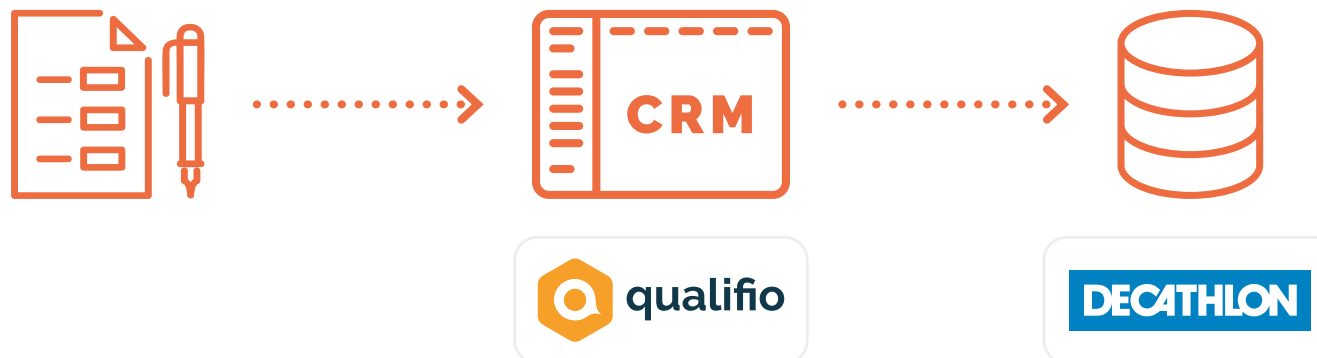
Through a form, a quiz, a contest or a personality test, the company not only engages its audience but also collects preference data (the type of holiday, favourite sport, sporting goals, etc.) enabling it to enrich its customer database.

Decathlon then couples the data available in the CRM of the Qualifio platform with its database to identify customers who already have an account and thus enrich their profile with additional data. For customers or prospects who do not have an account, Decathlon has decided to add an opt-in in its various forms asking participants whether their data can be used for personalisation purposes. Those who have given their consent are then contacted via email to create a customer account and benefit from several advantages.



**On average, 60% of people create an account.**

Besides, Decathlon also carries out awareness and satisfaction surveys among its customers and non-customers. These surveys enable it to collect quantitative and qualitative information that will help its business leaders make important commercial and strategic decisions.



# Personalisation

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Segmentation and personalisation are part of Decathlon's flagship and strategic projects. Rather than pushing a single message to its users, the company wants to reverse the direction of the dialogue and enable the customer to choose which message he will receive. The idea is to move from global communication to a real individualised and data-based customer relationship. All preference data collected through the interactive content enables the company to personalise the user experience and communication as much as possible.

- 1 Listening to customers via qualitative and quantitative surveys;
- 2 Collection of preference data via interactive content;
- 3 Customer account optimisation and creation of segments in the DMP;
- 4 Sending a personalised message via different channels: email and social media (**80%**), paper mailing (**10%**), mobile notifications (**10%**);
- 5 Implementation of recommendation scenarios and customisation of navigation.

To be able to give suitable recommendations to its clients, Decathlon works on data democratisation and visualisation. Today, the company is trying to make the data of its 2 million customers visible and accessible in real time so that its business leaders can easily interpret it, automate it and thus recommend the right product to the right customer at the right time through the right channel.

# Conversion

As mentioned in the previous point, Decathlon uses the Qualifio platform to communicate in a hyper-individualised way with its clients and prospects. The idea behind it is to make them want to create a Decathlon customer account gently. The company is convinced that prospects need to be approached in a way other than through a pure acquisition campaign. That's how the idea of its checklist campaign was born.



## The “checklist” campaign

For each sport (football, hockey, basketball, dance, etc.) a checklist is created listing the essential things you need to have to practise the sport in question. Internet users must check the sports items they do not yet have.

Based on their answers, Decathlon redirects them to the right «shop» on its eCommerce to enable them to make their purchases. Via a Qualifio tracking code inserted in its campaign, Decathlon knows precisely how many people have added at least one item to their online basket as a result of this campaign. The average conversion rate for checklists is **2.7% compared with 1.22%** on a standard landing page. The checklists are used at certain key times of the year and on specific pages, allowing Decathlon to boost its conversions.

2,7%  
conversion  
rate



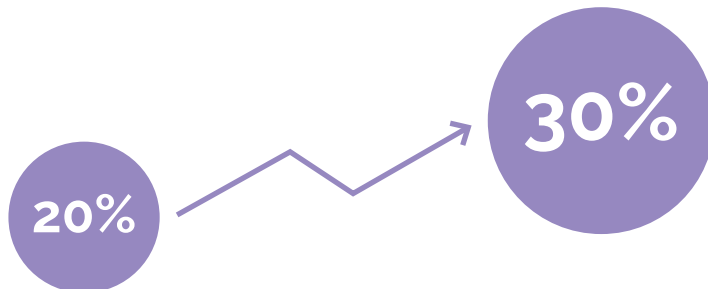
# Conversion



## The “partner clubs” campaign

With the idea of enriching its database, Decathlon recently added a question to its forms to find out the sports club (football, tennis, etc.) of its clients. The Qualifo platform thus helps the company to reconnect customers with their affiliation to a Decathlon partner club. As soon as the reconnection work between Decathlon customers and the partner club is done, Decathlon can send a targeted communication with a personalised offer such as “*You are a member of this club, benefit from this offer*”.

Thanks to this, Decathlon has noticed a strong increase in the average basket and annual turnover compared to last year, with a **turnover increase of 20% to 30%** for these customers.



**VOS COORDONNÉES**

Prénom\*

Nom\*

E-mail\*

Mon numéro de client (de ma carte client ou de mon compte web)

Quel est votre club?   Je soutiens mon club.\*

- TC Citadelle
- TC Alloux
- TC Amée
- TC Thuin

Des remarques ou suggestions ? Faites les nous savoir.

**ENVOI** >

\* Champs obligatoires

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## In brief...

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*"We use the Qualifio platform to boost engagement via interactive content created at key moments of the year, which will enable us to collect strategic data, a preference, a wish that will help us segment our database, personalise our communications and ultimately build customer loyalty."*

**Olivier Flament**

Data & direct marketing manager @ Decathlon Belgium



Request a demo and see how to quickly create  
and launch your upcoming campaigns

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REQUEST A DEMO



# What is Qualifio?

Qualifio is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

## How does it work?



### CREATE

Choose your interactive campaign and customise it without any extra development



### PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite



### COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features



### GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time



### SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.)

