



Scoring Big with AI

How Big 5 Sporting Goods
Slam Dunked Personalization



Executive Summary

Big 5 Sporting Goods, a trusted household name in outdoor and athletic gear, was ready to elevate its digital game. With thousands of SKUs across diverse product categories, Big 5 needed to transform its eCommerce site into a smarter, faster, and more relevant shopping experience. The vision was to move beyond generic displays and manual merchandising assumptions to deliver timely, automated product recommendations and personalized journeys for every customer. After past vendors overpromised and underdelivered with lengthy timelines, Big 5 needed a reliable partner who could truly understand their business and deliver fast, measurable impact.

Enter Breinify. By seamlessly deploying AI-powered personalization experiences, Breinify enabled Big 5 to adapt to real-time shopper behavior, uncover unexpected cross-category purchase patterns, and aggressively scale digital revenue, all with near zero lift from internal development or data science teams.

The evolution has been nothing short of historic.

The partnership has achieved:

- **31.82x overall ROI**
- **+197.75% increase year-over-year monthly revenue.**
- **10.41x more checkouts.**

With Breinify's platform and people working hand-in-hand with Big 5, personalization shifted from an experimental tactic into an absolute corporate superpower.

+10.4x

Increase in Checkouts



The Challenges

Hitting the Wall with Manual Merchandising

Big 5 faced a common retail challenge: a massive product catalog with numerous categories, diverse customers, and a manual merchandising process that couldn't keep up. Recommendations were built by merchandisers based on siloed assumptions, often missing cross-category behaviors. This human bias led to missed opportunities and experiences that didn't reflect how real customers shop, especially as inventory, promotions, and trends constantly shifted.

Their biggest pain points included:

- **Static and Biased Recommendations:** Product placements only reflected a limited human perspective of how people shop, failing to scale across thousands of SKUs or adapt dynamically to real-time inventory changes.
- **Siloed Behavioral Insights:** Traditional data tracking completely overlooked hidden cross-category connections, leading to missed opportunities to maximize average order value (AOV).
- **Resource-Draining Labor:** Talented merchandisers spent hours manually updating static item carousels just to keep pages fresh, diverting valuable time away from high-impact strategic initiatives.
- **Vendor Fatigue:** Big 5 suffered from serious vendor fatigue after experiencing previous personalization tools that demanded complex engineering configurations, took months to onboard, and ultimately failed to move the revenue needle.



What Big 5 needed wasn't another heavy, data-science-dependent point solution; they needed an agile AI engine and a strategic partner to automate the complexity and unlock genuine 1:1 personalization.



The Solutions

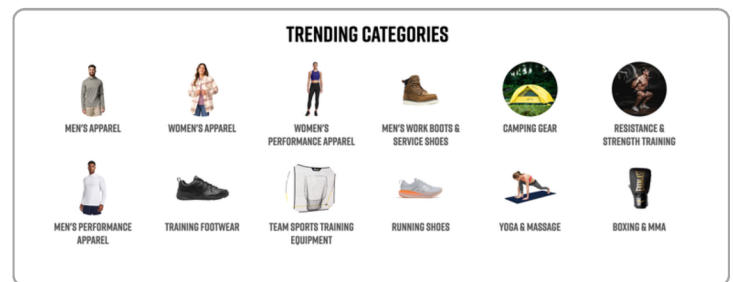
An AI Power Play for Better Sales

BBig 5 partnered with Breinify to launch a rapid test-and-learn personalization program. Breinify immediately eliminated the traditional onboarding drag by setting up traffic listeners and data feeds before full launch, drastically shrinking the time to market.

Powered by proprietary Temporal AI, Breinify treats time, context, and sequence as key behavioral features. Instead of relying on static customer profiles, the AI dynamically interprets real-time signals to predict what a shopper wants right now, catering effortlessly to both anonymous visitors and known customers.

Over the course of the partnership, the collaboration engineered a series of highly successful, cross-channel digital experiences, optimizing several key touchpoints:

- **Product Detail Page (PDP) | "You May Also Like"**: An AI-generated, behavior-driven recommendation carousel that refines suggestions in real time based on current browsing context rather than manual rules.
- **Home Page | Trending Categories**: Replaced static, hardcoded category listings with dynamic, AI-prioritized selections tailored to the individual's recent interest profile.
- **Home Page| Big Deals Layout Experiment**: A continuous multi-spot layout optimization that tests and places high-value promotions precisely where they catch maximum user engagement.
- **Add to Cart | Add Ons**: A perfectly timed interactive pop-up hosted by Breinify that triggers immediately after a user adds an item to their cart, driving instantaneous cross-selling opportunities.
- **Search | Results Optimization**: Intelligently re-ranking search result outputs to elevate items with high situational relevancy, ensuring shoppers find exactly what they need in fewer clicks.



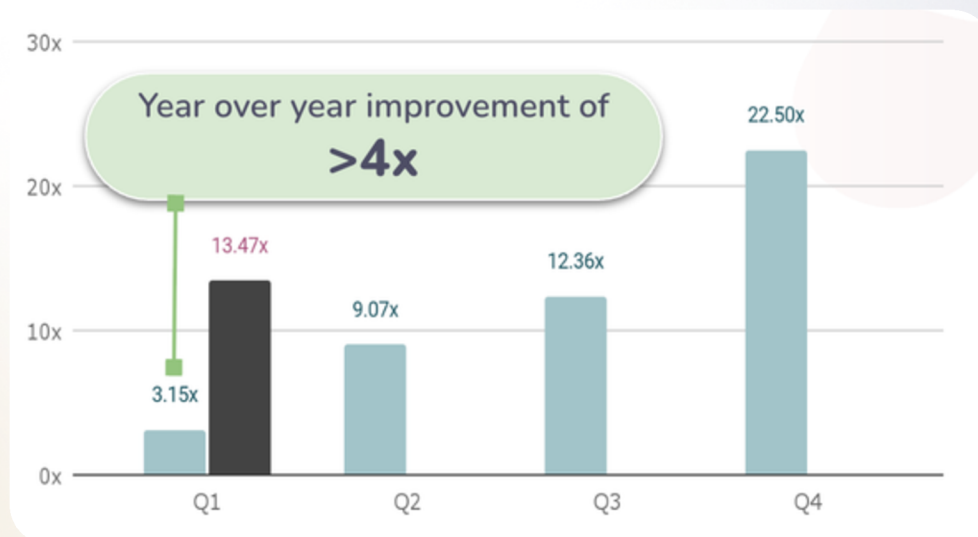
The Results

Hitting a Home Run with Personalized Performance

Breinify's impact was clear and well beyond expectations, transforming Big 5's digital performance:

- **ROI:** Breinify-powered experiences turned digital engagement into a pure revenue engine, achieving an extraordinary 31.82x Overall ROI for the month of June 2026.
- **Revenue Growth:** Global monthly revenue routed through Breinify increased **+197.75% increase** compared to the previous year's period.
- **Checkout and Conversion Increases:** Driven by hyper-relevant targeting, checkout volume scaled massively to deliver **10.41x more checkouts** year-over-year
- **Speed to Value:** Experiences like "Home Page Dynamic Categories" launched in just **3 days**, demonstrating Breinify's rapid deployment and testing capabilities.
- **Strategic Opportunity & Insights:** Breinify's AI uncovered valuable cross-category purchase patterns, and split tests validated strategies, empowering merchant teams to make data-driven decisions with confidence.

Quarterly ROI - First 15 months



Technical Implementations:

Zero-Lift, All-Star Tech

The hallmark of Breinify's architecture is "Easy AI" delivering industrial-strength data science with virtually zero burden on the client's internal engineering roadmap.

For Big 5, the implementation was frictionless. By deploying a single, lightweight script, Breinify began evaluating live site traffic patterns before any customer experiences even went live, giving the machine learning models a critical head start in understanding consumer intent.

Breinify seamlessly integrated directly with Big 5's existing Oracle content system and product feeds. There was no painful requirement to restructure catalog hierarchies, rewrite database schemas, or build manual templates, which significantly shortened the time to market and value. Within days, Breinify launched experiences across PDPs, the homepage, coupon pages, and sales sections—all without involving Big 5's internal development team.

Each experience was powered by Breinify's Temporal AI and enhanced with built-in A/B testing, automatically splitting traffic to measure real performance uplift. Personalized recommendations were updated in real time based on shopper behavior, allowing Big 5 to serve the most relevant products at every touchpoint. The implementation was fully compliant with SOC 2+ and CCPA standards, ensuring data privacy without sacrificing speed or flexibility. Breinify's adaptability and low-code approach gave Big 5 the ability to launch, learn, and iterate, **fast**.



Takeaways

Big 5's Winning Playbook

Big 5's success with Breinify showed that effective personalization doesn't require massive teams or long timelines, just the right technology and a partner who understands the business.

By replacing manually curated recommendations with AI-driven ones, Big 5 uncovered powerful shopper behaviors that would have gone unnoticed, such as cross-category purchase patterns. These insights helped break down merchandising silos and sparked smarter, more customer-centric decisions across the organization. Experiences that once required hours of manual input now update dynamically and perform better, freeing up internal resources for more strategic work and allowing the organization to unlock new levels of relevance and revenue.

What made this partnership different wasn't just the technology—it was Breinify's ability to act as a strategic extension of Big 5's team. From prioritizing which tests to run, to translating data into action, Breinify provided more than tools—it provided guidance. The internal confidence in AI has grown dramatically, backed by results strong enough to speak for themselves. With AI now a core part of the strategy, Big 5 is now scaling personalization across its digital channels—making smarter, faster, and more impactful decisions every step of the way.



“As our business continues to evolve, it's important to work with partners who are always looking ahead with us. The Breinify team consistently brings new ideas, helps us think through what we should focus on next, and moves quickly to turn those ideas into new customer experiences. That's what makes the relationship valuable.”

James Ho | Director of eCommerce

Get In Touch

Trusted by leading D2C marketers across eCommerce, retail, grocery, CPG and more, our data-driven AI solution makes **strategic personalization easy across any channel, content, and customer.**

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Breinify
AI Powered Personalization

