

A close-up photograph of a golf club head and a white golf ball on a green field. The ball is on a yellow tee. The background is a bright, sunny day with trees and a lens flare effect.

nosto 

NOSTO CASE STUDY | Function18

Function18 delivers a personalized store to every customer

About Function18

FUNCTION18.COM is a specialist golf apparel store, selling products from the biggest global sports brands. Our business was launched ten years ago by two young golf retailers who knew nothing about ecommerce. We set off with the goal of selling a few garments to support our “bricks and mortar” shop revenue but are now a force to be reckoned with in the worldwide golf market.

At Function18, we believe that golf is the pinnacle of sport and we are proud to be a small team of people deeply rooted in the game. Taking on the world with a small team can bring obvious challenges, but we prefer working closely with agencies like Nosto rather than keeping our strategy “in-house”.

Challenge

We have always known that in order to provide an engaging retail experience, we must understand our customers' needs and act on them as quickly as possible. Nosto Segmentation & Insights has opened our eyes to a new level of customer data which can be easily digested and then quickly converted into onsite retail opportunity through Nosto's other products such as Onsite Content Personalization.



Why Nosto?



WE HAVE BEEN USING Nosto's AI-powered Onsite Product Recommendations to great effect for years, and are now excited to be using both Segmentation & Insights and Onsite Content Personalization. These new products allow us to serve personalized hero banners and html links anywhere onsite, further improving the customer journey and engagement. For example, by combining content personalization with customer brand affinity data, we are able to personalize the homepage experience and prioritize the display of Nike hero banners to Nike customers.



Solution & results

1.3x

*An average of 1.3x
higher conversion rate*

18%

*An average 18% higher
Average Order Value*

*Since going live with
Segmentation & Insights and
Onsite Content Personalization,
Function18 has seen:*

2x

*Shoppers spend an average
of 2x longer onsite*

2x

*Shoppers view an average
of 2x more pages onsite*

Segmentation & Insights

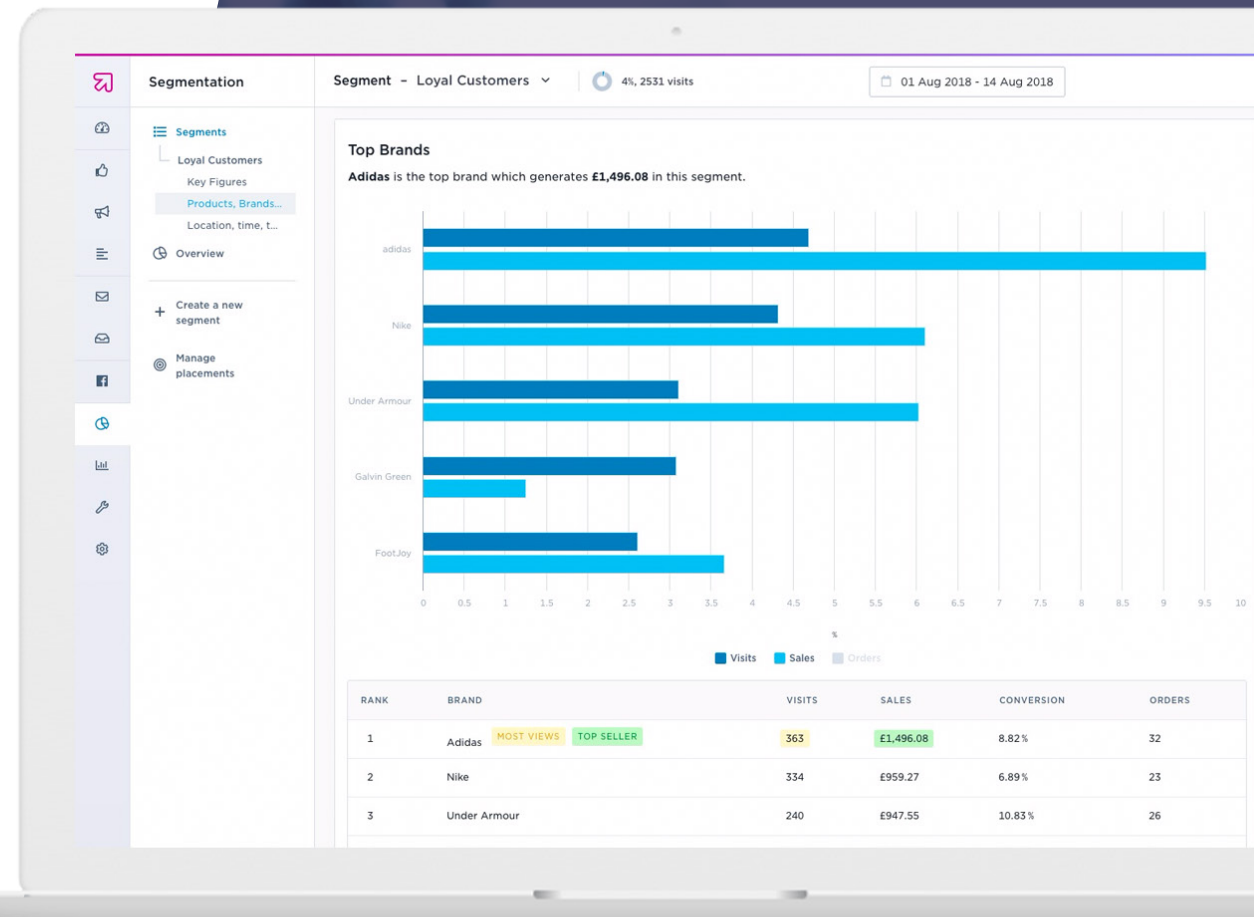
Nosto's AI analyzes both transactional events and online browsing behavior in real-time to understand buying intent and the Customer Lifecycle.

Function18 uses Nosto's Segmentation & Insights to better understand who their customers are and what they buy. In addition, both AI-powered automated segments and custom segments are used to deliver a more personalized experience to every shopper.

“With the data analysis Nosto provides to us, we can better understand who our customers are, what they buy, and how they buy. It makes decision making and the way that we sell products to our consumers that much better.”

Ben Slaven

Ecommerce Manager at Function18



Onsite Content Personalization



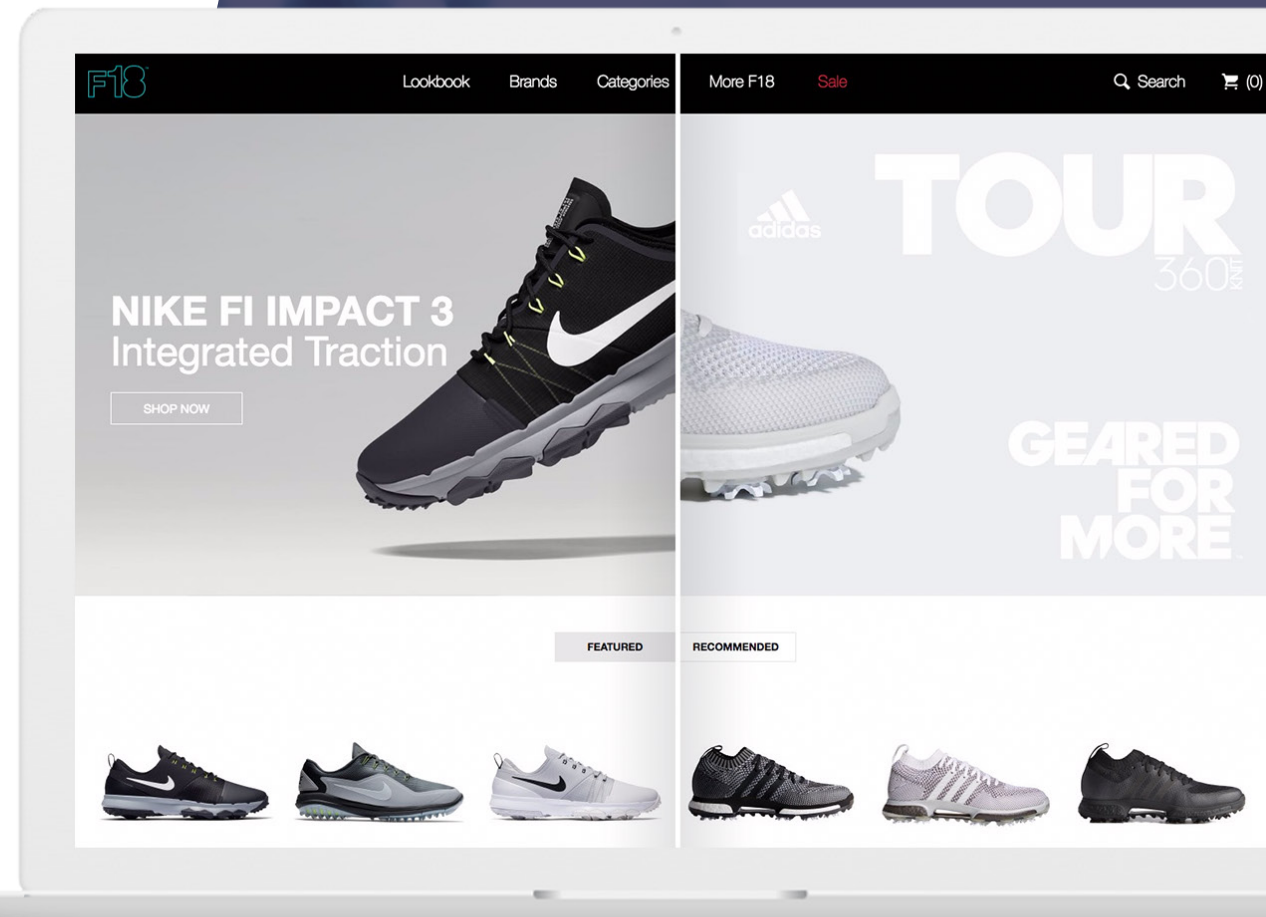
Nosto is now going beyond just product recommendations to personalize every single element on your web store - from the navigation bar, banners, videos, CTAs, logos, and more...

Onsite Content Personalization plays a key role in personalizing the images and content shown to shoppers to best capture and engage with them through both traditional and mobile shopping experiences.

“Adopting Nosto’s Onsite Content Personalization was the logical next step for us as an ecommerce company. With increasing amounts of mobile consumers, we need to be able to predict and show them what they want to see. With limited real estate, we need to show them images and content that is related to what they want to buy so that we can best capture and engage with them.”

Ben Slaven

Ecommerce Manager at Function18



Segment 1: Nike fans

Segment 2: Adidas fans



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

To learn more visit nosto.com.