

*1001pneus.fr*

**How 1001PNEUS.fr Increased  
Its Conversions Through  
Real-Time On-Site Personalisation**



## Context

**As one of the leading online tire retailers**, 100IPNEUS.fr has established itself as a standard in the industry since 2009. From budget to premium, the site offers a catalogue of over 50,000 products for all types of vehicles: passenger cars, SUVs, utility vehicles, motorcycles, scooters, bicycles, heavy-duty trucks, and ATVs, featuring more than 160 brands from the industry's leading manufacturers.

**In 2025, 100IPNEUS.fr surpassed the milestone of one million tires sold**, distributed across six countries: France, Spain, Italy, Germany, Belgium, and Luxembourg. As a 100% digital pure-player, the site also relies on a robust network of 4,500 partner garages to offer a hands-on, local experience.

**Its greatest strength?** Simplifying the tire-buying process from start to finish: customers order their tires online and choose to have them delivered to their home or directly to the nearest partner garage, where they are installed by professionals. A solution designed to combine the convenience of digital shopping with the reliability of in-garage service.

To take its digital strategy to the next level, 100IPNEUS.fr is partnering with BEYABLE and SaleCycle on a key initiative:



**Real-time on-site  
personalisation**

# Challenges

As a European pure player in the tire retail industry, 1001PNEUS.fr faces the following challenges:

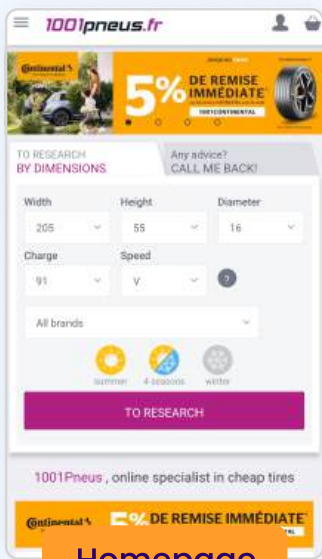
- 1 Intense competition** in the online tire market, with a need for the brand to stand out
- 2 Managing the customer experience** and logistics to remain competitive and build customer loyalty
- 3 Pressure on prices and margins**, to remain competitive in the discount segments while ensuring profitability

To meet these challenges, 1001PNEUS.fr needed a solution that would allow it to:

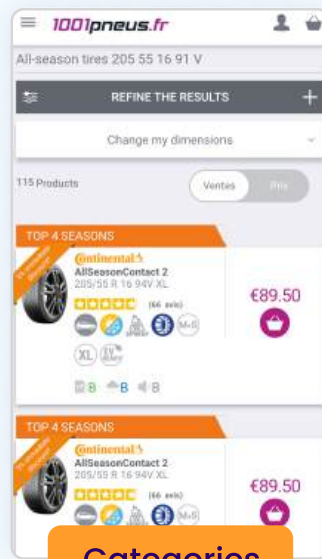
- 1 Optimise conversions** based on the user journey
- 2 Improve the user experience** on the website

# SaleCycle x BEYABLE Solution

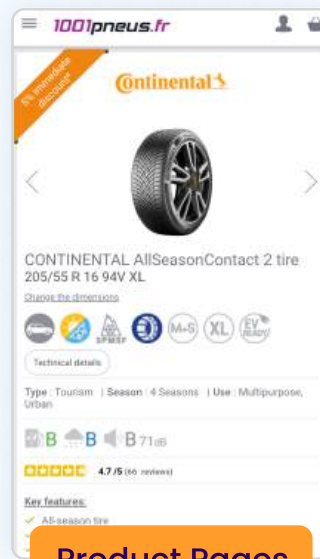
Key touchpoints:



Homepage



Categories



Product Pages

Strategic Levers:



**UX Optimisation**



**Reinsurance**



**Discounts**



**Customer Loyalty**

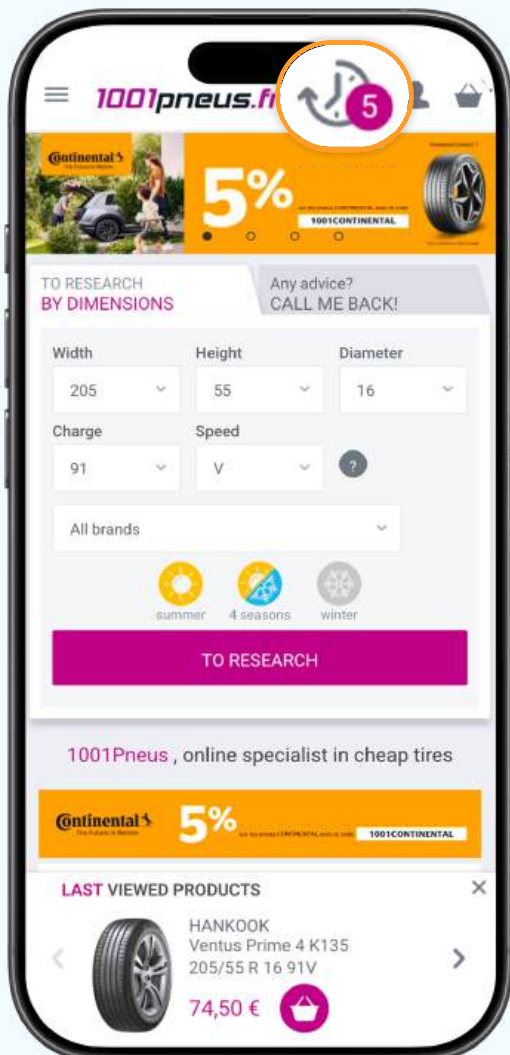


# On-site Personalisation

## 1 - HISTORY OF VIEWED PRODUCTS

During this campaign, we implemented an **on-site personalisation feature** designed to re-engage visitors when they return to the site.

Specifically, when a user returns for a second visit, **a selection of the products they previously viewed is automatically displayed.** This personalised feature allows them to quickly find the items that piqued their interest, easily resume their shopping journey, and enjoy a smoother browsing experience.



## RESULT

This campaign helped boost visitor engagement, drastically increase the number of orders, and generate over **€1,510,000** in revenue by reminding users of products they had previously viewed.

ROI

**254**

**10,444**

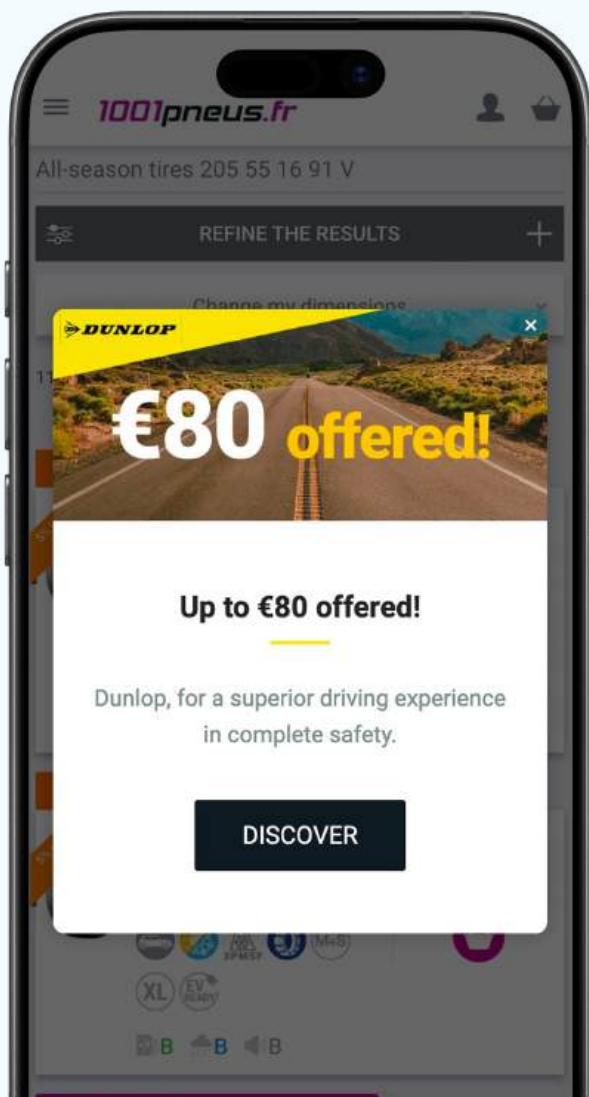
incremental orders

# On-site Personalisation

## 2 - DISCOUNT POP-UP

Displaying a **promotional pop-up** designed to capture visitors' attention and encourage them to make a purchase.

While browsing the site, users are presented with an immediate offer of an €80 discount, **highlighted in a clear and visible pop-up**. This format allows the promotional benefit to be highlighted at the right moment in the user journey.



## RESULT

This activation helps stimulate purchase intent, reduce hesitation among visitors, and accelerate conversion, by making the promotional offer immediately noticeable.

**+396**

incremental  
orders

**€84,535**

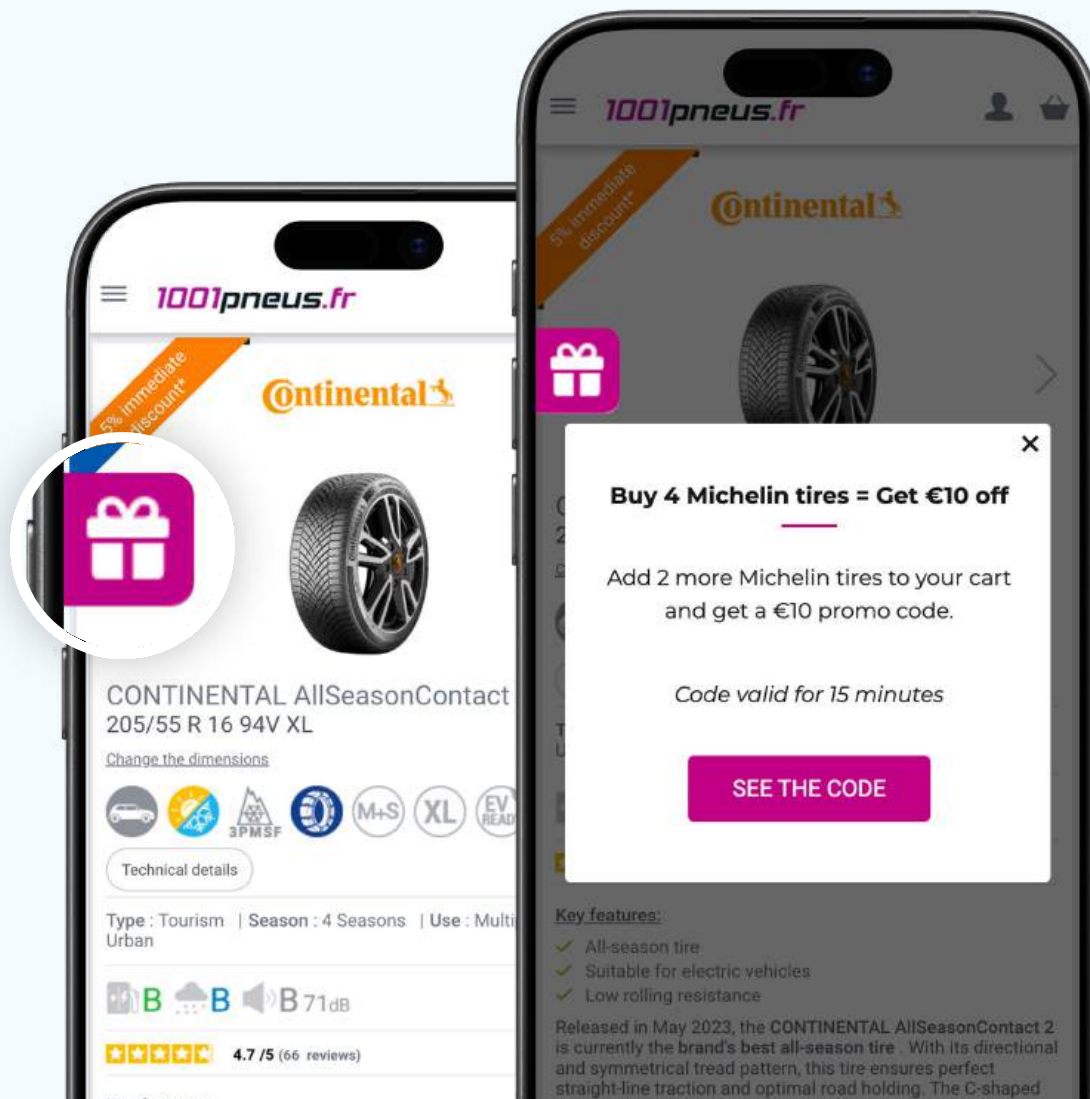
Incremental revenue  
(excluding tax)

# On-site Personalisation

## 3 - GIFT WIDGET

Implementation of a **promotional widget** directly integrated into product pages to highlight a specific promotional offer.

When a user views tires on the site, a pop-up highlights the offer **“Buy 4 tires = \$10 off.”** This promotional message appears at a key moment during the product viewing process to make the benefit immediately visible and easy to understand.



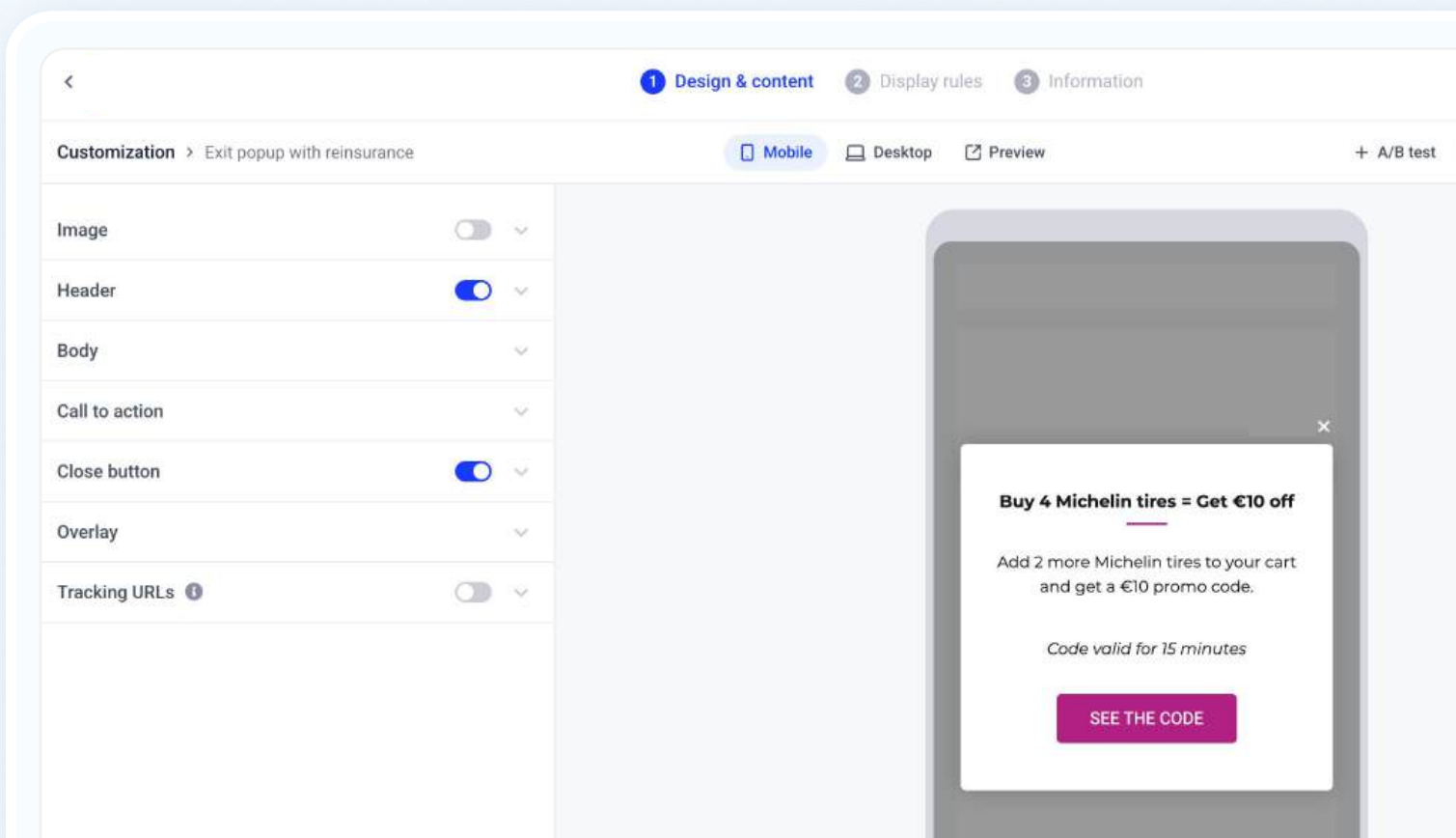
# On-site Personalisation

## RESULT

This feature **encourages grouped purchases**, highlights promotional offers, and boosts conversion rates by encouraging visitors to complete a purchase of multiple tires to take advantage of the discount.

**+2,118**  
incremental  
orders

**+€409,065**  
Incremental revenue  
(excluding tax)



*« Thanks to the personalisation campaigns we've rolled out on our site, we now offer a more personalised customer experience by triggering scenarios throughout the user journey. This allows us to simplify the purchasing journey and highlight, in real time, the most relevant offers based on user behavior and audience segments.*

*Beyond conversion, these actions also help boost retention by creating a more engaging and lasting relationship with our visitors. »*

*Justine Merlet, Head of Digital Marketing at 1001pneus.fr*



**Talk to us →**