

How Decathlon's chatbot generated an 875% return on Facebook Ads



DECATHLON

1500 stores

52 countries

**€11 billion in yearly
global revenue**

Campaign overview

Earlier this spring, Decathlon was getting ready for the grand opening of their latest Canadian flagship store. Decathlon turned to our conversational platform to generate buzz and excitement while also building their customer base to boost opening day sales. By combining the powers of our Facebook Messenger chatbot with a strategic investment in Facebook ads, they intended to accomplish a handful of things:

1. Keep customers in the loop about the grand opening by allowing them to opt-in for updates
2. Register new members for their loyalty program without ever leaving Facebook Messenger
3. Alert new members on opening day and encourage them to visit the new store

What Decathlon gets from their Heyday chatbot



Availability

No matter their opening hours, the bot is available 24/7 to sign up new members and help customers shop



Acquisition

Decathlon acquired 1/3 of their yearly sign-ups in 5 weeks, and those numbers continue to rise



Data collection

Decathlon now has unprecedented insights into their customers' behaviours, wants, and needs



Omnichannel strategy

With Heyday, Decathlon can now provide an unparalleled, seamless shopping experience for their customers, no matter where or how they shop

The numbers

- **41% conversion rate**
(ad click to membership)
- **8.5x reduction in cost per acquisition (compared to industry benchmarks)**
- **10% of new members made a purchase on opening day**
- **875% ROAS (Return on Ad Spend)**
- **\$91.24: Average purchase per chatbot user**

“ Heyday is a strong partner who helps us build deeper relationships between our customers and our teammates through conversational AI. ”

- **Alexandre Toulemonde**

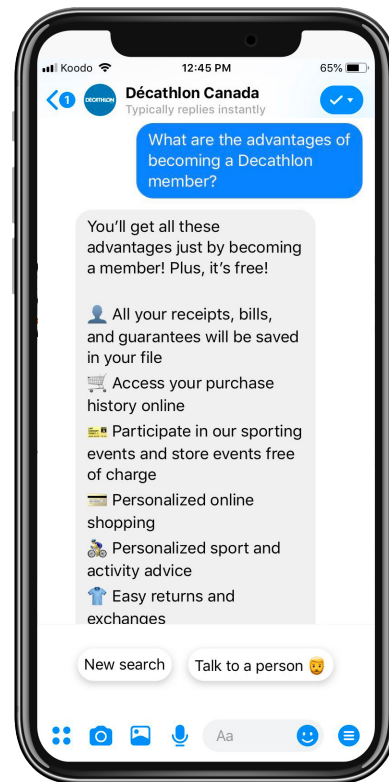
Chief Technology Officer, Decathlon Canada

Converting new customers into loyal members at a record-breaking pace

During their Spring 2019 campaign, Decathlon was planning for the long run. On top of increasing sales, it was just as important for them to foster loyalty, passion, and excitement among their customers.

To do this, we incorporated a seamless account creation process entirely inside Facebook Messenger. Users started by clicking on an ad inviting them to create a free membership and receive notifications about the store's grand opening.

Users were then alerted on opening day and encouraged to visit the store and shop.



By using their store's grand opening as a launchpad for account creation and streamlining the membership process, Decathlon acquired over **one-third** of their yearly members acquired in just over a month - **a 346% increase** compared to traditional member acquisition channels. Not too bad for a 5-week campaign...

Key results

- **41% conversion rate
(ad click to membership)**
- **346% increase in member acquisition**
- **\$2.50: Cost per new member acquired**
- **8.5x reduction in cost of customer acquisition, compared to traditional channels**

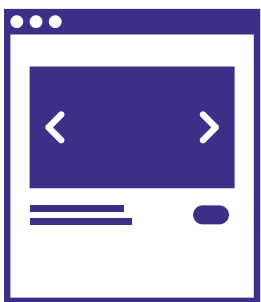
Generating unprecedented return on ad spend with chatbots

Average click-through rates on Facebook ads in retail, apparel, fitness, and sportswear are approximately 1-1.5%, so retailers know they better make each click count.

Turning clicks into conversations is a great way to engage and qualify leads, and ultimately increase conversion and maximize customer lifetime value. In Decathlon's case, their chatbot shattered expectations by generating an 875% return on their Facebook ad spend.

875% return on ad spend

Click. Converse. Convert.



Ad



Chatbot



Sale

Using 1:1 conversational channel to nurture leads

One of the cardinal rules of designing conversational experiences is to create value at every turn.

That's why after registering directly in the chatbot from the ad, customers were invited to opt-in to receive personalized news about Decathlon: new store openings, product launches, events and more. Of the new members that joined through the chat, **93% of new members opted-in to these updates**. For context, the average email opt-in rate on a website is about 1.95%, and even if you're a world-class marketer, you barely crack 5%.

93% of new
members
opted-in to
updates.

Retaining and creating loyal customers isn't about screaming one message to everyone as often as you can. It's about communicating simple, targeted, valuable content to your audience and making yourself useful to them.

With a direct 1:1 channel, Decathlon not only boosts sales, but they inspire, evangelize, and nurture leads before ultimately converting them down the road.

48x increase in opt-in
vs. email newsletters

Turning purchase intent into sales on opening day

After the campaign was over, it was time to see how much value it really had. The short answer? A lot. The long answer?

10% of the members that signed up through the chatbot made a purchase on opening day.

A simple message, a simple benefit, and a simple process made all the difference, and the proof is in the numbers: the average purchase for a chatbot user hovered just above \$90 (i.e. 3-5 items per order). All of this pointing to a crucial mantra: exceptional

customer experience begets sales begets loyalty. By creating a simple, conversational, mobile-friendly way for users to become members, Decathlon provided a high-value reward for a relatively low-effort task.



Key results

- **10% of new members made a purchase on opening day**
- **\$91.24: Average purchase per chatbot user**
- **300% increase in conversion rate vs. traditional Facebook ads**

Unlocking the power of “click-and-collect” to boost omnichannel sales

Months after launch, Decathlon continues to reap the benefits of the seeds it planted. In the first month of being open, **6% of their sales came from click-and-collect**. Users were able to reserve their products right inside the chatbot and pick them up from the store of their choice.

In the age of mobile commerce, it's no longer a matter of where your customers are shopping - there is no difference between in-store and online. Shopping online should feel exactly like shopping in-store; in fact, it should feel like one continuous, seamless

experience, and no one understands that better than Decathlon.

It's not just about bringing their customers into their store, it's about bringing their store to them, wherever they may be with a little help of AI.

6% of sales
came from
click-and-
collect

Leveraging Messenger and live chat to boost customer satisfaction

At Heyday, we are firm believers in augmenting human intelligence with artificial intelligence to deliver VIP service at scale.

Decathlon's sales agents are now using Heyday's platform every day to help customers more efficiently, both online and in-store.

By letting the virtual assistant handle "low-value" tasks with FAQ automation, Decathlon's in-store experts can go over and above for the customers that need it, resulting in a 92% satisfaction rate for those that interacted with the brand via

our live chat platform. Through something as simple and fundamental as a conversation, Decathlon bridged the divide between the digital and physical and brought customers closer than ever to the Decathlon brand.

In the end, our partnership with Decathlon is rooted in the shared belief that technology should be leveraged to humanize commerce, one conversation at a time.

Customer service metrics

- **92% customer satisfaction rate**
- **49% of conversations were related to finding a product**
- **33% automation rate (conversations handled entirely by our AI assistant)**

Meet Heyday

— **Heyday.ai** is a next-generation live chat solution that combines the power of artificial and human intelligence to deliver the ultimate customer experience by enabling highly personalized customer conversations.



Help(less) Desk (traditional live chat solutions)

Long wait times

9-to-5 office hours

Impersonal forms

Time wasted on repetitive work

Website only

VS



Heyday AI (AI-augmented customer experience)

Instant responses

24/7 service

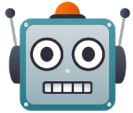
Personalized conversations

Save time for high-value interactions

Omnichannel concierge service

E-commerce just got personal

Heyday.ai comes packed with state-of-the-art features and automation that ushers in a new era in customer experience management for e-commerce and retail brands.



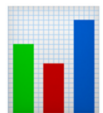
A nifty customer concierge

Part personal shopper, part support agent, our customer-centric Conversational AI helps scale your personalization efforts by integrating with your online store's product feeds to create highly contextual and relevant recommendations.



AI superpowers for your agents

Our AI crunches historical chat data to recommend timely, contextual responses for your agents, so they can handle customer queries effectively and efficiently. Our AI also continuously learns from the collaboration within your team to get smarter over time.



Built-in conversational CRM

Heyday.ai captures a wealth of conversational insights to create detailed customer profiles. Sync it with your CRM to deliver a highly personalized customer experience across platforms.



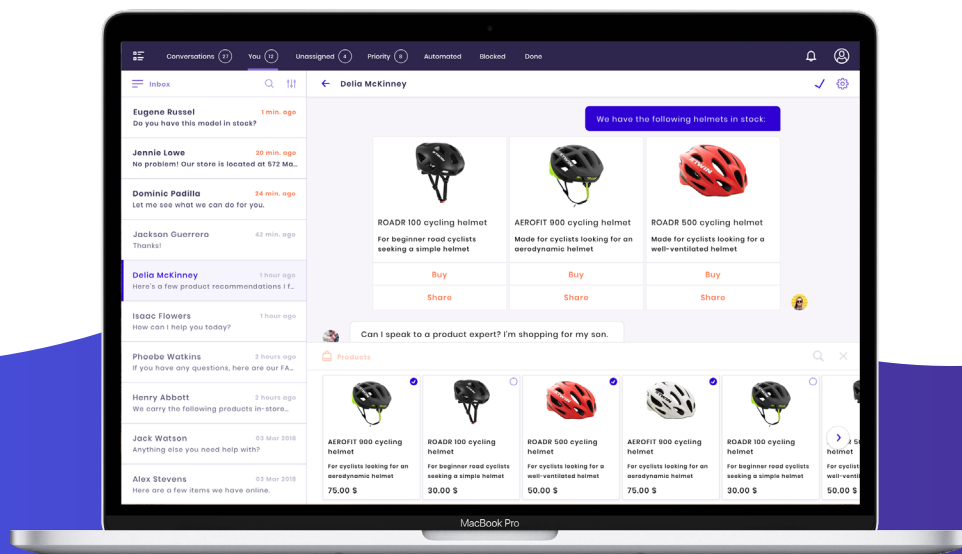
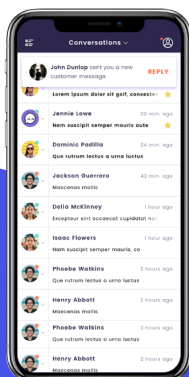
Powerful conversational commerce features

Our chat interface comes with powerful e-commerce integrations to help agents recommend products, create shopping carts on the fly, and convert customers directly inside the chat.



Marketing automation on beast mode

Unlock the power of deep audience segmentation, conversion funnels, and powerful marketing automation capabilities. Our message broadcast panel helps effectively schedule drip campaigns to personally reach each customer and boost their lifetime value.



Heyday's Agent Hub is available on desktop & mobile (iOS & Android apps)

Goodbye live chat. Hello smart chat.

Need help with your conversational strategy?
Schedule your personalized demo today.

humans@heyday.ai