

A young couple is walking through a brightly lit shopping mall. The woman, on the left, has long blonde hair and is wearing a white cardigan over a light blue top and a matching skirt. She is smiling and gesturing with her right hand. The man, on the right, has a beard and is wearing a blue t-shirt under a blue and white checkered shirt. He is also smiling and looking towards the right. They are both carrying shopping bags. The background is a blurred mall interior with other shoppers and bright lights.

# PERSONALIZING THE SHOPPING JOURNEY OF ONLINE SPORTS SHOPPERS

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A SUCCESS STORY OF  
INTERSPORT.COM

PERSONALIZATION 



12%

PERZONALIZATION DEMAND  
OF THE SITE'S REVENUES



## ABOUT

Online sports shopping has grown into a popular eCommerce niche.

Being an international sporting goods retailer, Intersport aims to serve online sporting goods shoppers with its wide range of items and brands.





## CHALLENGE

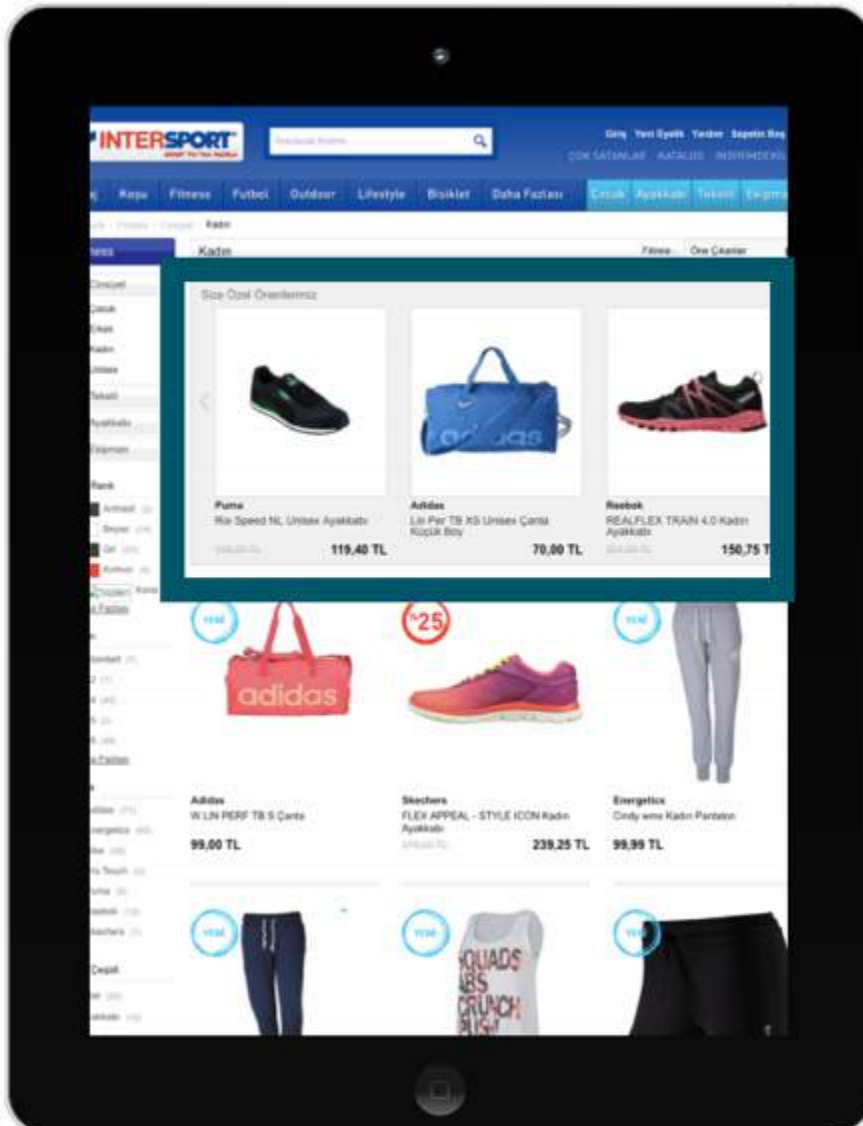
Carrying an enormous products line for several sports types i.e. running, fitness, swimming, it has been very tough to manually recommend products on Intersport's multi-brand store. Given that each sporting type have its own attributes, assuring a data consistency over the platform has been a challenge.



## SOLUTION

An algorithmic personalization approach along with automated product recommendations on category, product and cart pages have been applied.

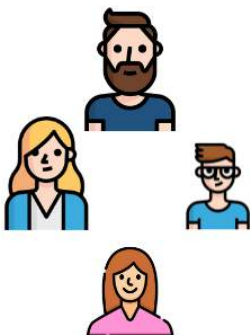
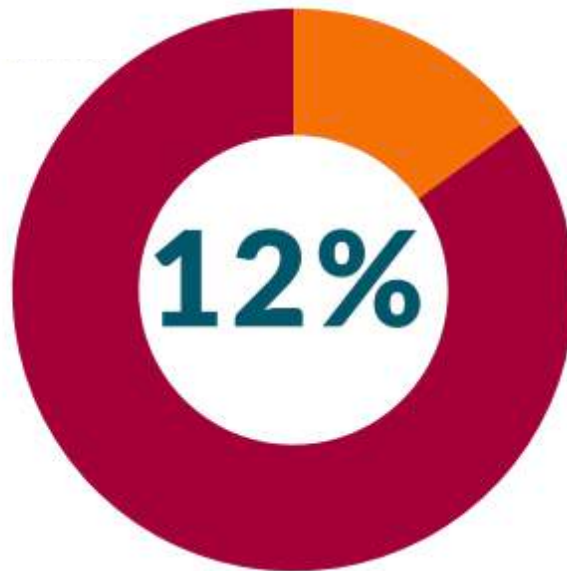
The online store has had hours of time saving along with considerable increase in revenues.





## RESULTS

Personalization practices generated an enormous uplift in online revenue making the personalization demand equal to 12% of site's revenues.



Are you a small online business owner?  
Or a professional eCommerce manager?



It doesn't matter!

Get Personalization  
and start uplifting your  
profits!

**START YOUR TRIAL NOW**

# THANK YOU

Want more content on  
eCommerce?

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# PERZONALIZATION

