



Decathlon Singapore sees 156% QoQ revenue growth with partnerships

Situation

Manual processes inhibited growth

Sports retailer Decathlon ran its partnership program using manual processes. Consequently it was spending an inordinate amount of time on tedious tasks rather than growing revenue.

The Decathlon team knew there was an untapped marketplace of customers that they were not reaching because of the time that running their program “by hand” took. They wanted to be able to tap into the strength of partnerships but knew they couldn’t do it without turning to a platform that would automatically handle:

- Partner recruitment
- Day-to-day partner management
- Tracking
- Payments
- Optimization



About Decathlon

Decathlon is 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.

“Before Impact, we were facing several challenges because everything we did was really manual. We spent a lot of time tracking and paying different partners across APAC in various currencies. 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

Automate manual tasks and align commission structures with partner success

Working with Impact, Decathlon focused on new customer acquisition. With a potential customer base that included a wide range of sports enthusiasts, it was crucial for Decathlon to find ways to target specific customers through the right partners.

With Impact, Decathlon gained the power to customize contracts for its partners with ease, set goals, and automate tracking. The team moved from a traffic-paid to conversion-paid performance model, allowing them to find the partners who assisted in bringing in revenue.

Because they work across many countries, Decathlon also needed a system that could automate and track partner payments across currencies.

Decathlon used the reporting suite within Impact’s Partnership Cloud to identify new customers driven from their different partners. This level of insight allowed it to grow the number of partners and the percentage of revenue derived from partnerships.

Decathlon found that its affiliate and partnerships team saved a substantial amount of time (up to 49 hours per month), money, and resources by automating each step in the partnership life cycle.

192%

partner growth in 8 months

156%

QoQ revenue growth

Outcome

Partnerships drove
50% of new
customers

In just nine months since adding Impact, Decathlon saw tremendous success with its affiliate and partnerships program.

- 50% of new customers acquired through the partnership channel
- Saved an average of 49 hours per month tracking partners with Impact
- Partnerships drove 7% of total revenue

Decathlon has ambitious plans to further diversify their affiliate and partnership program to work with more banks, institutions, sports clubs, and influencers. Their most important goal is to find partners who align with Decathlon's brand purpose - making the pleasure and benefit of sports accessible to everyone.

Want to get results like Decathlon Singapore? | Contact grow@impact.com