CORE
OPTIMISATION
THE RESULTS AGENCY

THE DIGITAL LANDSCAPE

SPORTS FASHION EDITION

INDUSTRY ANALYSIS

OCTOBER 2025

The Digital Landscape
Sports Fashion Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the Sports Fashion industry. Key topics include detailed analysis and trends around GA4, SEO, PPC and Paid Social.

Google Analytics

Since switching to GA4, many businesses are unknowingly missing critical data because their setup wasn't done correctly. If your GA4 isn't tracking purchases, ad performance, or website interactions accurately, you could be wasting thousands on ads with no return and making decisions based on faulty data.

> **Here is a tip from our GA4 Expert, Tony Newlands:** *"Before investing in ads, ensure GA4 properly tracks every step of the customer journey from first click to checkout. If you're unsure whether GA4 setup is correct, get an expert audit before investing more in online ads. A flawed setup can lead to misleading reports, lost sales, and wasted ad spend."*

GA4 Health Check: Is Your Tracking Accurate?

✅ Tracks key actions (purchases, signups, clicks)

✅ Covers website, booking system & payment provider

✅ Accurately attributes revenue & ad performance

✅ Filters out internal traffic

❌ Flawed setup = Wasted Ad Spend

⚠️ Missing data? Get an expert audit before running ads.

CORE
OPTIMISATION
THE RESULTS AGENCY

Paid Social Advertising

TikTok and Instagram are now the "**new Google**" for sports fashion, with shoppers searching outfit inspiration like "**gym fits**" "**match day outfits**" or "**best running leggings.**" Brands that create short form content designed to **rank** in social search are **winning** discovery moments before users even hit the website. In sports fashion, **inspiration** is the ad, and relevance beats polish every time.

Here is a tip from our Paid Social Expert, Ana Moura: *"Optimise TikTok and Reels for **search first content**. Use keywords in captions, hooks, and on screen text (e.g., "best gym leggings for squats") so your videos surface when **users search**. Pair this with creator UGC to demonstrate real movement and convert inspiration into clicks."*

From Search → Swipe → Sale

TikTok/IG Search	**UGC Video with Keyword Hook**	**Shop the Look CTA**
"gym leggings for lifting"	creator tests leggings	click to product page

CORE
OPTIMISATION
THE RESULTS AGENCY

Search Engine Optimisation

AI-driven search is transforming how shoppers are discovering sportswear. Search is becoming much more **conversational**, as search trends are moving from "running leggings" to **"what are the best leggings for running?"**, and users expect instant, **summarised answers**. **26%** of search journeys now **end** after receiving their answer in an AI overview, reducing clicks through to websites.

Here is a tip from our SEO expert, Alanah Carroll: *"The brands that are **winning AI overviews** are those aligning their content to **user intent**, not just keywords, and providing answers credible enough for AI to cite. Shape your content around **questions**, not just terms. Anticipate what users **want to know** and answer it **directly** on key pages. Use structured data to help AI pull your insights into those high visibility summaries"*

Search Has Become a Conversation

Old Search
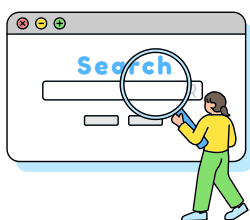
"running leggings"
(short keywords)

New Search

"what leggings are best for long-distance running?"
(questions + intent)

AI Overview

Instant summary → fewer clicks →
only trusted brands appear

Paid Search Advertising

Sports fashion brands compete in a crowded, high-intent search environment, especially during **seasonal peaks** like Black Friday and Christmas. Increased CPCs, aggressive competitor bidding, and **fast-shifting demand** mean brands need tighter **control** over how they allocate budget. The brands that win are the ones that structure campaigns around high-intent **product categories** and **brand demand**, not broad generic terms. Strong segmentation helps avoid wasted spend and ensures **visibility** where purchase decisions **happen**.

Here is a tip from our Paid Search Expert, Simon Geoghegan:
*"Identify your top-performing product lines (e.g., "running leggings", "GAA half zips", "lifting hoodies") and create **dedicated search campaigns** for those items. Pair this with Demand Gen or Performance Max to keep **new audiences** flowing in, and refresh short-form video assets to drive **mid-funnel** momentum."*

How to Structure PPC for Sports Fashion

Losing Structure

❌ One campaign for "Sportswear"

❌ Competes broadly & wastes spend

❌ High CPC, low relevance

Winning Structure

✅ Separate campaigns for ← Running Leggings / GAA / Teamwear / Gym Performance Apparel

✅ Higher intent, lower waste

✅ Better return during peak

What is happening in the world of Digital Marketing?

Social Search

Gen Z and Millennials are discovering sportswear through TikTok and Instagram search instead of Google. "Gym fits," "match day outfits," and "best running shorts" are trending search behaviours, meaning brands must think search + social together, as separate channels.

Micro Influencers

Sports fashion buyers trust real athletes, coaches, and local fitness creators more than polished celebrity ads. Brands using UGC + niche creators are seeing higher engagement, stronger community growth, and more authentic conversions at a lower cost.

AI Personalisation

AI-led recommendations and dynamic merchandising are lifting basket size from "complete the look" kits to personalised product feeds. Retailers who tailor the journey (instead of showing the same products to everyone) are winning repeat purchases and bigger carts.

CORE
OPTIMISATION
THE RESULTS AGENCY
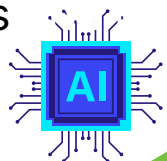
Key Takeaways

✓ **Measure What Matters:** Track incremental revenue and profitable customer growth, not just ROAS.

✓ **Evergreen Peak Hubs Win:** Keep one peak page live year-round and refresh it seasonally.

✓ **Segment to Win Search:** Prioritise high-intent product campaigns to control spend during peak.

✓ **Fix GA4 Before Peak:** Incorrect consent or tracking can hide revenue and mislead performance decisions.

Discover How We Can Help

Get in touch with our Business Development Manager, Mike Flynn, to discover how we can help you thrive in today's digital landscape.

mike@coreoptimisation.com
+353 87 354 2308

www.coreoptimisation.com

CORE
OPTIMISATION
THE RESULTS AGENCY