



Alma-Duc
Elie-Eswar

OUR **ACHIEVEMENT**

From budget= 30K €

Profitability ✓

Target population ✓

Net Profit

15.62 K €

Total sales

361.46 K €

**New GenZ
population**

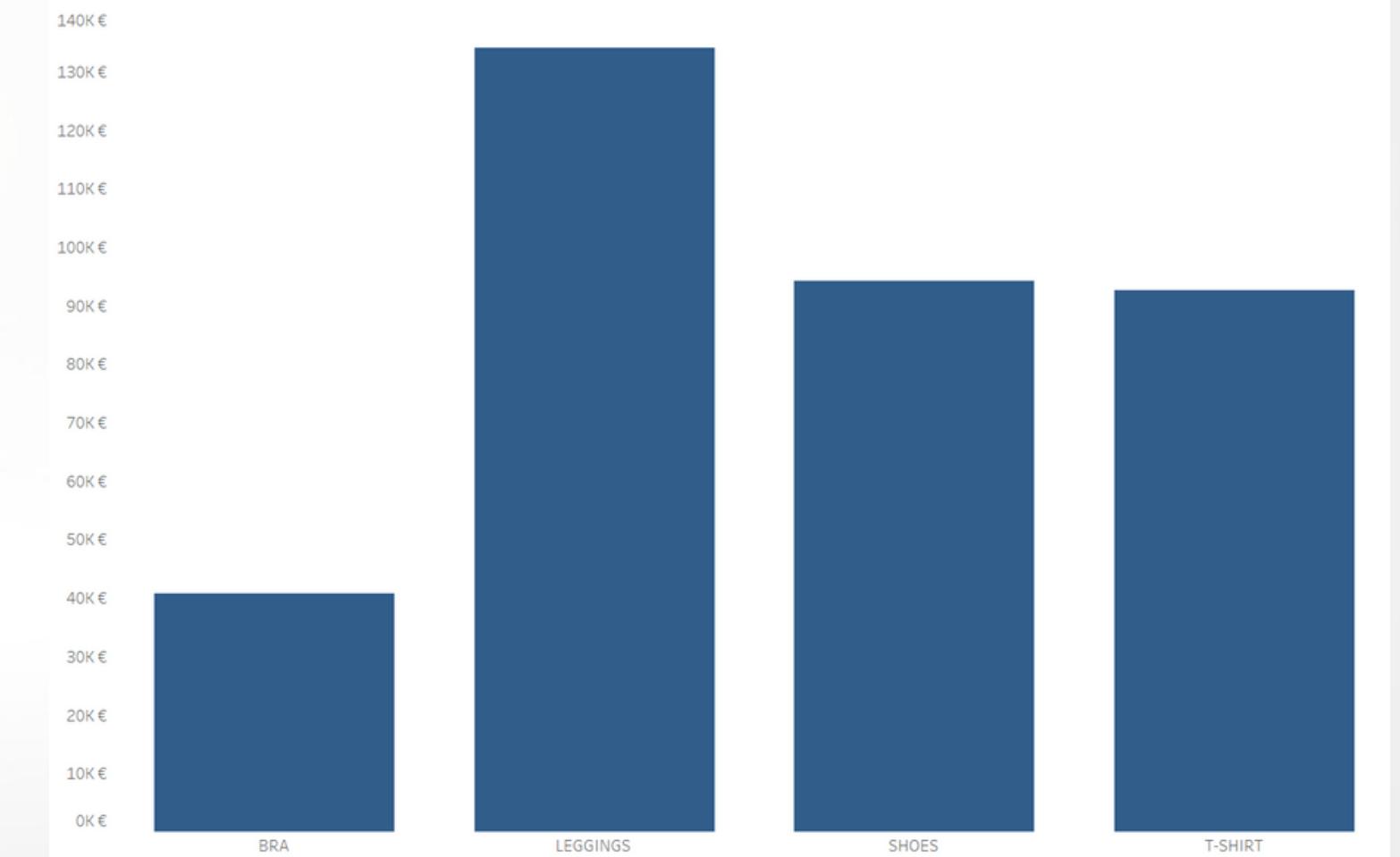
635

ABOUT **CAMPAIGN DAY**

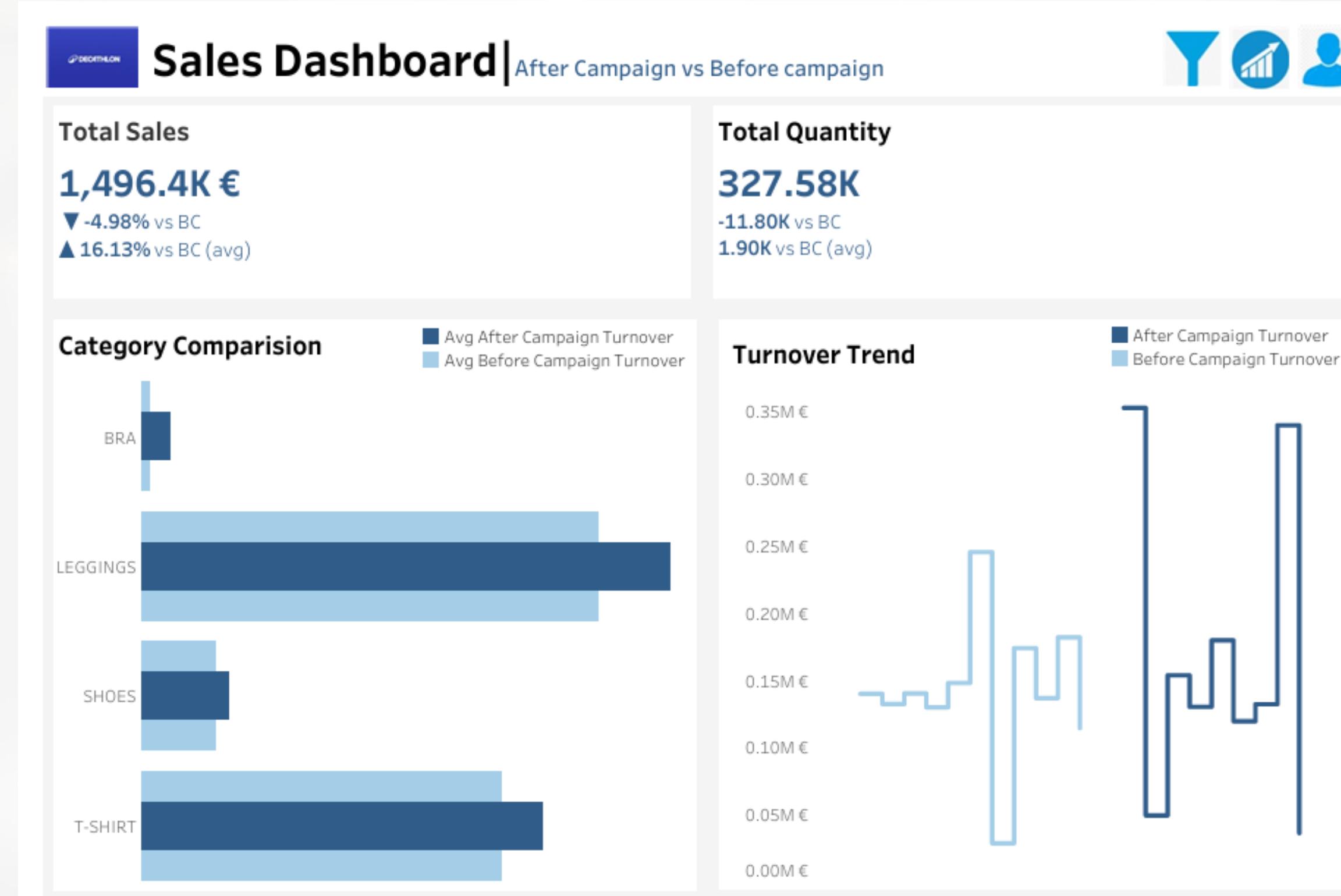
September 4th, 2020

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

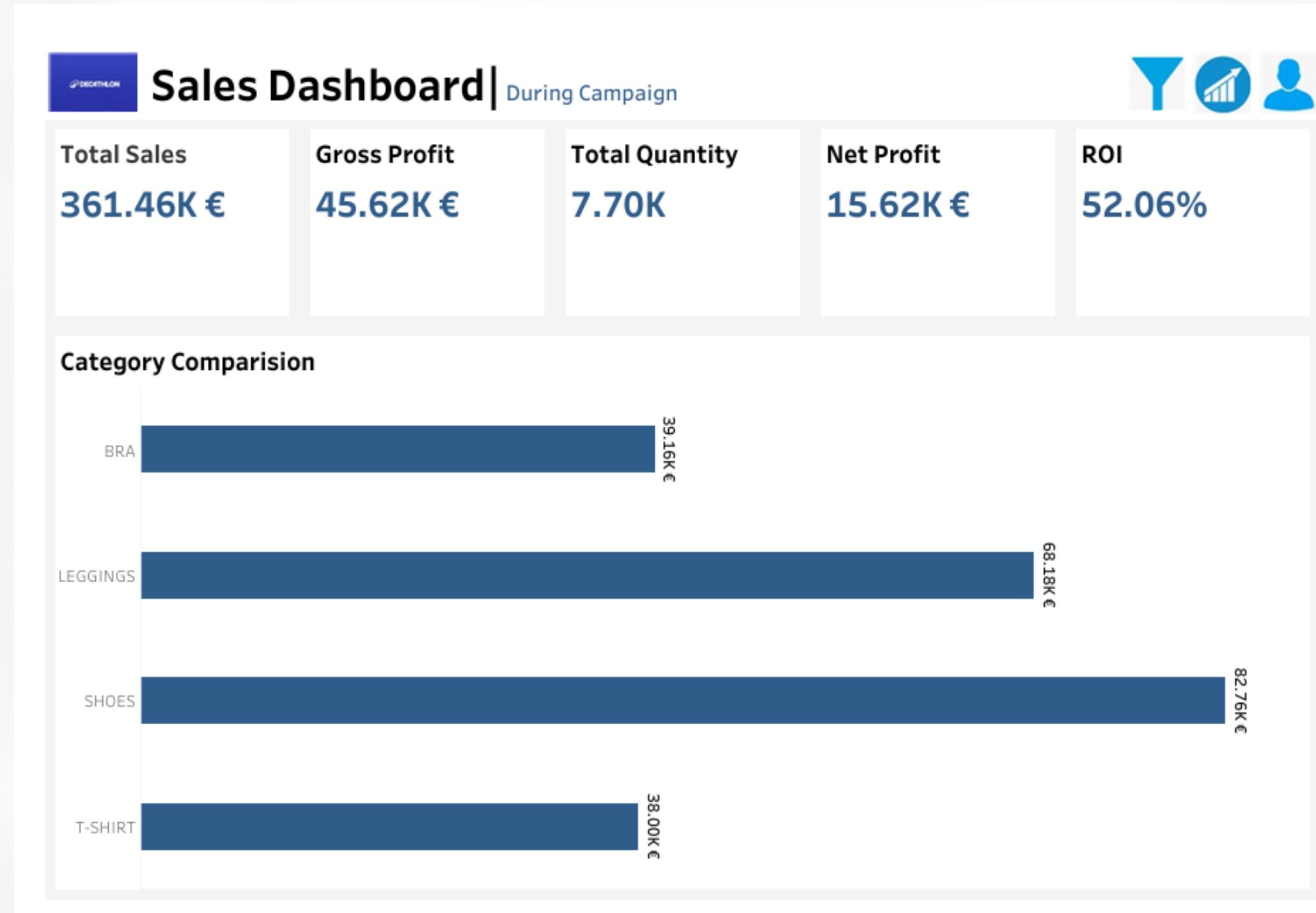
TOTAL SALES 361.46 K €
TOTAL QUANTITY 7.70 K



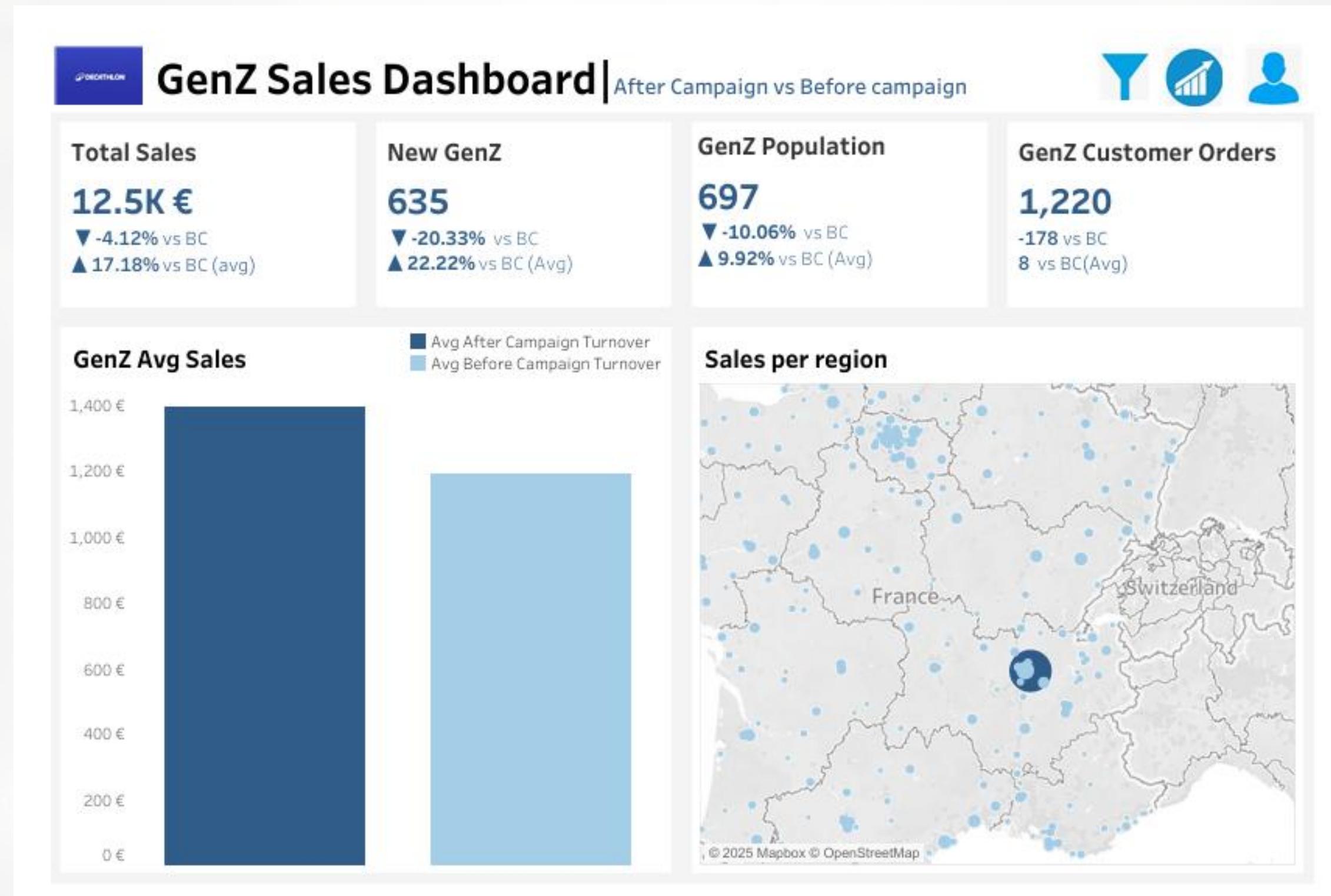
FINANCIAL KPI



DURING CAMPAIGN DAY



TARGET POPULATION



REGIONAL INSIGHT

Top Performing Commune

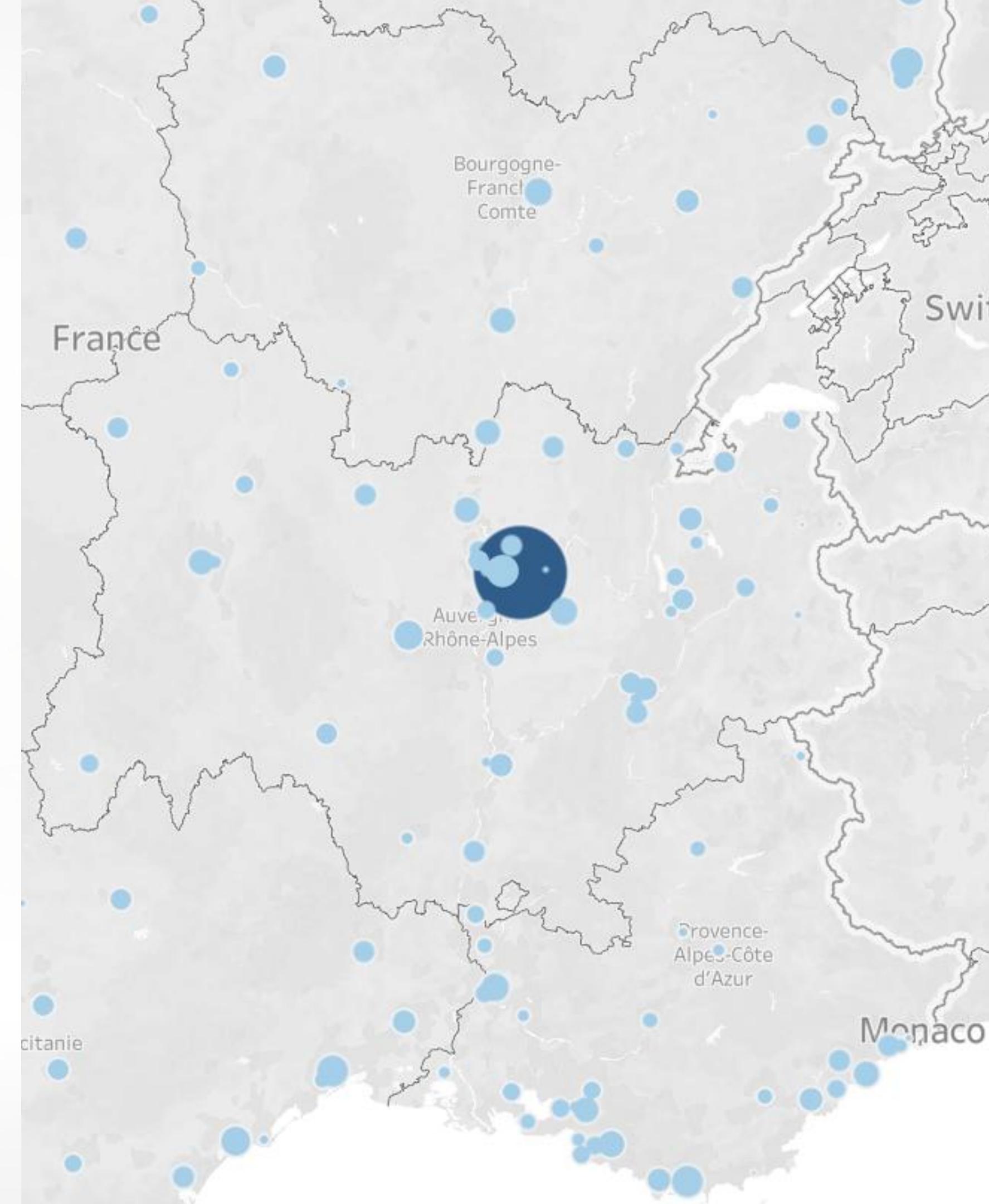
Genas

 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

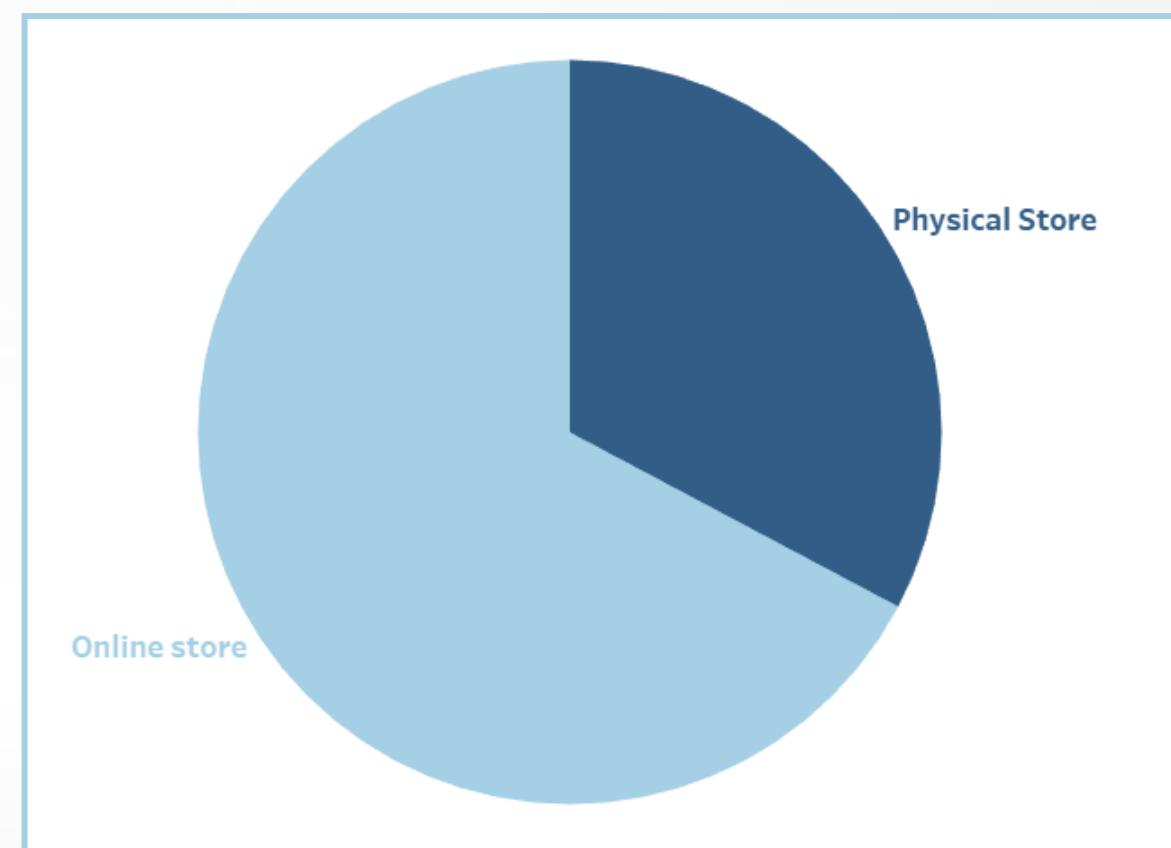
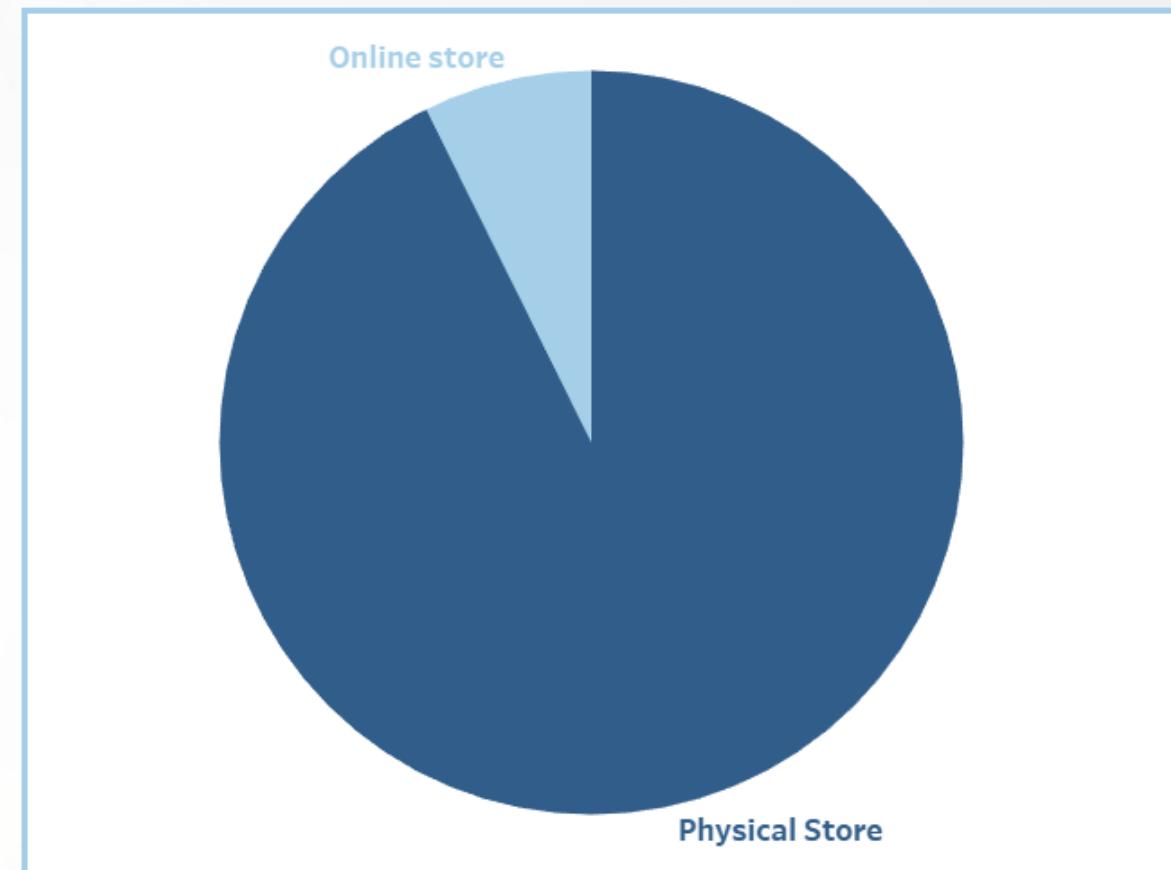
From Offline to Online

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.



PRODUCTS INSIGHT

Product Category	Return Rate	Insight
Sports Bra	Improved 6.9% → 5.0%	Video demonstration helped customers better understand fit, reducing sizing errors.
Running Shoes	Worsened 3.9% → 4.8%	Footwear remains difficult to buy online. Sizing varies significantly between models, leading to higher return rate.
Leggings, T-shirt	Stable 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?