

**DOMYOS**



**DECATHLON**

Campaign Impact

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# OUR ACHIEVEMENT

From budget= 30K €

Profitability ✓  
Target population ✓

**Net Profit**

**15.62 K €**

**Total sales**

**361.46 K €**

**New GenZ  
population**

**635**

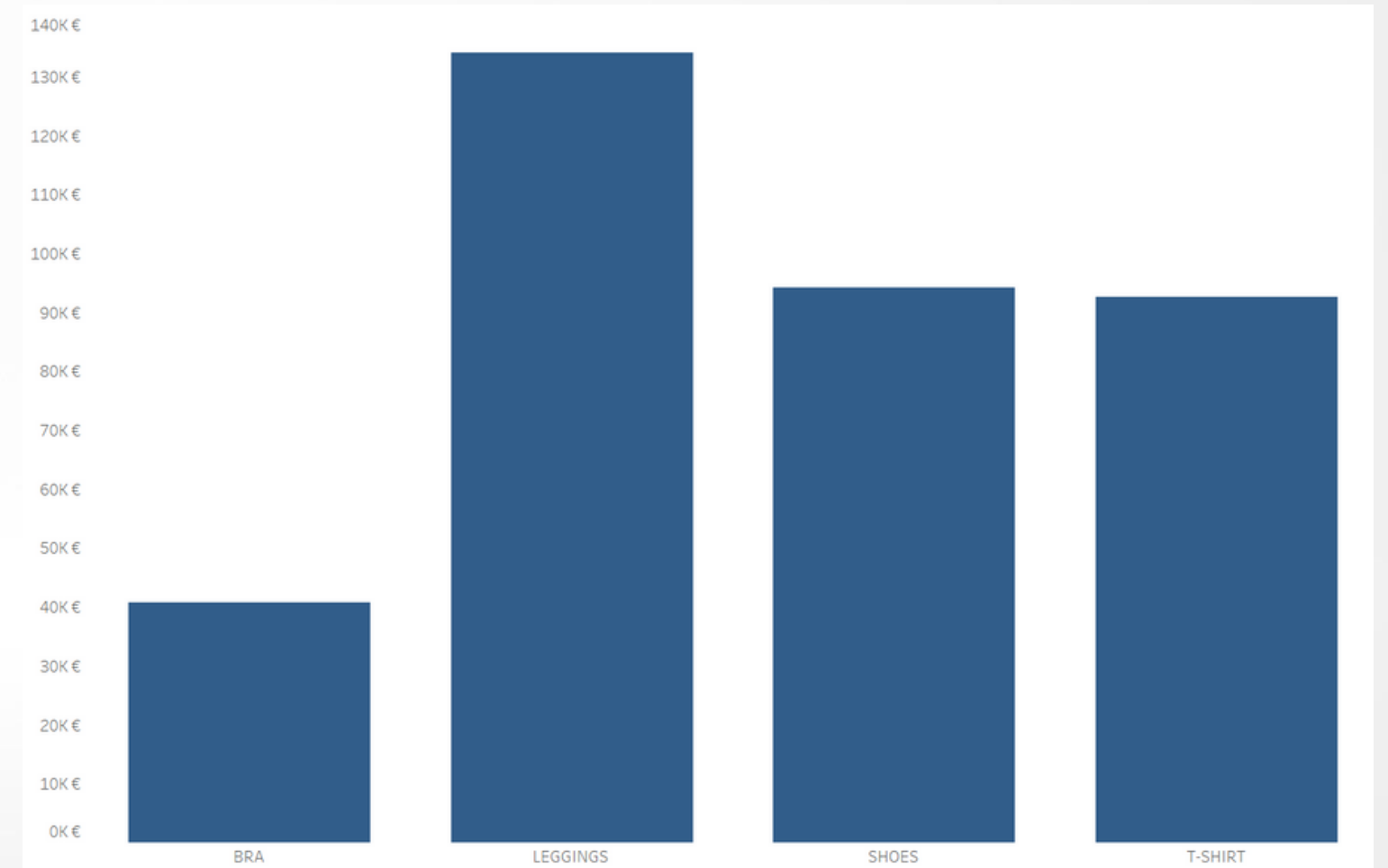
# ABOUT CAMPAIGN DAY

September 4th, 2020

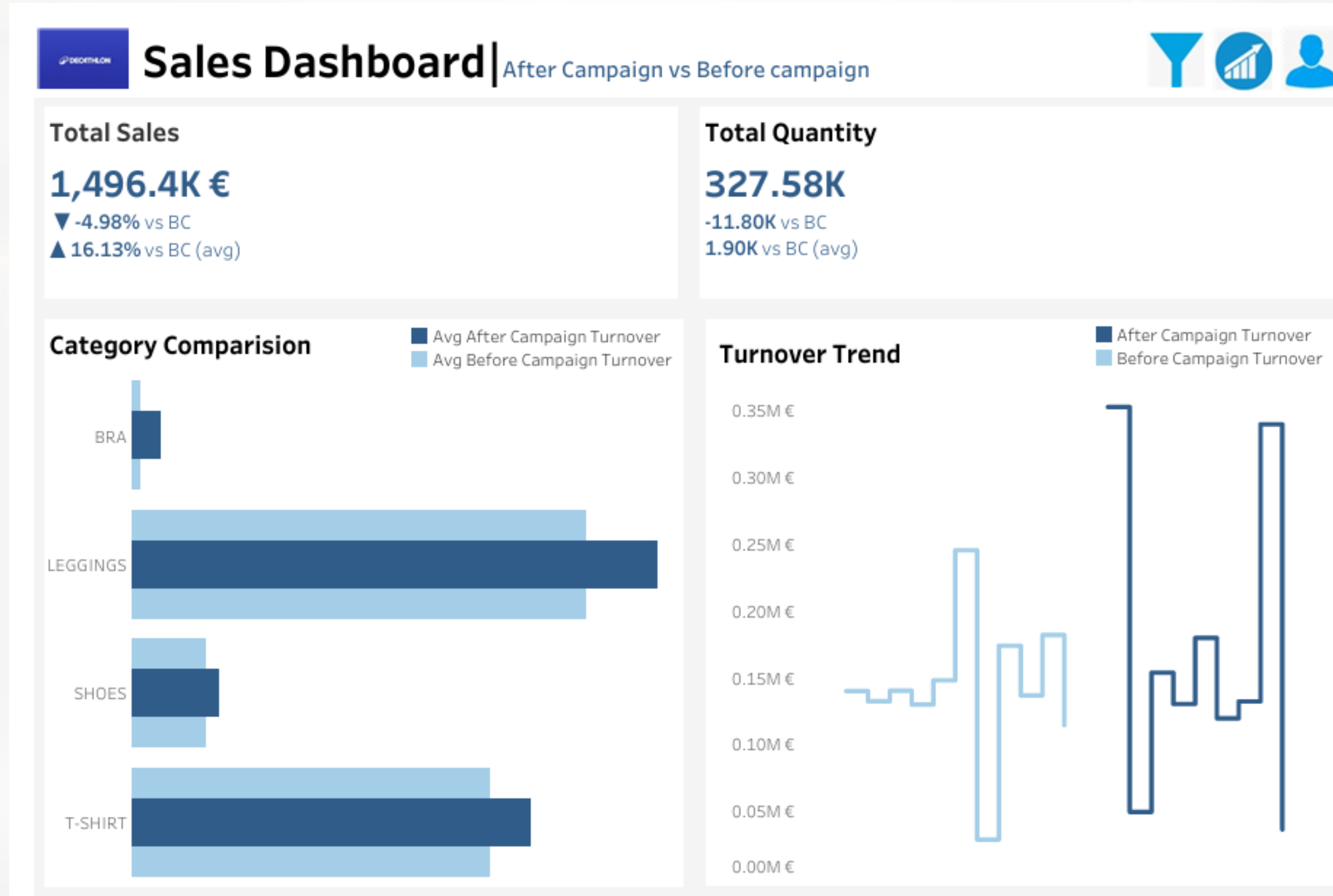
**Fitness influencer:** Sissy.M (1.3M followers) → **Instagram live** → **4 products:** t-shirt, bra, leggings, shoes

**TOTAL SALES 361.46 K €**

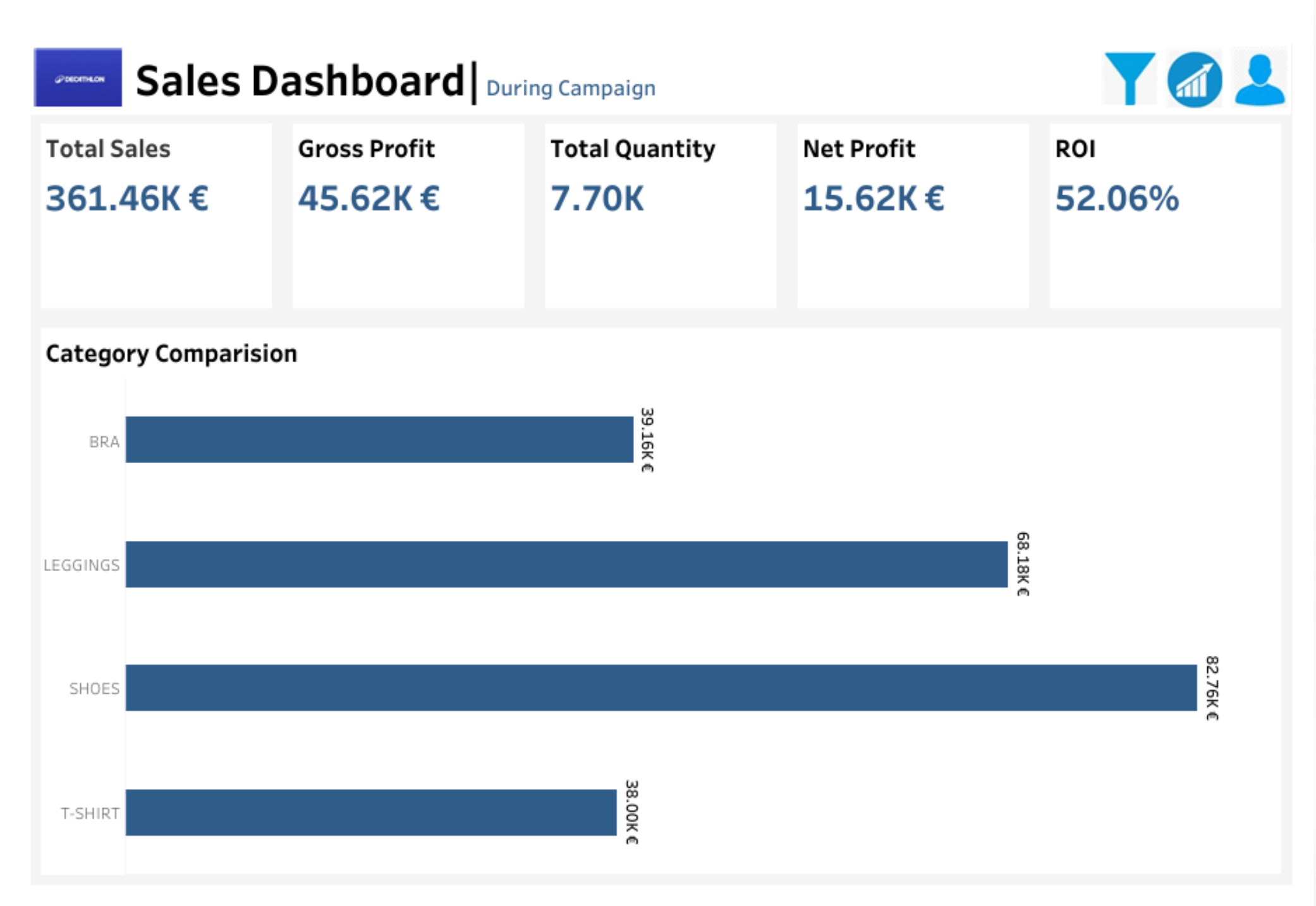
**TOTAL QUANTITY 7.70 K**



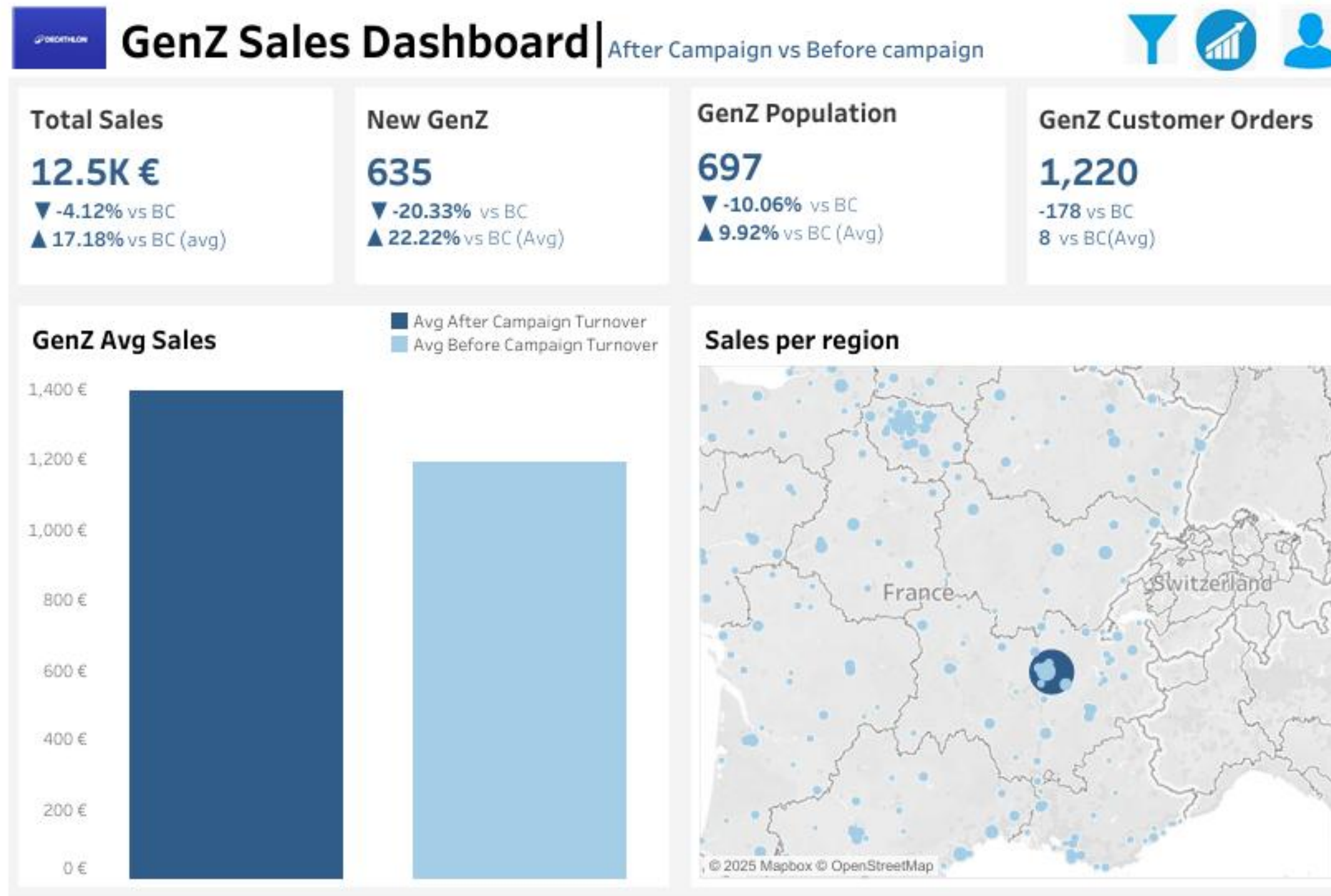
# FINANCIAL KPI



# DURING CAMPAIGN DAY



# TARGET POPULATION





# REGIONAL INSIGHT

Top Performing Commune

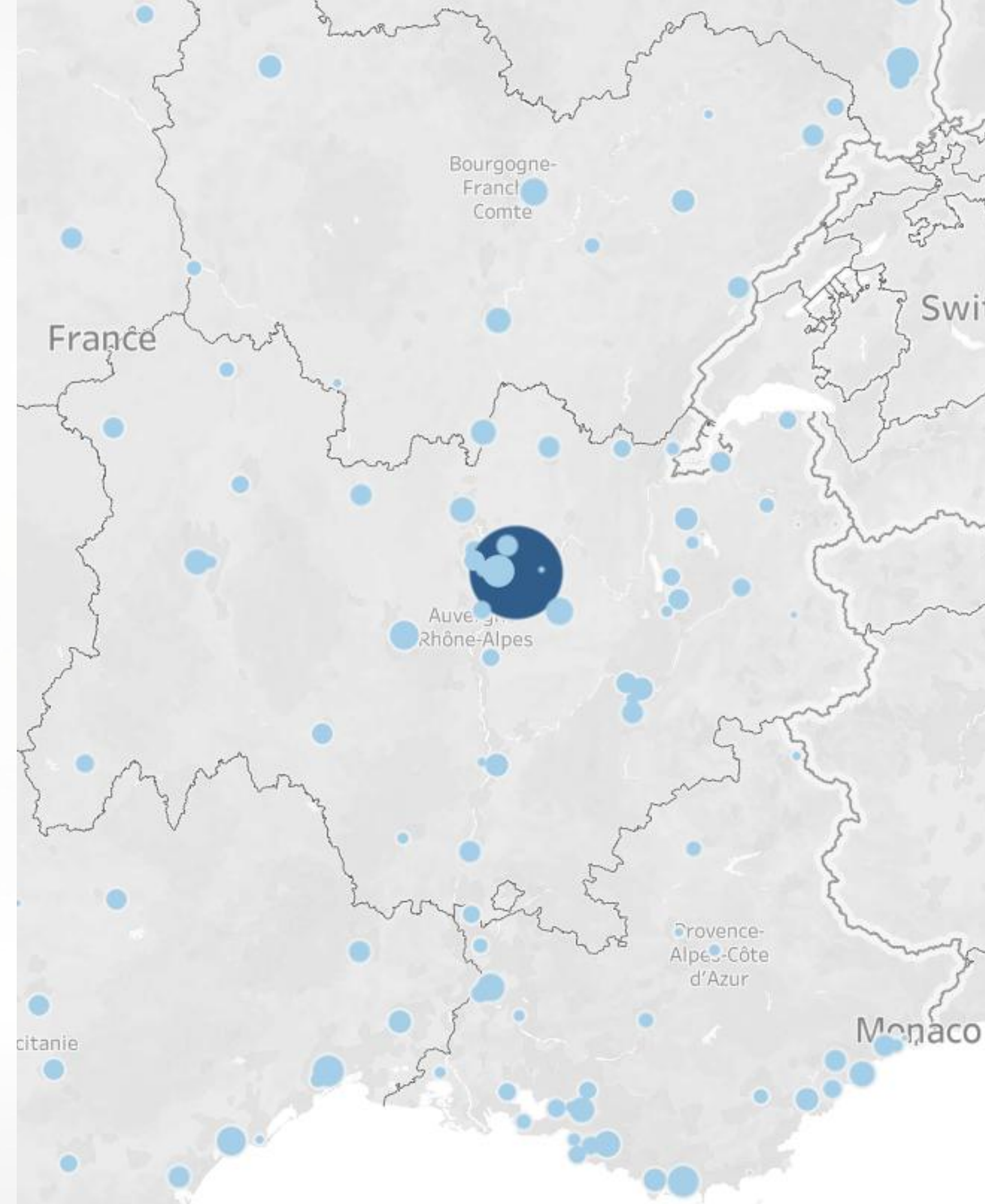
## Genas

📍 Auvergne-Rhône-Alpes

The data highlights a major sales hotspot in Genas, east of Lyon.

### Insight

This increase in demand may help Decathlon identify a few locations where we can run localized campaigns for the 4 products in the future.



# SALE CHANNEL INSIGHT

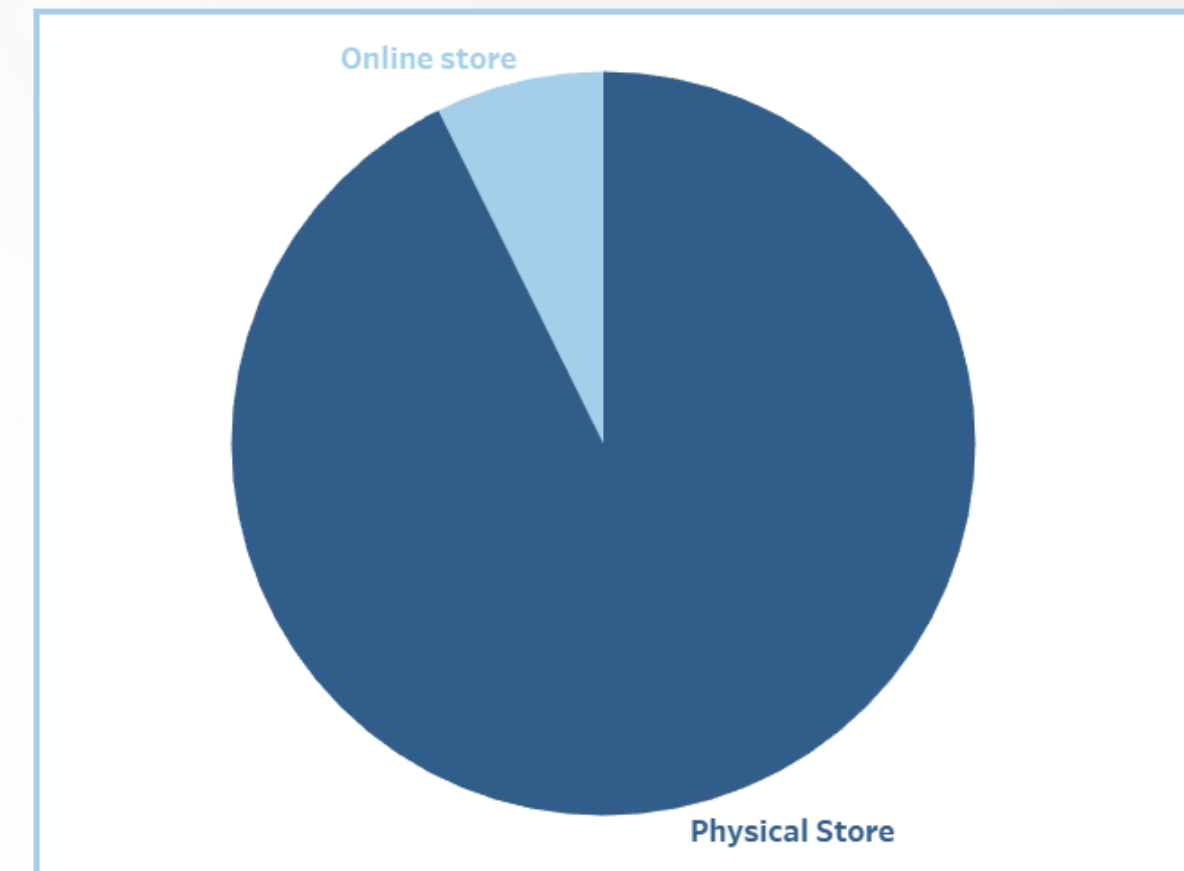
## From Offline to Online

Before the campaign, sales were overwhelmingly dominated by physical stores.

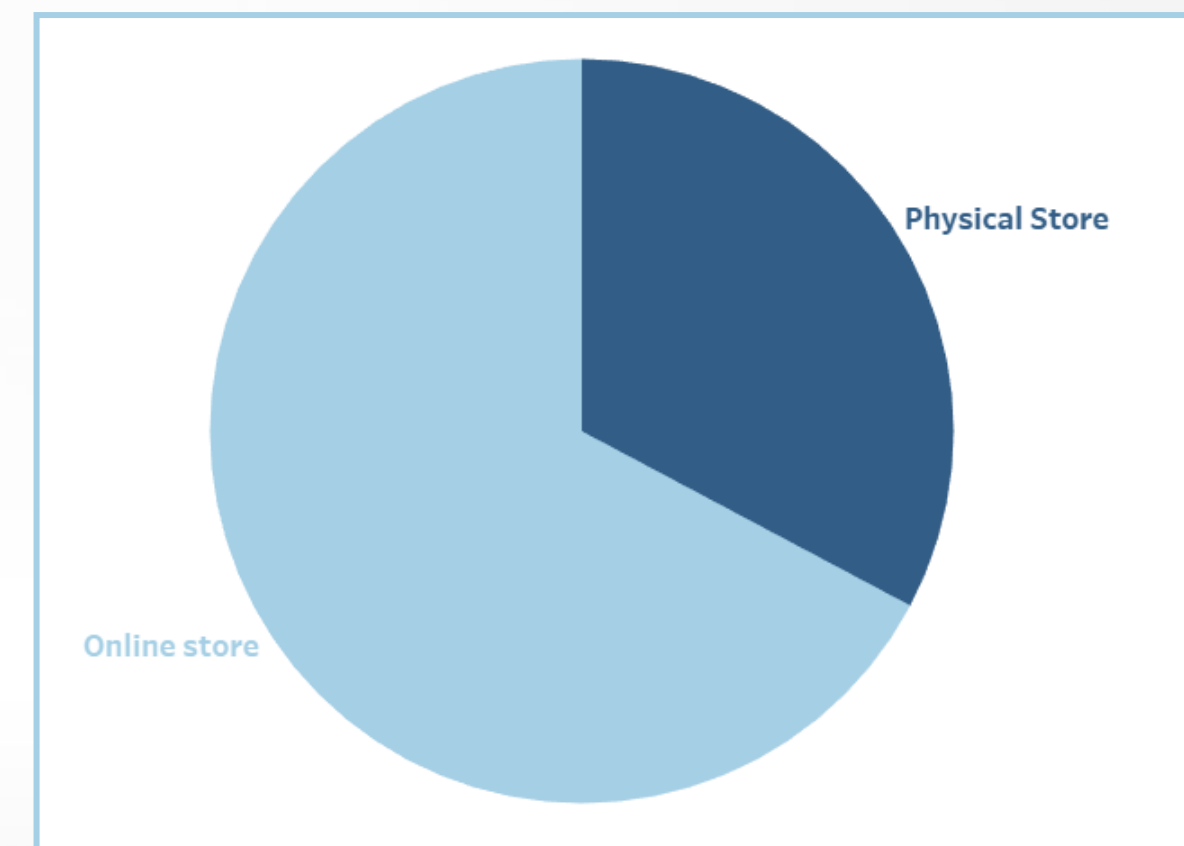
During the event, the Online Store share grew to **~40%** of the total mix.

## Insight

This validates the strategy of using livestream influencers to drive immediate, direct-to-web traffic.



**Before**



**During**



# PRODUCTS

## INSIGHT

Product Category	Return Rate	Insight
Sports Bra	<b>Improved</b> 6.9% → 5.0%	Video demonstration helped customers better understand fit, reducing sizing errors.
Running Shoes	<b>Worsened</b> 3.9% → 4.8%	Footwear remains difficult to buy online. Sizing varies significantly between models, leading to higher return rate.
Leggings, T-shirt	<b>Stable</b> High Volume	Since the sizing is standard, people feel much more comfortable buying it online without trying it on.

# CONCLUSION & RECOMMENDATIONS

- Performance remained above average
- Campaign improved purchase value per customer (GenZ average spending increased)
- Need more time to measure full impact

Consider more measures to:

- Focus more on GenZ clients
- Increase sales in other regions in France
- Increase sales for the 3 other product categories



**THANK YOU !**

ANY QUESTIONS?