

SPORTCHEK



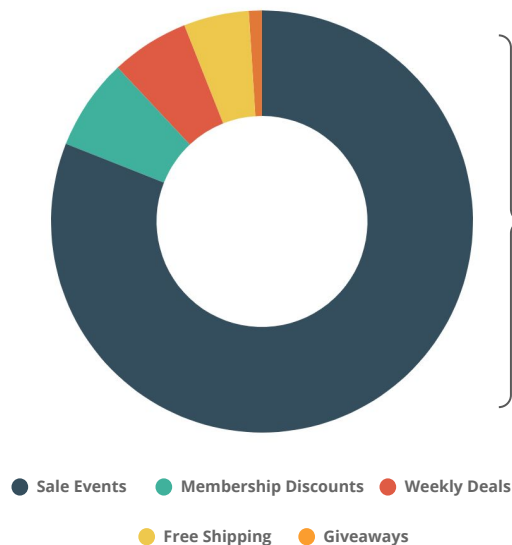
**How Outdoor Retail Leaders
Use Promotions to Drive Sales**

Activewear

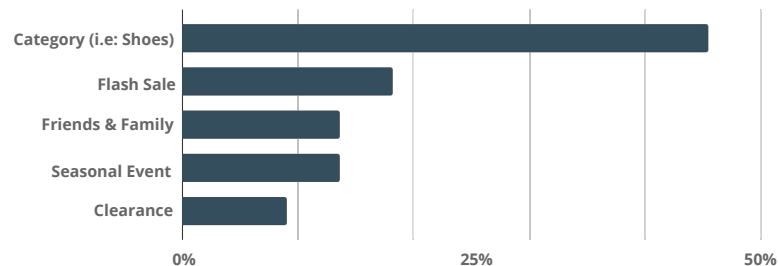


Amongst the competitive set, the most popular type of promotional messaging is sale events, followed by membership discounts. In particular, 45% of Sale Events were category-specific sales (i.e: running shoe or camping equipment promos).

% of Promotional Ad Campaigns

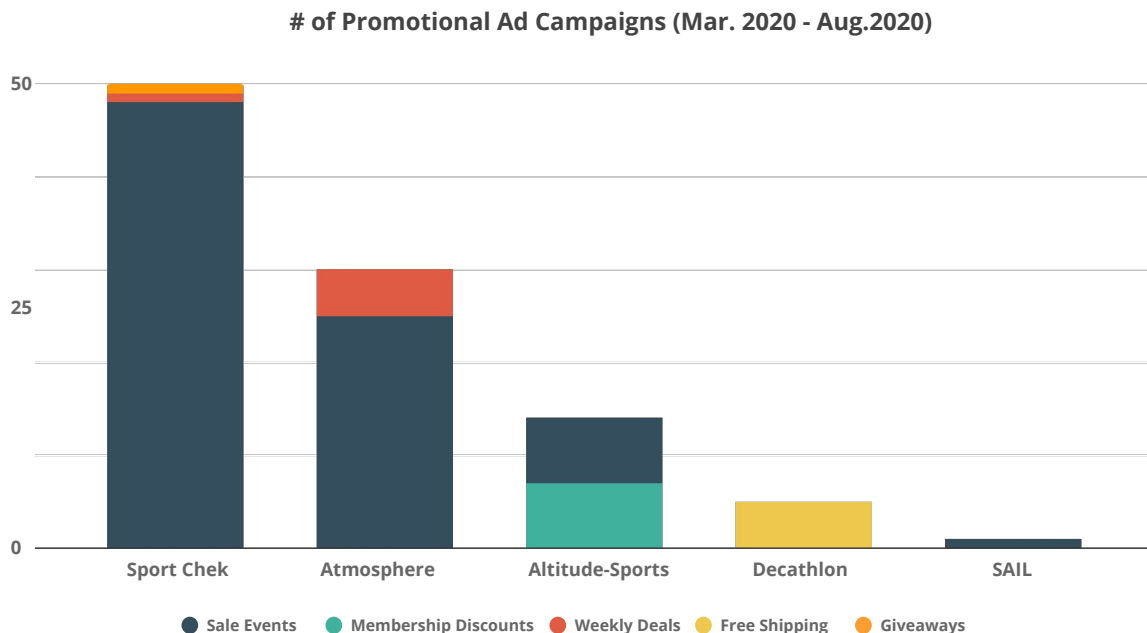


Types of Sale Events:



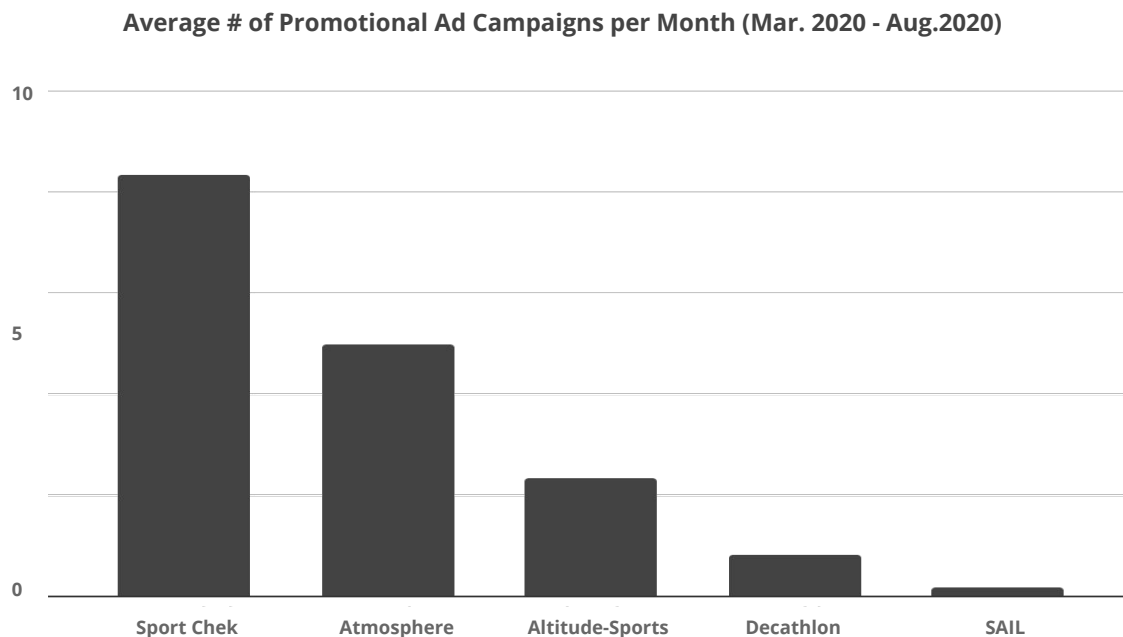


Sport Chek and Atmosphere both focus their efforts on major sale events and are the only brands that offer weekly deals. Altitude-Sports focuses on membership discounts while Decathlon only runs free shipping campaigns.





Sport Chek has the highest number of promotional ad campaigns with an average of 8 promos per month, followed by Atmosphere with 5 promos per month.





For their Free Shipping campaign, Decathlon is targeting a wide variety of audiences from young parents to fishermen. However, the main promotion (free shipping over \$49) remains the same for each target audience.

Generic Sports Audience



[Click to View Landing Page](#)

Spend: **\$2K** | Impressions: **130K** | CPM: **\$12.30**

This generic creative directs consumers to the main homepage. The image is seen as more of a background rather than the focal point of the creative.

Young Parents



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Spend: **\$100** | Impressions: **8K** | CPM: **\$12.50**

This creative is targeted to parents of young children who are looking for fun at-home activities. The ad directs users to the Table Tennis PLP.

Fishing



[Click to View Landing Page](#)

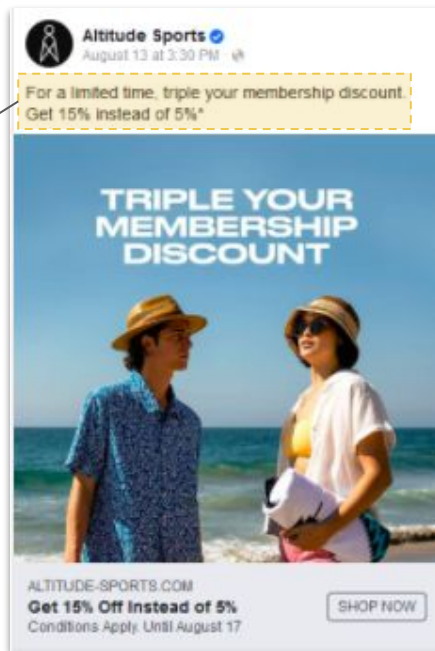
Spend: **\$100** | Impressions: **6K** | CPM: **\$17.54**

This creative is targeting the fishing audience. The ad directs users to the Fishing PLP.





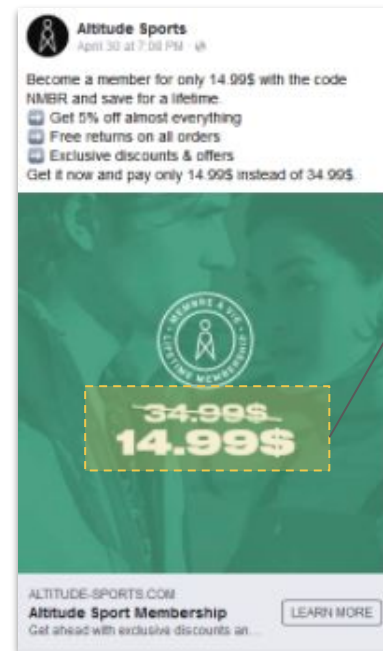
Altitude Sports is testing two types of promos for their membership program: a membership discount and a limited time promotion (15% off) for members only.



Promotion: **Triple your membership discount - 15% instead of 5%**

[Click to view](#)

Spend: **\$1.5K** | Impressions: **346K** | CPM: **\$4.32**



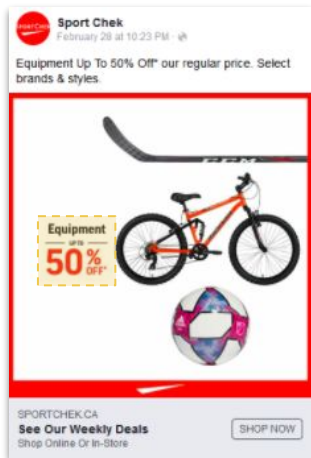
Promotion: **\$14.99 with code NMBR**

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Spend: **\$300** | Impressions: **73K** | CPM: **\$4.14**



Both Sport Chek and Atmosphere offer 50% off as part of their “Weekly Deals” program. Sport Chek creatives are tailored to different athlete groups as they feature different equipment while Atmosphere creatives are generic.



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Spend: **\$32K** | Impression: **8.5M**
CPM: **\$3.83**

Sport Chek's weekly deal ads feature specific products and categories such as equipment or doorcrashers.



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Spend: **\$18K** | Impressions: **5M**
CPM: **\$3.83**

VS



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Spend: **\$10K** | Impressions: **2.5M**
CPM: **\$3.81**

Atmosphere's weekly deal ads are generic - they do not feature any products.





For Atmosphere, the Clearance Sales Event generated the highest number of site visits (101K), followed by the Flash Sale (20K) while the Easter Event had the lowest CPM at \$3.64.

Seasonal Event

Atmosphere
13 hrs · 🌐

Up To 50% OFF* our regular price during our Easter Event. Shoes, Jackets, Shirts, Equipment & MORE! Select brands & styles.

EASTER EVENT
THURSDAY, APRIL 9 - MONDAY, APRIL 13, 2020

UP TO **50% OFF**

ATMOSPHERE
CAMPING | CLOTHING | OUTDOORS

ATMOSPHERE.CA
Valid April 9 - 13
select brands & styles

SHOP NOW

[Click to view](#)

Spend: **\$36K** | Impression: **10M**
CPM: **\$3.64** | Site Visits: **8K**

Friends & Family

Atmosphere
Yesterday at 3:11 AM · 🌐

YOU'RE INVITED to our Friend's & Family Event Apr. 14-19 with savings up to an Extra 25% OFF* Almost Everything! *our ticket price. select brands & styles. Click Image For More

FRIENDS & FAMILY EVENT
TAKE AN EXTRA **25% OFF**
AN ADDITIONAL 25% OFF* WITH A
USE CODE: FF20APRIL

ATMOSPHERE
CAMPING | CLOTHING | OUTDOORS

ATMOSPHERE.CA
USE CODE: FF20APRIL
Valid April 14-19

SHOP NOW

[Click to view](#)

Spend: **\$50K** | Impression: **13M**
CPM: **\$3.76** | Site Visits: **867**

Flash Sale

Atmosphere
4 hrs · 🌐

24 HOUR FLASH SALE!!! Up To 80%* OFF our regular price on Clothing, Shoes, Camping Gear & MORE! Select Brands & Styles. While Quantities Last.

FLASH SALE!
- ONE DAY ONLY! | MARCH 4, 2020 -
ONLINE ONLY | SHOES, CLOTHING & MORE!

UP TO **80% OFF**

ATMOSPHERE
CAMPING | CLOTHING | OUTDOORS

ATMOSPHERE.CA
Today Only!!!
Online Only

SHOP NOW

[Click to view](#)

Spend: **\$15K** | Impression: **3.9M**
CPM: **\$3.78** | Site Visits: **20K**

Clearance

Atmosphere
Yesterday at 3:37 PM · 🌐

Clearance Event up to 60% off* original price. Select brands & styles.

CLEARANCE EVENT
UP TO 60% OFF*

ATMOSPHERE
CAMPING | CLOTHING | OUTDOORS

ATMOSPHERE.CA
Up To 60% Off* Clearance
Shop Online & In-store

SHOP NOW

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Spend: **\$10K** | Impression: **2.2M**
CPM: **\$4.37** | Site Visits: **101K**



For Sport Chek, the Clearance Sales Event generated the highest number of site visits (2.2M), followed by the Back to School Flash Sale (27K) which also had the lowest CPM at \$2.77

Category (Running Shoe)

Sport Chek
July 15 at 5:17 PM · 🌐

Running & training shoes up to \$100 off*

Women's & Men's Running & Training Shoes
UP TO
\$100 OFF*

WWW.SPORTCHEK.CA
Go Farther. Up To \$100 Off*
*Our reg. price. Select brands & styles.

SHOP NOW

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Spend: **\$42K** | Impression: **9.7M**
CPM: **\$4.29** | Site Visits: **10K**

Friends & Family

Sport Chek
18 hrs · 🌐

5 DAYS ONLY! July 9 - July 13. 25% off* excluding items already marked down. 10% off* on already reduced items. *Our ticket price. Excludes select brands & styles.

Friends & Family Event
25% OFF* **10% OFF***

SPORTCHEK.CA
Promo Code: FF20JULY
Friends & Family Event

SHOP NOW

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Spend: **\$120K** | Impression: **30M**
CPM: **\$4.03** | Site Visits: **3.4K**

Flash Sale (Back to School)

Sport Chek
July 30 at 5:55 PM · 🌐

Shop the Back To School Flash Sale with up to 65% off.* 2 days, online only.

BACK TO SCHOOL
2 DAYS! ONLINE ONLY!
Flash Sale
65% OFF*

WWW.SPORTCHEK.CA
Up To 65% Off*
*Our reg. price. Select brands & styles.

SHOP NOW

[Click to view](#)

Spend: **\$38K** | Impression: **14M**
CPM: **\$2.77** | Site Visits: **27K**

Clearance

Sport Chek
19 hrs · 🌐

Last Chance Clearance event is on now at Sport Chek. While quantities last. Prices as marked.

LAST CHANCE
CLEARANCE OUTLET

SPORTCHEK.CA
Last Chance Clearance Event
Free Shipping Available*

SHOP NOW

[Click to view](#)

Spend: **\$123K** | Impression: **32M**
CPM: **\$3.93** | Site Visits: **2.2M**

Key Takeaways

From the Promotional Messaging Case Study

Messaging — Clearance Sales Drives the Most Site Traffic: For both Atmosphere and Sport Chek, the Clearance sales event drove the highest number of site visits while the Friends & Family Event drove the least number of site visits.

Cadence — Sport Chek is Running 8 Sale Promos per Month: Sport Chek is aggressively advertising their sale events with the highest number of promotional ad campaigns amongst the competitive set. In addition to 8 unique sale events per month, Sport Chek also has a weekly deals campaign that features new discounts every week.

Tactic — 45% of Sale Events were Category-Specific Sales: Category-specific sales feature one type of product such as running shoe promos or camping equipment promos. The second most popular sales event was flash sales, followed by Friends & Family, Seasonal Events (i.e: Easter, Back to School) and Clearance.

Tactic — Audience Interest Targeting: For Decathlon's free shipping promo, they used three different creatives, all targeting a different audience from young parents to fishermen. Consider pairing interest targeting with unique creatives that are personalized for each audience group to generate a higher click through rate.