



# DECATHLON

Supporting rapid growth in a competitive marketplace.

**Omnia helped us set up our omnichannel strategy for both pricing and marketing. Their product-focused and data-driven approach allowed us to reach our ambitious growth goals in a highly targeted way**

Laurens Spiele,  
E-COMMERCE DIRECTOR AT  
DECATHLON NL

Decathlon S.A. is a French sporting goods retailer. With over 1400 stores in 45 countries, it is the largest sporting goods retailer in the world.

## Challenges

How do you reach rapid growth in a crowded marketplace? Decathlon NL asked itself this question in 2015, and ultimately found Omnia as a solution.

When Decathlon entered the Dutch market, it had ambitious goals: the company wanted to be known as the best value-for-money sports retailer in the country, and grow rapidly while remaining profitable.

Decathlon had a detailed plan for its growth, but lacked the technical and operational tools necessary to reach its goals. The company chose Omnia's software to bridge this gap.

## The Solution

Decathlon NL used Omnia's products to automate its pricing and optimize online marketing. In addition to daily monitoring of pricing data with Pricewatch, Decathlon used Dynamic Pricing to automatically adjust prices according to its strategy.



Decathlon saw the value of prices beyond just margin optimization though. As a retailer with a strong omnichannel presence, it knew that pricing was just the start. To take its growth plan even further, Decathlon used the pricing insights generated by Omnia to inform its marketing strategy, buying strategy, and more.

## Results

With Omnia's complete pricing and marketing automation software, Decathlon NL executed its aggressive value-for-money strategy with stellar results:



**+20hrs.**

Saved each month in automation of manual tasks

**+90%**

Additional revenue in-store on strategically marketed Google Shopping ads

**+80%**

Increase in conversion rate on dynamically priced products

## Conclusion

Decathlon NL's success is a direct result of its detailed pricing and marketing strategies, but Omnia gave the company the tools to ensure that strategy became a success. The company was able to outperform its own goal to double its growth, and has secured its price perception as the best value-for-money sports retailer in the Netherlands.

**The performance of Omnia exceeded our expectations, both on our marketing and pricing strategy.**

Jesper Elders,  
LEAD PAID TRAFFIC TEAM AT  
DECATHLON NL

## Get in touch with Omnia

Interested in learning how Omnia can help you achieve your business goals? Reach out today to get started for free.

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