AVS Fencing Supplies

VERTICAL: B2B / Home & Garden
WEBSITE: www.avsfencing.co.uk
PLATFORM: Magento

nosto

ABOUT

AVS Fencing Supplies is the UK's leading fencing materials supplier, specializing in fencing, railway sleepers, landscaping, decking & gates materials. AVS Fencing Supplies has been supplying corporate, trade and retail customers for over 20 years with large scale orders, offering clarity and openness in their products and services, because at the end of the day, customers just want materials that stand the test of time, while being excellent value for money.
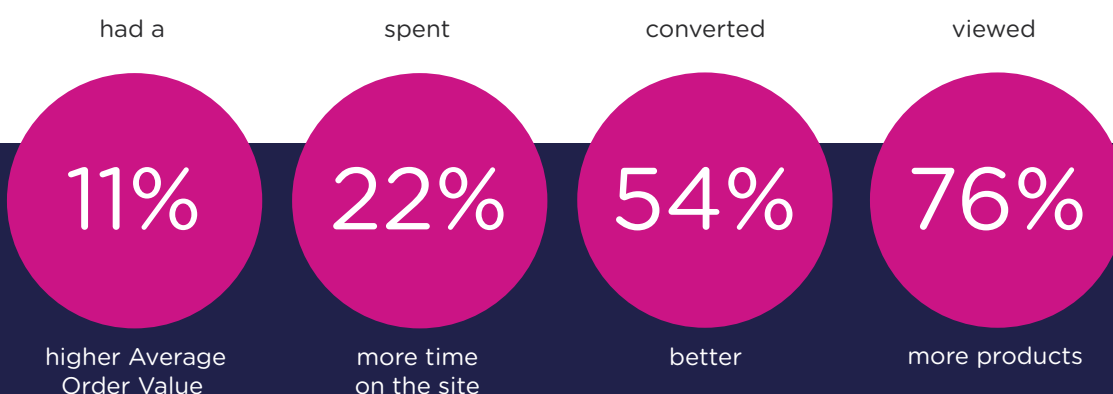
CHALLENGE

Before we implementing Nosto, AVS Fencing Supplied were experiencing a high abandoned cart rate, which was partly due to the makeup of the customer base being mainly trade. These customers would often use the cart to create quotes for their jobs, skewing results. With a rapidly growing company, cart abandonment phone calls were getting impossible to execute, and another method to activate customer was needed.

WHY NOSTO

Nosto was chosen as solution provider due to its ease of implementation and ongoing management, and the real-time analytics that would help AVS Fencing Supplies better understand the habits and preferences of their customers especially in relation to the cart.

Customers who clicked Nosto recommendations...

had a	spent	converted	viewed
11%	**22%**	**54%**	**76%**
higher Average Order Value	more time on the site	better	more products

SOLUTION

- Personalized Recommendations were added to the front page to help returning visitors resume shopping
- Best Sellers and Trending Products were listed on the category page to showcase the selection of AVS Fencing Supplies and the best converting items in each category.
- Cross-Selling and Up-Selling recommendations were added to product pages to display items only in the same category and only in other categories to showcase complimentary and alternative products, ensuring the customer finds what they are looking for.
- Shopping Cart Recommendations were added to the cart page to remind customers of items that go together with items already in cart.
- Browsing History related Recommendations were added to 404 error pages to display items of interest to the customer ensuring they're not left in a dead end should they end up on an error page.
- Abandoned Cart emails were set up to remind customers of items they've left in the cart and help them continue their shopping at a later stage.
- The Site Abandonment pop-up was enabled to start collecting emails addresses of unidentified or first time visitors to retarget with abandoned cart emails.

RESULTS

- Customers clicking on Nosto's recommendations have converted 54% better and had a 11% better AOV
- Enhanced navigation has increased the time spent on the site by 22% while customers simultaneously viewed 76% more products during their visit
- www.avsfencing.co.uk is now fully automated to always reflect in real-time stock availabilities and current trends
- The front page top list is generating a whopping conversion rate of 6.1% while the cart page recommendations generate a conversion rate of 7.3%
- Abandoned cart emails have a 10.71% CTR

> "Nosto has also helped us to save time, and has let us contact our customers in the way they expect to be contacted. Our favorite feature is the Campaign Analytics features because it gives you an instant snapshot of how your site and the software is performing at all times"

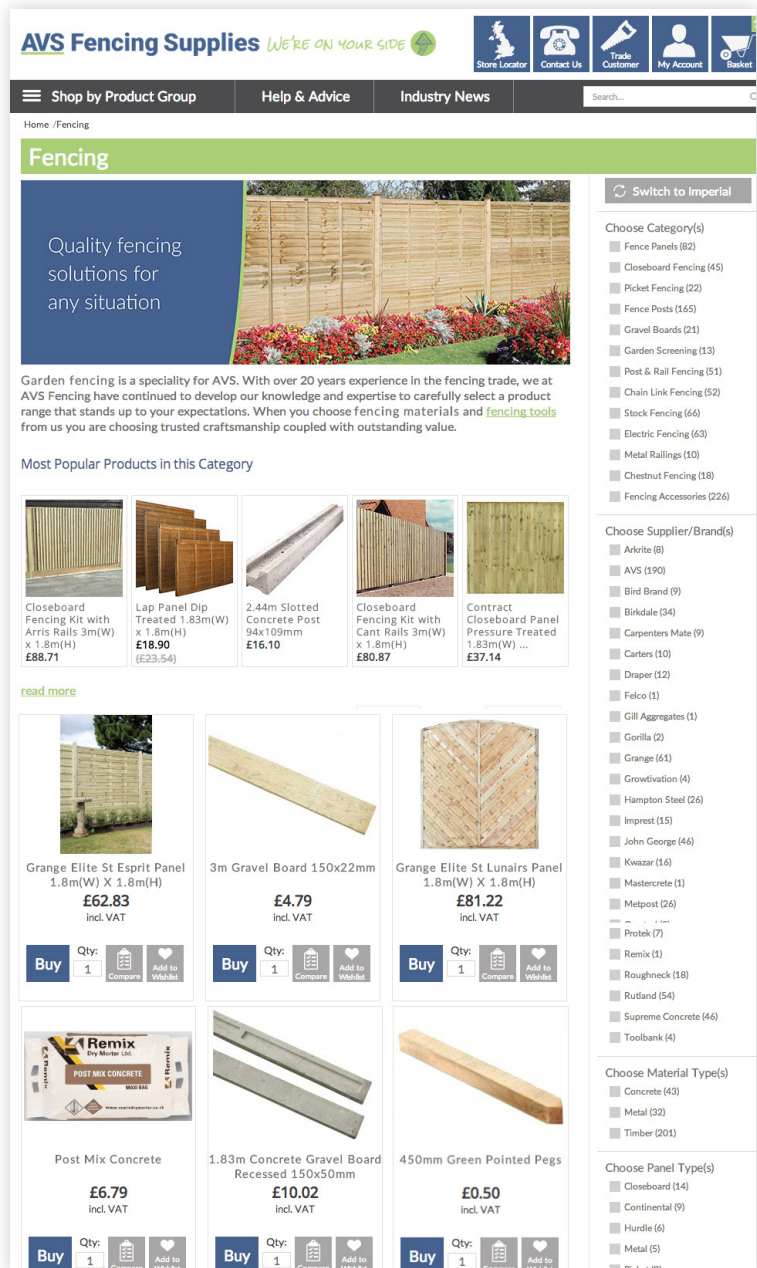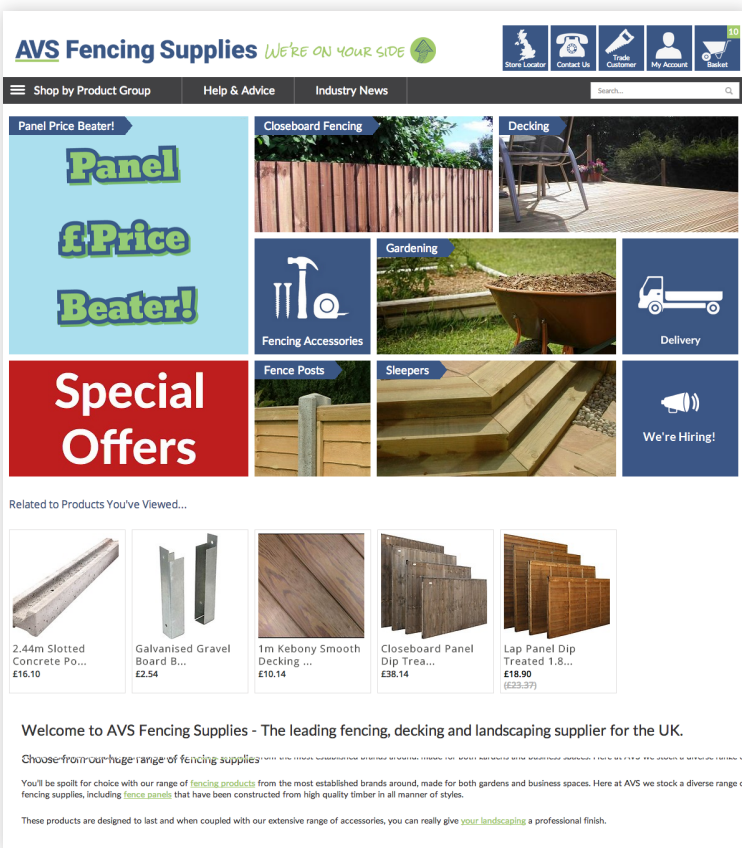— Sarah James, Head of Digital at AVS Fencing Supplies

sales@nosto.com

Case study: AVS Fencing Supplies

Nosto's recommendations on AVS Fencing Supplies converted customers 54% better with a 11% higher average order value.

Personalized recommendations on the front page

Shopping Cart Recommendations on the cart page

Bestsellers on category pages