

Challenge

The sports equipment dealer Decathlon markets its products in more than 1,000 outlets worldwide and in the proprietary online shop. Decathlon was looking for a partner to personalize the online shopping experience and increase online shop revenue. The mutual exchange of ideas, a rapid implementation and flexible adaptation to Decathlon's needs drove their decision to work with Akanoo.

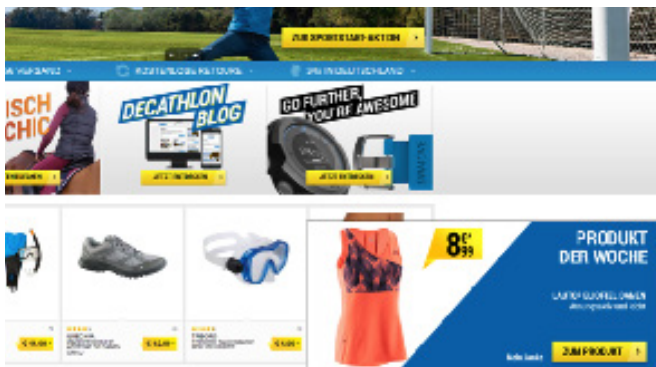
We are very happy with the package that Akanoo offers. The personal contact and the ideas from the Akanoo team bring additional input that is very valuable.



Martin Thiele - Projektmanager E-commerce Germany at Decathlon

Solution

It is important to display personalized campaigns at the right time, create an appealing, responsive design and select the right campaigns. The visitor analysis for Decathlon shows that primarily product recommendations and sale highlighting campaigns lead to an increased revenue.



Product recommendation campaigns

- Deal of the week campaigns to highlight selected products
- Up to 20 % additional revenue in comparison to control groups

Sale highlighting campaigns

- Highlighting of sales offers to increase the revenue
- Up to 19 % additional revenue in comparison to control groups

Results



Would you like to increase your shop's revenue and stop visitors from leaving the purchasing funnel? Get in contact with us today, to start your risk-free trial.

Email: hi@akanoo.com • Phone: +49 (0) 40 609 4623 40