

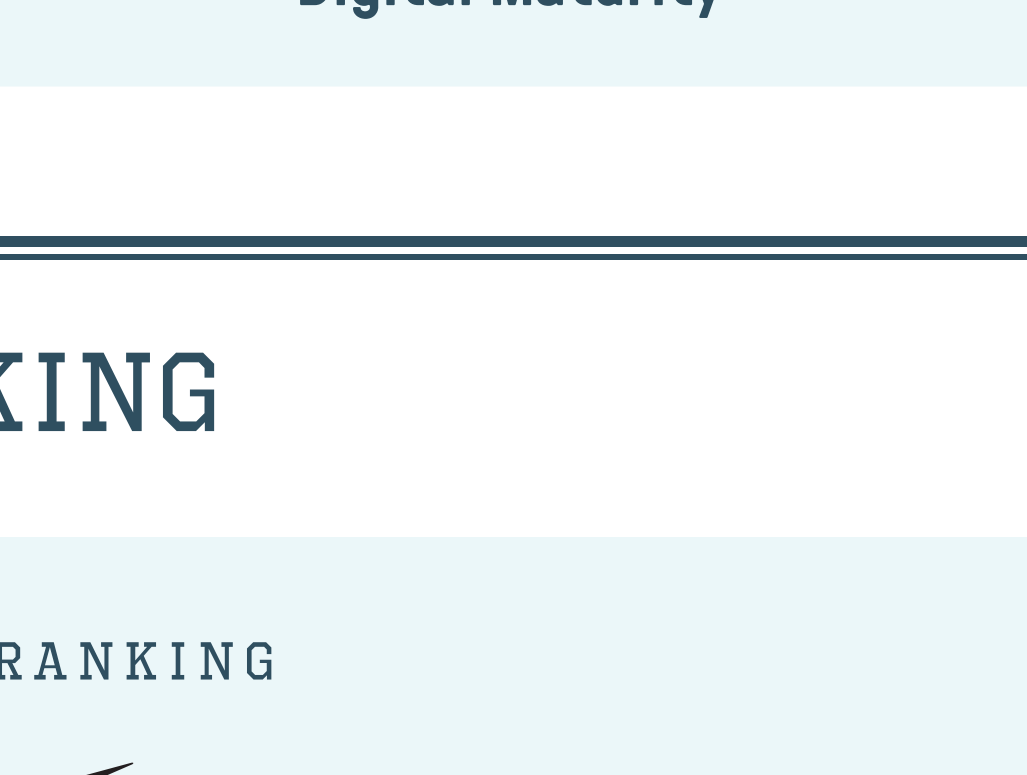
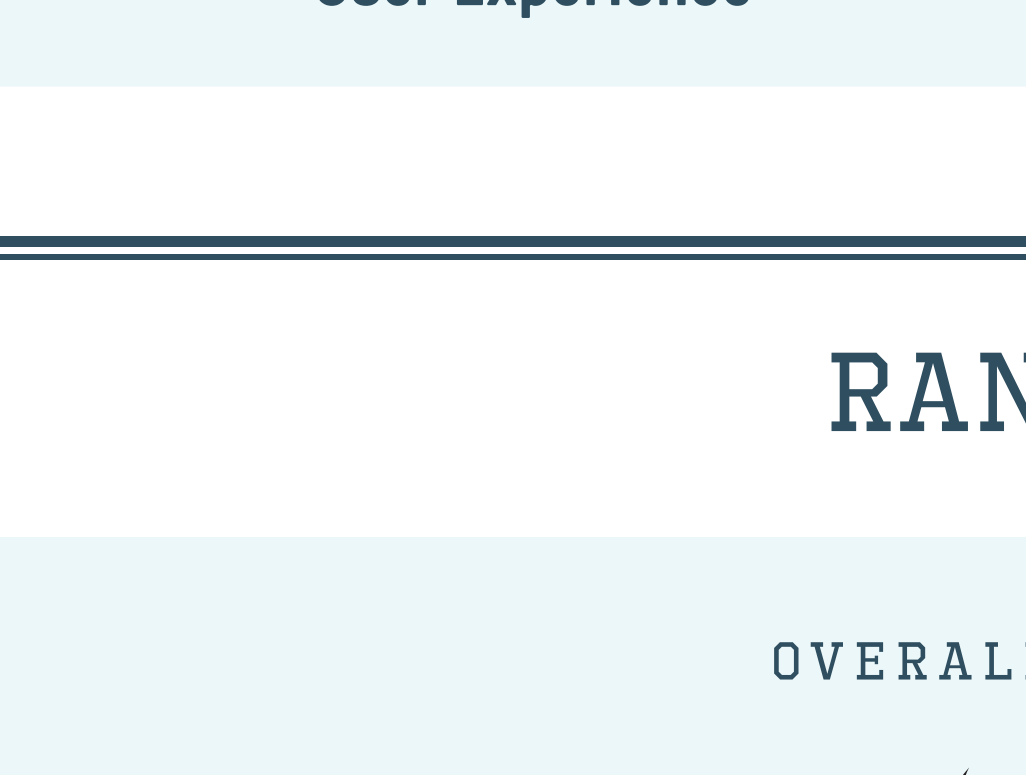
Digital Customer Experience Barometer Sports

METHODOLOGY

52 sites surveyed with **10** categories of criteria taking into account digital maturity and user experience

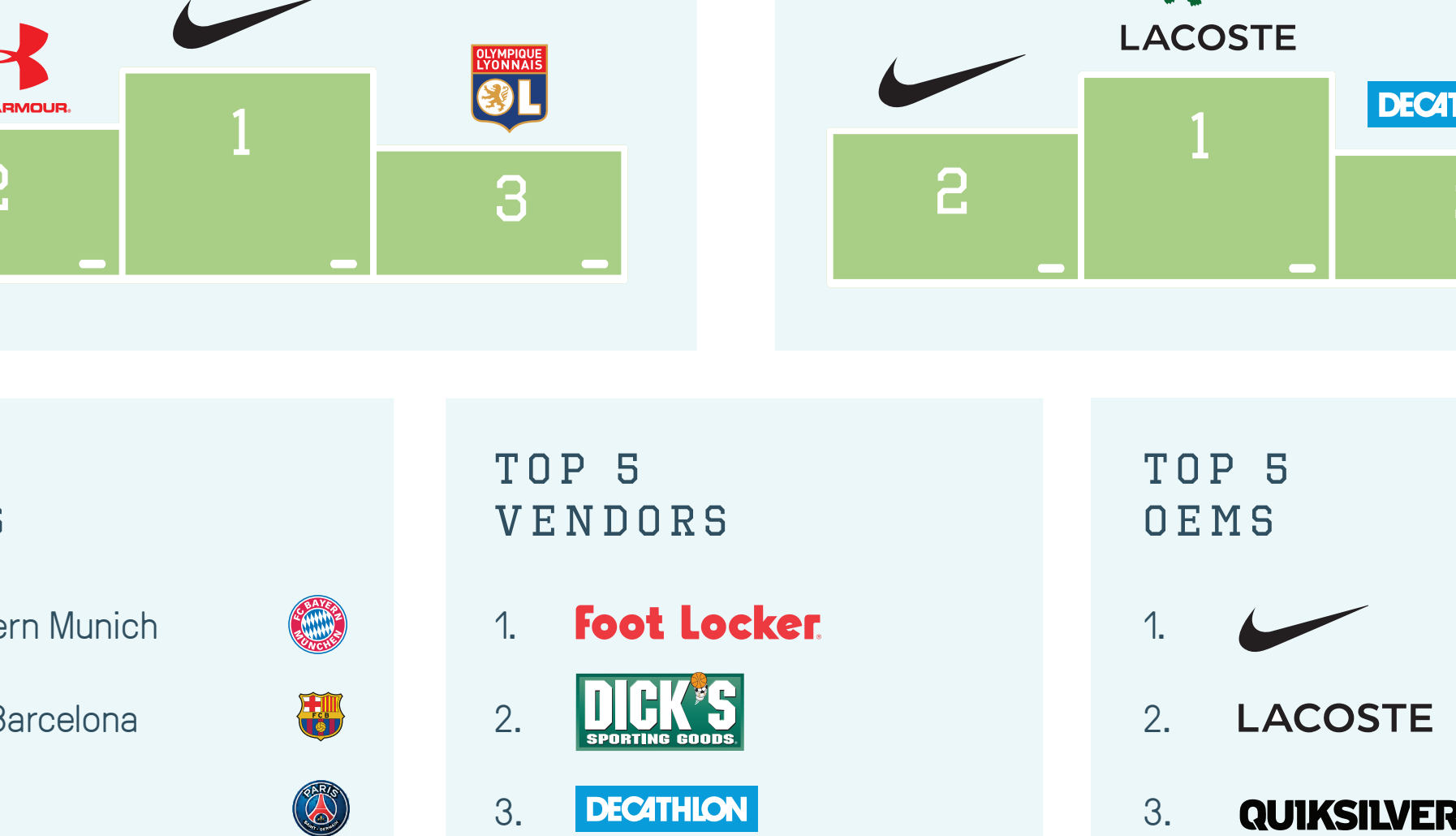
+70 criteria audited

Measured using reference tools and consultants specializing in Customer Experience in the Sports industry



RANKING

OVERALL RANKING



TOP 3 DIGITAL MATURITY



TOP 3 USER EXPERIENCE



TOP 5 CLUBS

1. Bayern Munich
2. FC Barcelona
3. PSG
4. Manchester United
5. Real Madrid

TOP 5 VENDORS

1. **Foot Locker**
2. **DICK'S**
3. **DECATHLON**
4. **zumiez**
5. **SPORTS DIRECT**

TOP 5 OEMS

1. **Nike**
2. **LACOSTE**
3. **QUIKSILVER**
4. **UNDER ARMOUR**
5. **adidas**

USER EXPERIENCE

SERVICE PROPOSAL

90% of the sites provide news about the brand (new products, events, etc.)

35% of the sites offer a loyalty programme

73% of the companies in the survey have an outlet/promotions section

57% for vendors
25% for OEMs

48% of the brands offer product customization
i.e. 37% more than in the luxury industry

1 COMPANY OUT OF 5 does not provide information about the product sold (use, technology, description, etc.)

63% of the clubs offer customization

15% of the companies offer no e-commerce solution
Clubs are the most mature: 90% offer it

A little more than **ONE HALF** have a multilingual site

E-COMMERCE

ONE BRAND OUT OF FIVE only provides an image of the product sold

Only **25%** of the banners offer user reviews

Only **42%** of the brands provide images of the product worn

Only **44%** have an integrated e-commerce site

62% offer a dynamic search bar

ONE COMPANY OUT OF EIGHT offers a "social login" to create one's user account

A little less than **ONE HALF** offer free shipping subject to conditions

Only **33%** of the sites offer express delivery (48 hours or less)

Only **2/5 SITES** offer "guest checkout"

Only **8%** offer the option to use a gift wrapping

OMNI-CHANNEL

15 SITES offer a "Click & Collect" option, against 5 in the luxury industry

33% of the sites still have no store locator with store opening hours

17% only display the product availability at the store

Only **21%** offer email alerts about product availability

50% of the sites offer free item return
versus 81% in the luxury industry

ONE BRAND OUT OF FOUR offers item exchange at the store

67% of the sites offer a toll-free number with the opening hours of the call centre

DIGITAL MATURITY

TECHNICALITY

65 HTML errors | **138** CSS errors
on average on the homepage based on the W3C criteria
On average, 50% less errors than in the luxury industry

0,48' average server response time

50/100 Tanaguru
The average score of the Tanaguru tool - which measures accessibility for disabled persons - is low

62/100 Google PageSpeed
versus 89/100 in food e-commerce

56% use a Tag Management Tool

17% of the shops use an AB Testing Tool

ALL WEBSITES use a web analytics tool

Clubs are the least mature for AB Testing. Only the Olympique Lyonnais has a tool

Nike, LACOSTE, Decathlon, hummel, COURIR, asics show the biggest maturity in analytics and personal privacy

MOBILE AND WEB

19% of the sites are not based on responsive design
versus 33% in the luxury industry

13 companies have no iOS or Android mobile app

87% of OEM's website have a responsive design, which increases their maturity

The most represented operating system is **iOS** with **73%** of the players having an app

A web surfer spends on average **3'44** per visit

4,23 pages viewed on average per visit

34% of users leave a site after viewing only one page

SPORTS DIRECT UK's Sports Direct has the best engagement with 9.44 pages viewed per session and an average visit that lasts 10'45

Vendors display an excellent average bounce rate, at less than 30% for 78% of them

SOCIAL MEDIA

THE BEST PERFORMANCE RESULTS

93 659 622 likes (Facebook)

54 900 000 followers (Instagram)

18 400 000 followers (Twitter)

2 378 454 followers (YouTube)

8 861 881 followers (Google+)

2 700 000 followers (Pinterest)

36% of the brands are present across the 6 social media surveyed
versus 76% in the luxury industry

10 151 230 likes per Facebook page on average

3 580 576 instagram followers on average
against 2 369 929 in Luxury

1 401 226 Twitter followers on average

Pinterest is being left out in this sector

3/4 of the companies are active in social media on a daily basis

OEMs are the most mature : 62,50% have more than 1 million likes on Facebook

Vendors are lagging behind on social networks, they represent only 3 of the 23 studied companies that have more than 1 million likes on Facebook