



# SPORTS DIRECT KEEPS CUSTOMERS CLOSE THROUGH INDIVIDUAL RECOMMENDATIONS AND PERSONALIZATION

**SPORTSDIRECT**.com

The UK's most prominent sporting goods retailer, Sports Direct provides athletes and sports fans access to the latest active gear and clothing. Sports Direct has provided quality sports products for over 35 years both online, and at more than 600 locations worldwide, with merchandise ranging from athletic wear to yoga mats to a wide variety of sports accessories.

With multiple European operations in addition to its central UK locations, GDPR is a top concern for Sports Direct and ensuring data privacy for their thousands of customers means not using any personally identifiable information to market to their consumers.

Even so, **the concept of digital transformation is critical to Sports Direct's business, which means putting the customer experience at the center of their eCommerce strategy.**

Digital transformation for Sports Direct involves continuously integrating the latest technological advances, while staying GDPR compliant in order to stay ahead of the competition in the fast moving world of eCommerce. This customer centric approach is what has kept Sports Direct at the top of its game and in the hearts of its consumers. As a result, the company has adopted a very agile mindset as it pertains to integrating new technologies, as well as optimizing marketing spend and investments to move fast and make changes very quickly.

The eCommerce team at Sports Direct is responsible for maintaining relationships with third parties, optimizing merchandise shown on the site and ensuring that the overall online consumer experience is top notch.





# PERSONALIZATION SOLUTIONS REQUIRE AGILITY

To achieve a customer-centric approach means providing a personalized experience to each user individually. Sports Direct had tried product personalization solutions in the past, working with a third party solution that utilized legacy technology and which ultimately that did not meet the company's needs of being agile and flexible. They decided to build their own proprietary technology as a temporary solution, understanding the challenges of internal IP development, managing a separate product roadmap and ongoing maintenance when wanting to advance the algorithm.

**Sports Direct understood that they would need to find a solution that was both new and agile.**

One of the main requirements was to find a provider that shared Sports Direct's agile approach, that was not restricted by older systems or processes and that could work at the same pace as Sports Direct's hyper agile development teams. It also had to be new exciting technology.

## **Enter LiftIgniter**

With LiftIgniter's machine-learning technology, users see recommended items in real-time that are personalized to their needs after just a few clicks. As a result, consumers are provided relevant recommendations that keep them engaged in item exploration and discovery.

Speed, agility, and collaboration is at the heart of Sports Direct's strategy for new technology implementation, which made LiftIgniter the perfect partner. LiftIgniter's solution was easy and fast to implement and after a short period of testing was put into place on product detail pages.

# IMPROVED CUSTOMER EXPERIENCE LEADS TO INCREDIBLE RESULTS

The resulting improvements to Sports Direct's online experience have been exceptional, resulting in positive feedback from its customers, an incredible 207% increase in CTR and soaring revenue numbers due to a 124% increase in add to carts.

Sports Direct is actively working to expand personalization across its various properties through LiftIgniter's Personalization platform and plans to increase its visibility on other pages including the home page, 404 pages, and most search pages in order to continue to its positive revenue growth attributable to machine learning.

*We're very happy with the results we've seen using LiftIgniter, not only was the implementation easy and painless, the impact to our customer experience has been positive with a major positive impact to our bottom line.*

- Jo McLaren

E-Commerce Manager at  
Sports Direct International

LiftIgniter has proven to be a solid partner to Sports Direct and its personalization platform has created positive business ripples from a better more personalized experience all of Sports Direct customers can now experience at the individual level to more engagement with merchandise on the site to higher value shopping carts and sales.