

Decathlon Singapore kicks up **156%** **more revenue** from partnerships



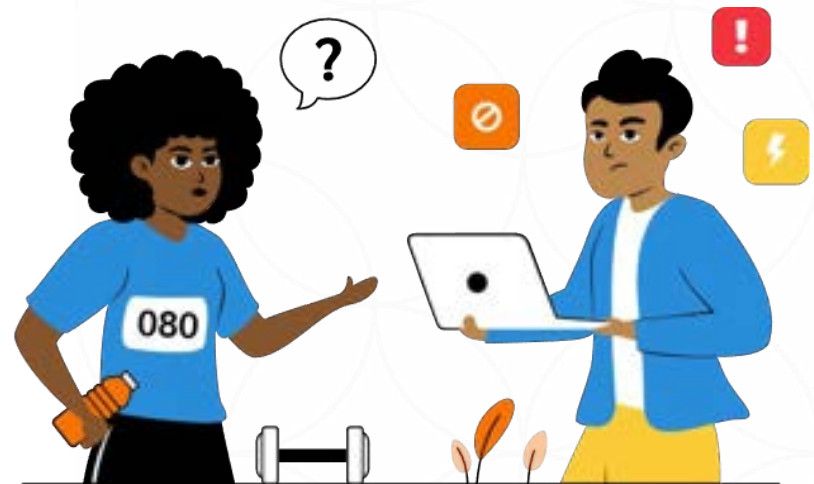
Situation

Manual processes stifled growth

Making sports more accessible to everyone has long been part of retailer Decathlon Singapore's mission. With a potential customer base that included a wide range of sports enthusiasts across Asia and products related to 60+ sports, they had a wide-ranging audience.

The company's partnership team knew they could engage a broader array of consumers by opening up new channels, but manual processes were getting in the way of growth. The team was spending too much time on tedious tasks and was 100% dependent on spreadsheets to track and manage commissioned orders. Each one had to be validated manually, which involved marking each order status as either successful or unsuccessful, with no insight into causes of success or failure. Calculating and verifying commissions was also manual. Managing a large partner network this way simply wasn't realistic.

The Decathlon Singapore team knew there was a world of customers they weren't reaching because of time-consuming processes. It was time to automate.



About

Decathlon Singapore

Decathlon Singapore is part of Decathlon, the world's largest sports retailer, carrying over 5,000 different products for more than 60 types of sports. Decathlon provides world-class products at affordable prices to a range of athletes, from enthusiastic beginners to passionate professionals.



Solution

Automate processes and optimize rewards

After implementing the Impact platform, Decathlon Singapore gained a staggering 49 hours of time each month by automating time-consuming manual tasks. Throughout the partnership life cycle, Impact streamlined processes ranging from finding and onboarding new partners to tabulating commissions in multiple currencies. With Impact reporting tools, the Decathlon Singapore team also gained analytical insights to help each partner understand what was working and what wasn't to optimize performance.

With Impact automation, the Decathlon Singapore partnership team was able to focus more on recruiting partners that aligned well with its brand from a mix of diverse businesses, institutions, influencers, content creators, and brands. What's more, they were able to set goals, automate tracking, and customize contracts more easily, paying higher commissions for new customers and limiting payouts for pandemic hot sellers like home gym equipment.

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Before Impact, we were facing several challenges because everything we did was really manual, and we spent a lot of time tracking and paying different partners. After onboarding Impact, we cut down on the time spent managing the program because the platform helped us customize contracts, automate payments, and drive significant revenue growth.

Si Ting Wong

Affiliate Lead
Decathlon Singapore



Solution (*cont.*)

Automate processes and optimize rewards

The team also moved the program from a traffic-paid to conversion-paid performance model, allowing them reward partners more fairly and accurately based on value delivered. This made the entire program more efficient.

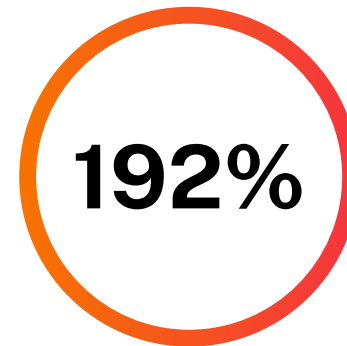
With the Impact reporting suite, the team could also identify KPIs such as which partners were bringing in new customers and the percentage of overall revenue derived from partnerships.

Outcome

New partners, new customers, and 49 hours saved monthly

Within just nine months of automating its partnerships program with Impact technology, Decathlon Singapore saw tremendous growth along with improvements in efficiency and revenue.

- The program grew 192% to include diverse influencers, content creators, and brands driving 7% of total revenue
- 50% of customers acquired through the partnership channel were new
- The partnerships team saved an average of 49 hours per month by managing partners with Impact
- Partnerships revenue grew 156% QoQ



partner growth
in 8 months



QoQ partnerships
revenue growth

Outcome

New partners, new customers, and
49 hours saved monthly

Decathlon Singapore has ambitious plans to further diversify its affiliate and partnership program to work with more banks, institutions, sports clubs, and influencers who align with its brand purpose of making the pleasure and benefits of sports accessible to everyone.

