

I-Run Sees Record Seasonal Returns by Leveraging Organic Search During Peak Periods



+75%

YoY SEO impressions

+99%

Of YoY organic clicks (brand and non-brand)

N°1

On the "Black Friday" query over the period

INTRODUCTION

Founded in 2007, i-Run is a retailer specializing in running, fitness, trail, and hiking equipment, offering more than 75,000 products. With 170 employees, the brand has 15 stores in France and an international online presence, notably in Belgium, Spain, Germany, and the Netherlands. In 2022, i-Run achieved a turnover of €104 million.

CHALLENGE

For 17 years, e-commerce has been part of i-Run's DNA, with organic search at the heart of its strategy. In 2022, the brand saw a decrease in the share of organic traffic in its marketing mix due to the acceleration of paid channels. i-Run decided to refocus its efforts on organic to secure it as the main source of traffic and strengthen its impact on revenue.

Facing strong competition online, i-Run decided to optimize for top-tail queries associated with different categories (such as running, trail, or hiking), rather than just product or brand names. To strengthen its leadership position in the "running" segment, the brand sought to boost its visibility during key revenue-generating periods, such as seasonal sales and Black Friday.

SOLUTION

To overcome these challenges and accelerate its organic search performance, i-Run chose the Botify solution.

With Botify Analytics, i-Run gained an in-depth understanding of the health of its site and product pages, as well as strategizing with Botify's teams to prioritize projects and make optimizations with an immediate effect on organic search performance.

Next, they used automation to make their SEO team fast, independent, and efficient. PageWorkers freed up IT bandwidth by automating optimizations and enhancing new content pages at scale, saving significant time and efficiency on high-value projects.

Finally, by analyzing the results from Botify RealKeywords, the i-Run SEO team demonstrated the higher impact and conversion rate of the optimized pages and secured support for future organic search projects.

RESULTS

Black Friday 2023 was a record day for i-Run. The choice to prioritize organic search paid off, with **55% of revenue generated thanks to organic traffic**. With the help of Botify, i-Run's new strategy proved successful. i-Run managed to not only position itself alongside competitors on their branded queries, but sometimes even before (N°1 on "Black Friday Garmin"). **The share of traffic from free channels increased by 70%**. The increase in organic traffic allowed i-Run to rebalance its investments and **reduce dependence on paid channels**.

"After a year of collaboration with Botify, the SEO results have been remarkable! PageWorkers helped us quickly and independently improve the structure of our pages and strengthen each created page, allowing us to effectively position ourselves in search results."

Celya Marnay, Directrice Marketing Digital, i-Run

