

nosto 



CASE STUDY | VITA.NO

*Beautifying the customer experience*



# About VITA

## VITA.NO

VITA / Cosmetic Group is Norway's largest retailer in the cosmetics vertical with a total turnover of 1.4 billion NOK. The company has 220 brick and mortar stores and it boasts Norway's largest loyalty club aimed at women. In fact half of all women aged between 15-70 years in Norway are members of Club VITA.

VITA offers quality products at low prices, and is the natural choice for those seeking advice, inspiration and when it comes to beauty, health and well-being. To match their impressive product selection, the company also aims to create the best omnichannel experience in the industry, leveraging all their customer data to create the an exceptional customer experience with a relevant product offering across all channels.

### *Challenge*

VITA was spending a lot of time keeping product recommendations up to date manually leaving the company with static recommendations that weren't relevant to their shoppers and not accurately up to date. The impact of the time and money spent of upselling efforts were also not transparent, making ROI calculations close to impossible.

# Solution and Results

Customers who clicked  
Nosto recommendations...

69%

*increase in conversion  
(Nosto vs No-nosto)*

75%

*increase in average visit  
value (Nosto vs No-nosto)*

7x

*ROAS on Facebook  
Retargeting Ads*



“ We chose Nosto due to its ease of use and implementation, but even more importantly because of the power of Nosto’s algorithms. We’ve been really happy with the results we’ve seen so far and the level of customer service we’ve been met with. We’re also very excited to be able to extend the power of Nosto’s personalization algorithms to Facebook.”

**Alf Jondahl**

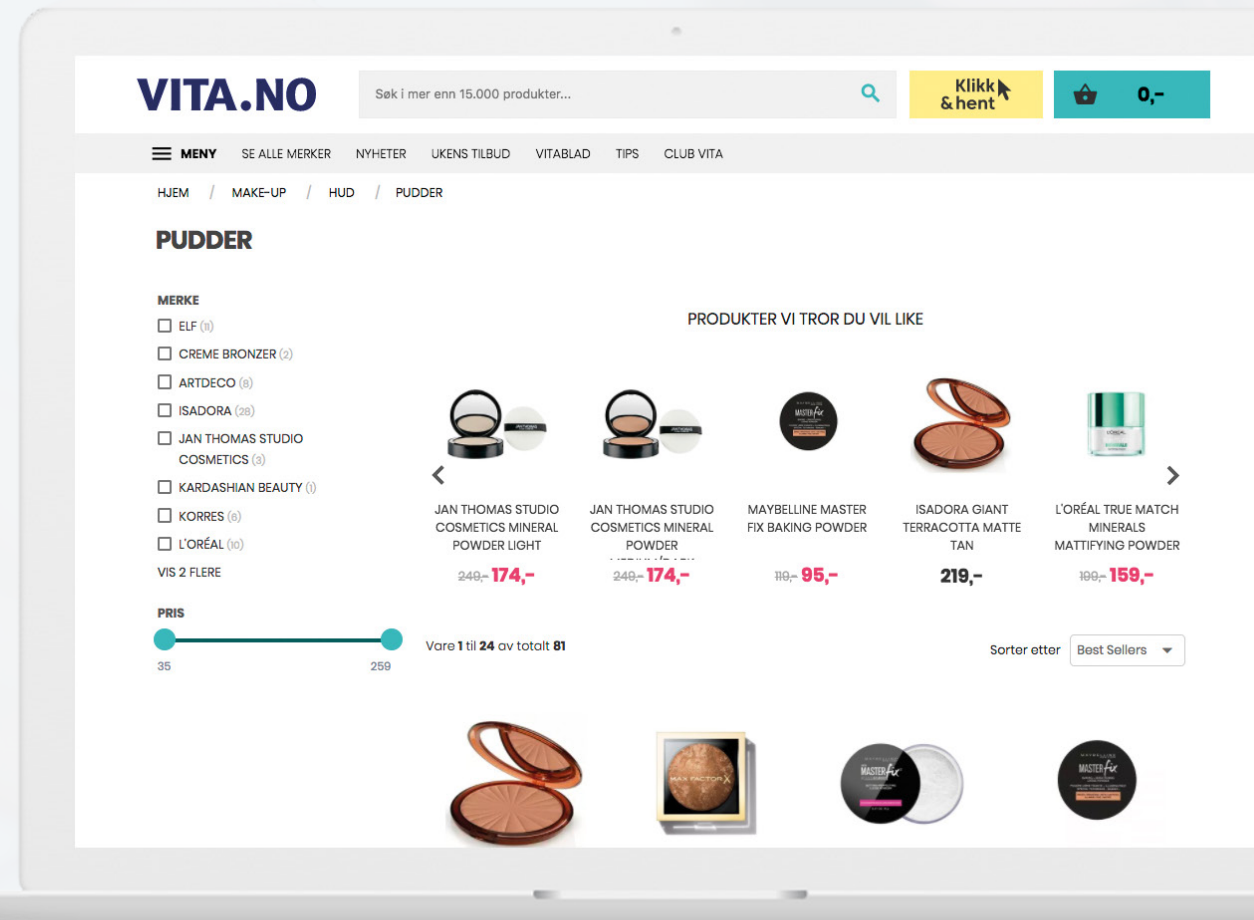
CRM & Online Sales and Marketing Manager  
[vita.no](http://vita.no)

# The onsite journey

**FRONT PAGE:** Hottest discounted products based on a 1h window of most bought items are shown to get rid of excess stock and inspire visitors to ad hoc purchases.

**CATEGORY PAGES:** Previously unseen items, closely related to other items the customer has show an interest in, are displayed to inspire the visitor to browse further.

CTR 10%, CR 5% ↗



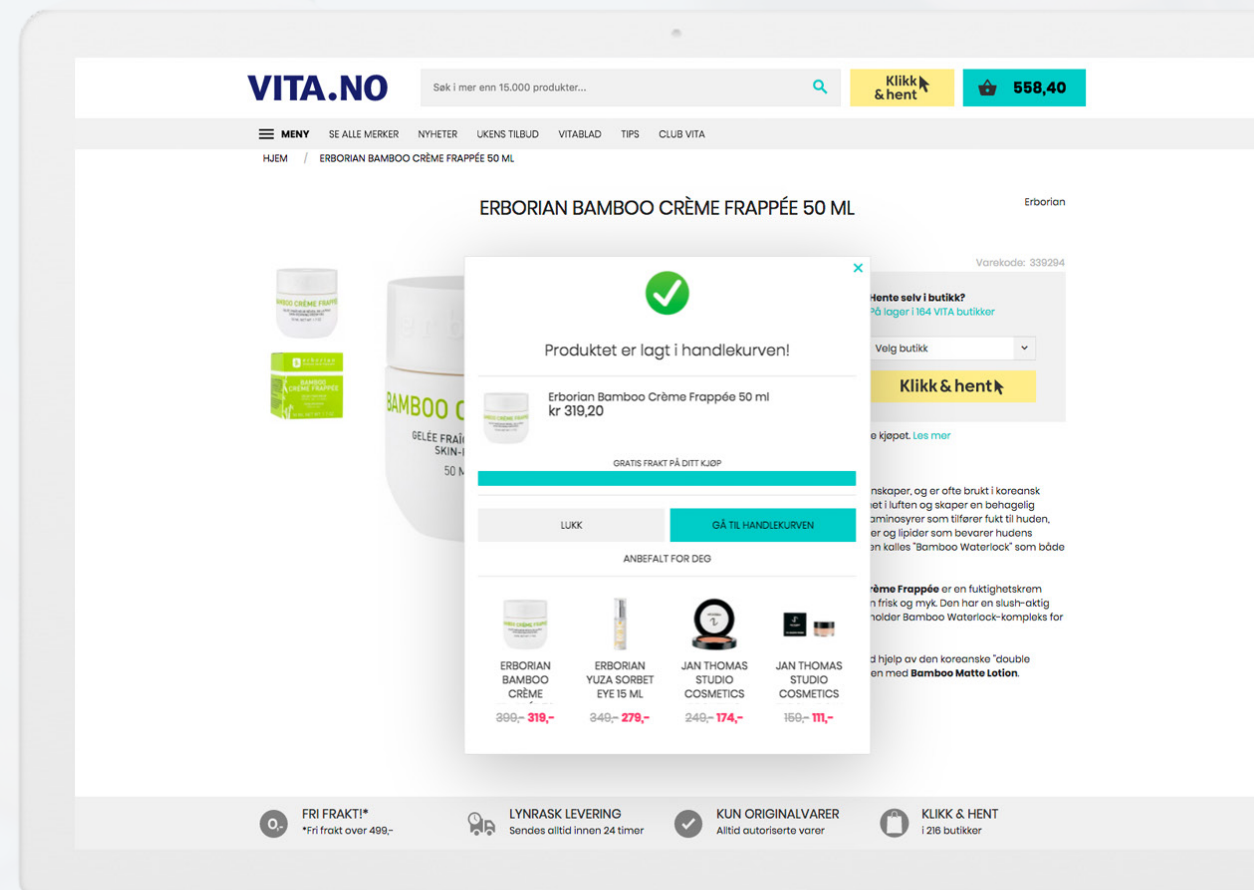
# The onsite journey

CTR 18%, CR 12%

**PRODUCT PAGES:** Personalized Recommendations remind the customer about items they have viewed or added to their cart without purchasing. A filtered cross-selling element has also been set up to show additional items in the same brand and category other visitors bought.

**ADD TO CART POP-UP:** Personalized Recommendations in an add to cart pop-up inspire customers to purchases naturally increasing AOV.

**SEARCH AND 404 PAGES:** Normally these page types end up being dead-ends, but VITA is populating the search page with Bestsellers and the 404 page with Personalized Recommendations to allow customers a convenient way back shopping.



# Maximizing ROAS on Facebook

7 X ROAS  
on Facebook Retargeting Ads

## ABANDONED CART RETARGETING ADS:

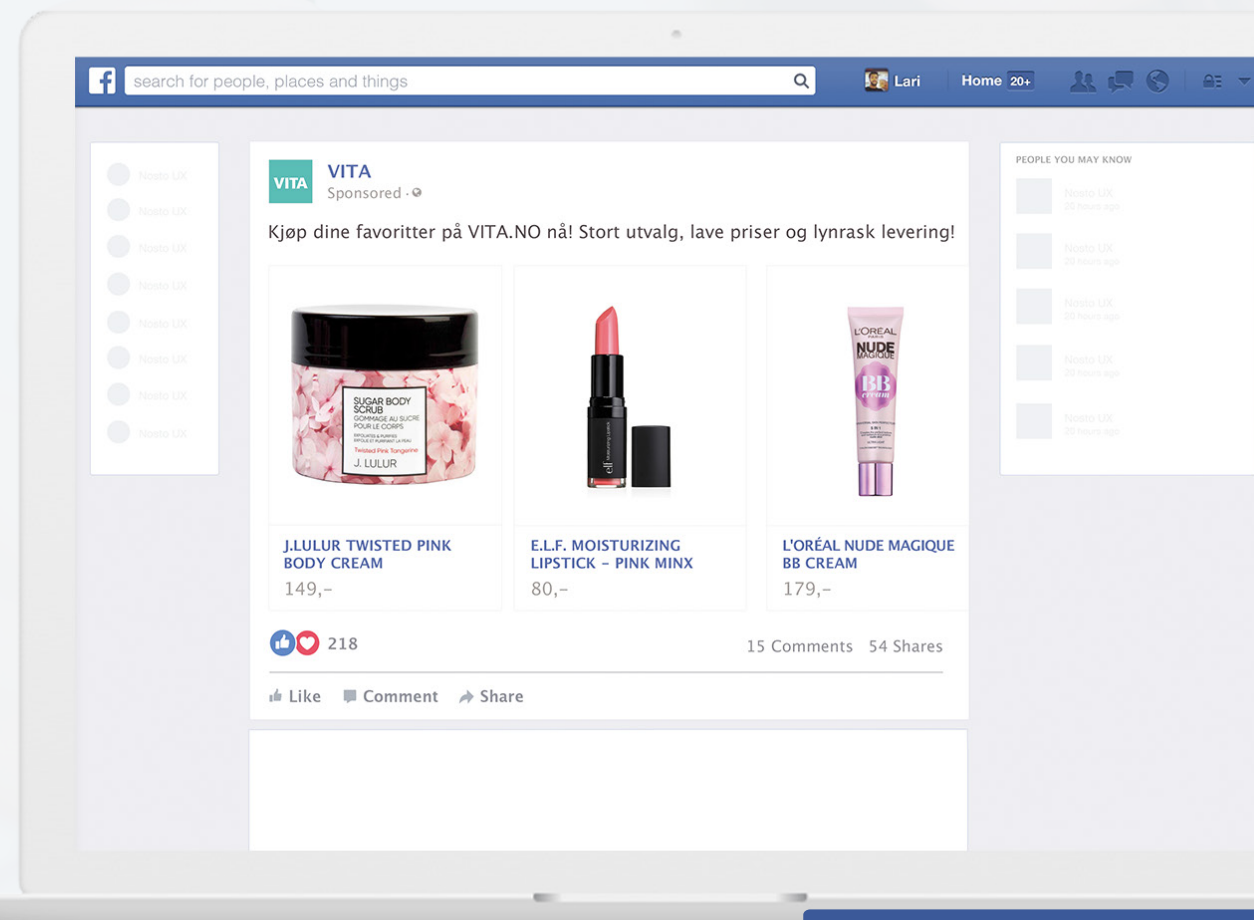
Visitors who've abandoned their cart within the previous 30 days are retargeted with their cart contents through Facebook ads.

## SITE VISITORS RETARGETING ADS:

Site visitors are retargeted to get them back to complete a purchase.

## POST-PURCHASE RE-ENGAGEMENT ADS:

VITA uses Nosto to populate Facebook ads with most relevant items related to a customer's previous purchase.





Nosto enables online retailers to deliver their customers personalized shopping experiences at every touch point, across every device. A powerful personalization solution designed for ease of use, Nosto empowers retailers to build, launch and optimize 1:1 multi-channel marketing campaigns without the need for dedicated IT resources. Thousands of ecommerce professionals in over 100 countries are using Nosto to grow their business and delight their customers. Nosto supports its retailers from its offices in Helsinki, Berlin, Stockholm, London, New York and Los Angeles.

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