

How leading retail brands like Dermalogica, JoJo Maman Bébé, and Brothers achieve **personalization success** with a **Commerce Experience Platform**

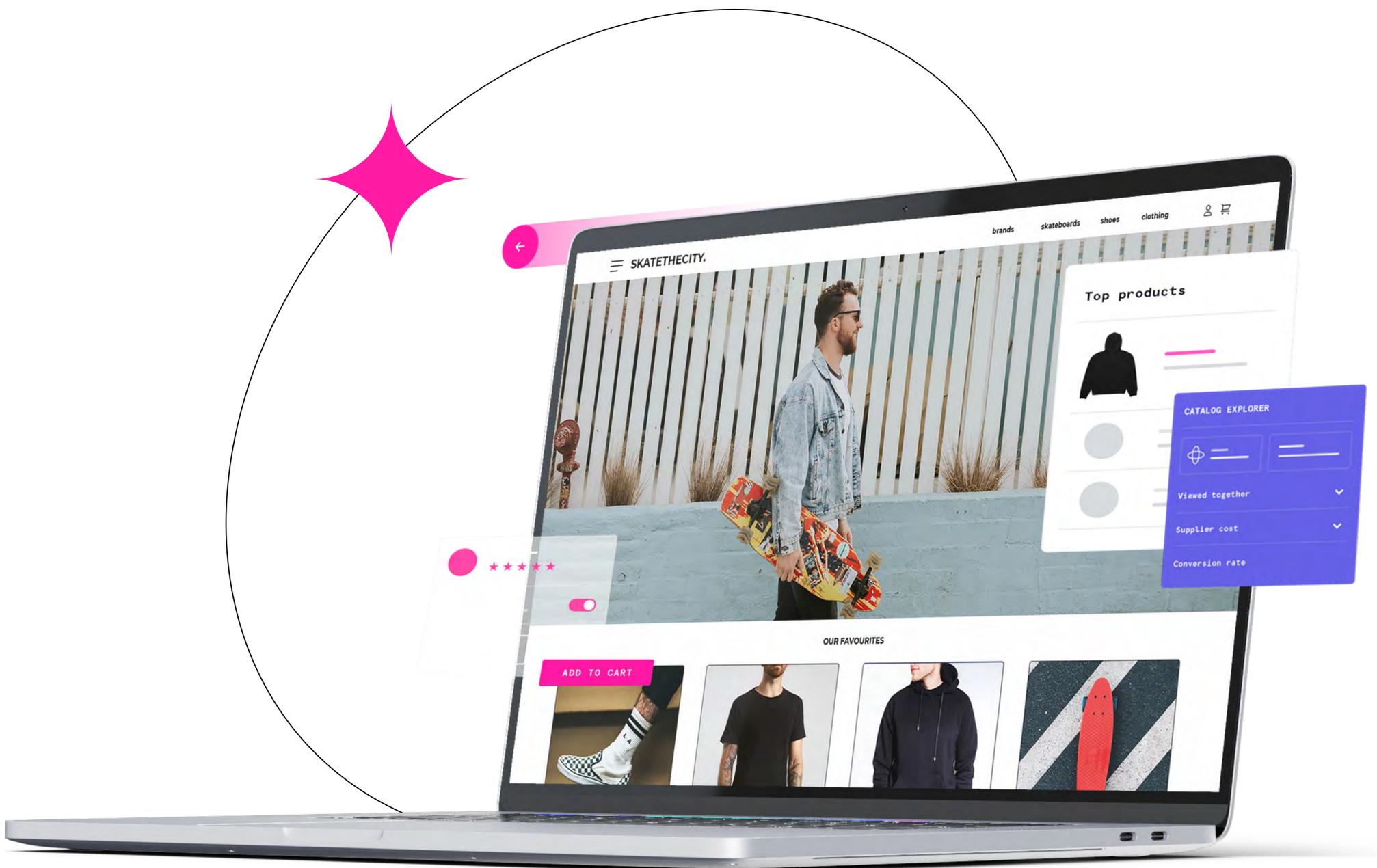




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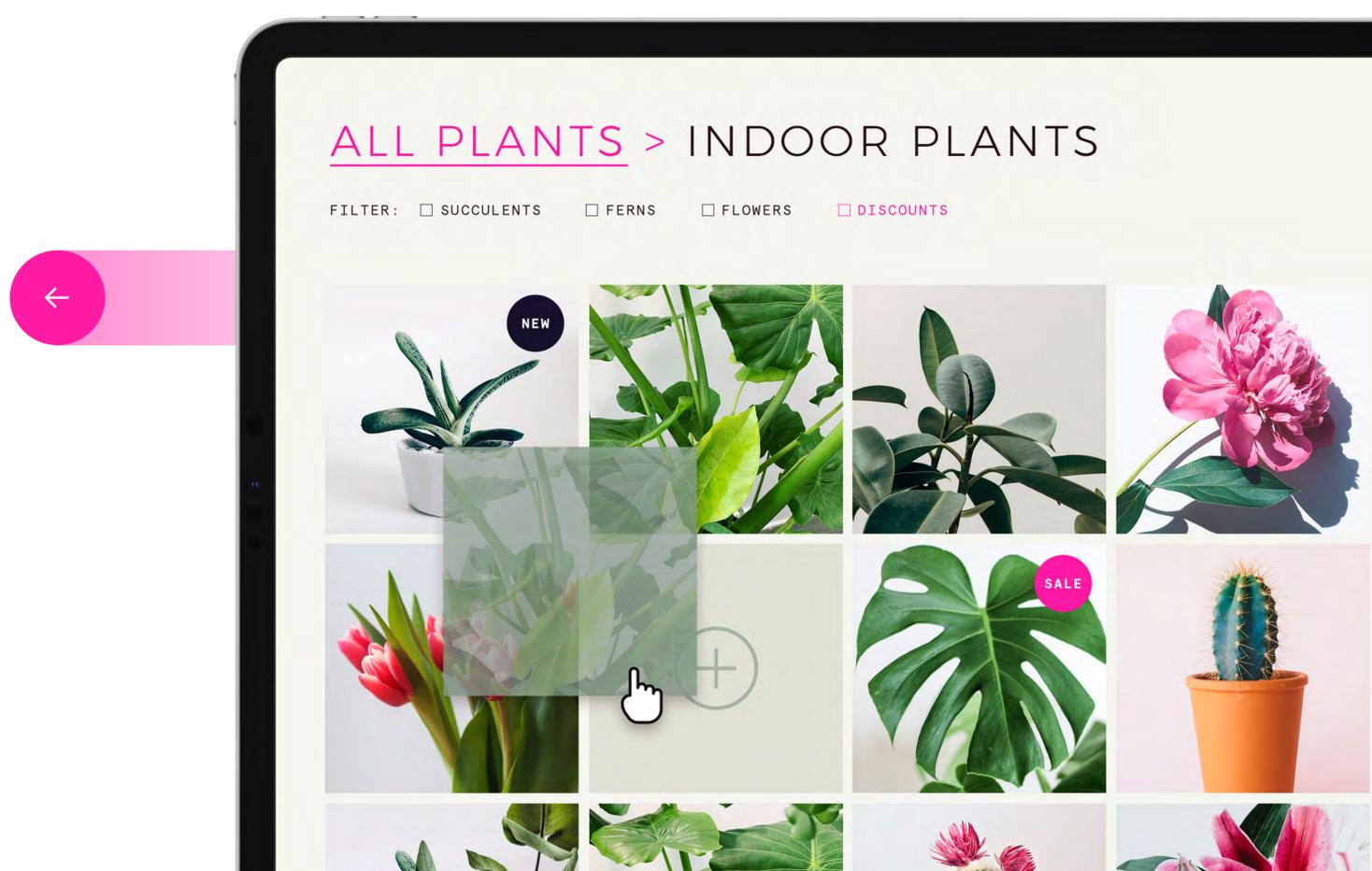
Introduction

Personalization is no longer just a recommendation for retail brands. To become a leader in the ecommerce retail space, personalization reigns supreme.

From acquisition to post-purchase, personalization tailors content and language to your target audience—resulting in reduced bounce rates, lowered acquisition costs, and the building of brand awareness.

Personalization plays a vital role in every part of the customer journey, its impact felt everywhere. A personalized cross-channel experience in email marketing, sms, website, live-chat, and follow-up creates a strong sense of community and builds trust for the customer to continue their purchase and keep coming back for more. In fact, 66% of customers won't purchase from a brand whose content is not tailored to their interests, which means brands lose two-thirds of their consumer pool if they aren't personalizing the shopper experience.

So, how can retail brands use personalization to achieve success? Let's take a look at three leaders in their respective industries.



How Dermalogica personalized its ecommerce experience to boost online conversions and average order value

About Dermalogica

Dermalogica is a professional-grade skin care brand, founded in 1986 by skin therapist Jane Wurwand. Dermalogica sell their iconic skincare products online, in their own select stores and department stores, as well through their network of professional skin therapists worldwide, for whom Dermalogica is the number one choice.



→ Challenge

During the pandemic, 100% of Dermalogica's sales went online. They needed to convert and retain all new website traffic.

As a business whose in-store sales were founded on a professional consultation service to guide customers to the best products for their skin, Dermalogica needed to translate the tactile, personal experience of shopping for premium skincare into the digital space. Moreover, they needed to ensure that their website became a viable option for those who were used to an in-store experience.

'We always find Nosto to be far more intuitive to our needs and proactive; our Customer Success Manager (CSM) comes to us with ideas and we always have confidence in them.' Frankie Warner, CRM Manager UK&I

→ Solution

Identify the key touchpoints onsite where customers would benefit most from a consumer-friendly and elevated commerce experience that resembled an in-store visit

Dermalogica's ecommerce team had used Nosto for about a year at the start of the pandemic and had already been impressed both with the flexibility and performance of the tool, and the tactical and strategic advice they received from their CSM.

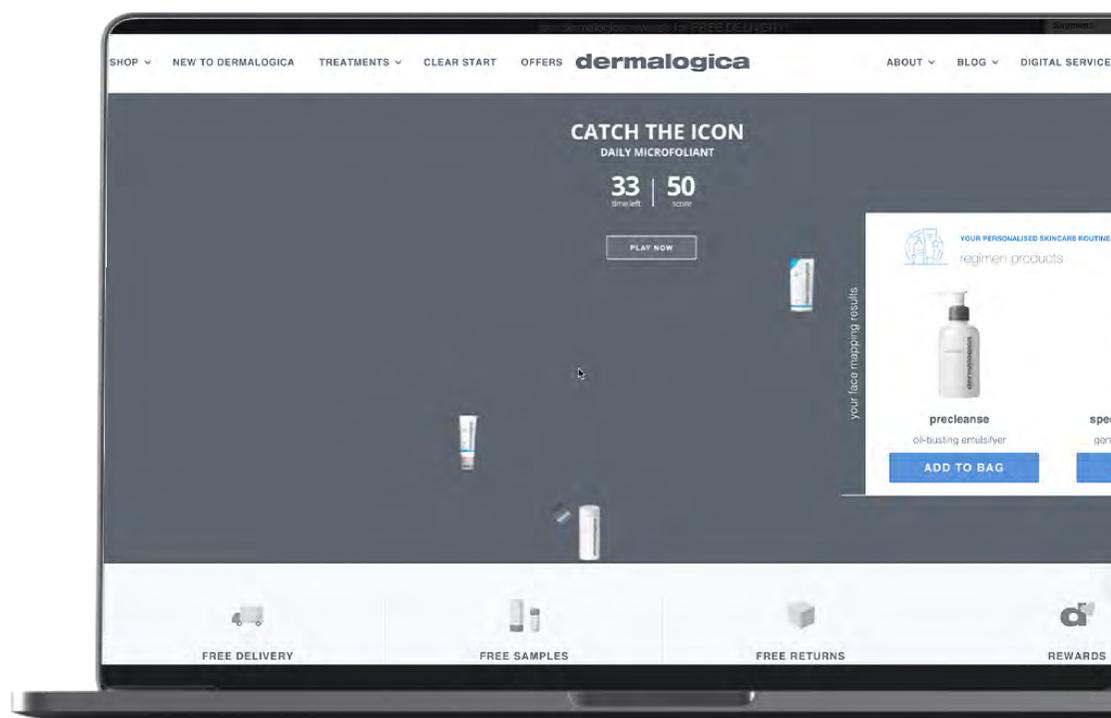
Here are the three key touchpoints at which the customer could benefit from a more guided experience, comparable to one they'd receive in store:

→ Touchpoint 1: The personalized skin consultation

Dermalogica had begun replicating the professional skin consultation experience online in 2018, with a new digital **Face Mapping**. The Face Mapping web app harnesses facial recognition and AI technology to analyze a user's face through their camera to identify any skin concerns and recommends the user a selection of products.

However, if a user didn't click the 'Email my results' option, their recommended products would be lost. Dermalogica wanted to ensure that users checked out with their personalized skincare regimen, as it would significantly increase their chances of returning.

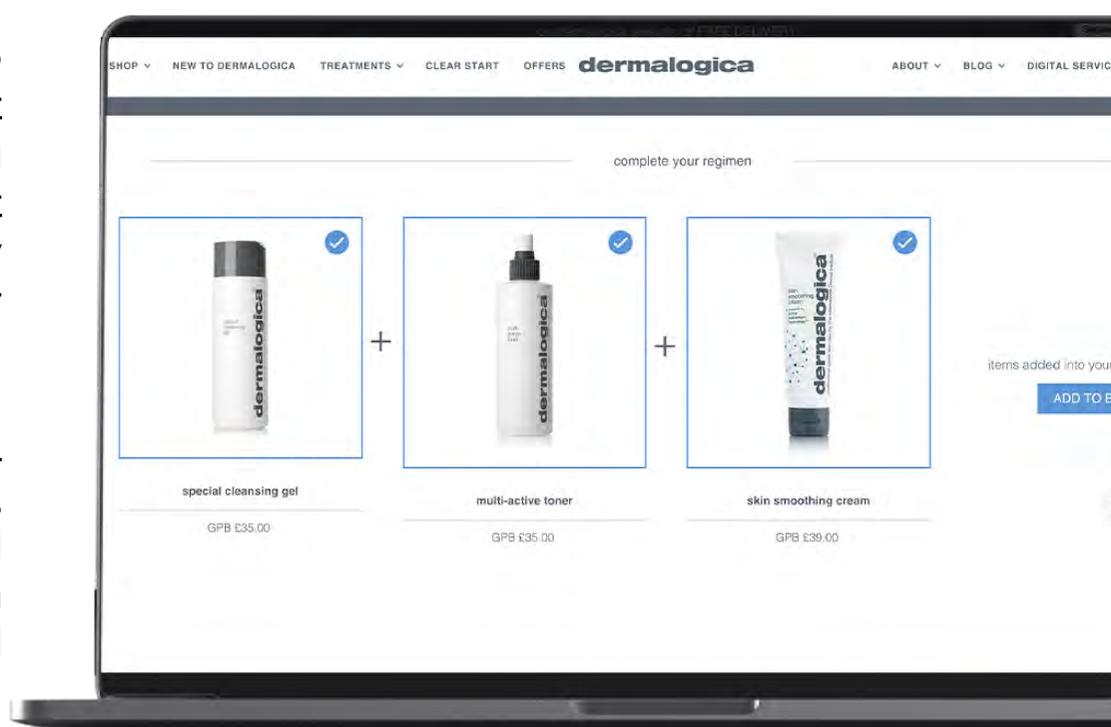
With the front-end team at Nosto, we created a sticky widget which follows a user who has completed the Face Mapping process throughout the site, prompting them to click on a slide-out which reveals the recommended products so they can easily add them to bag at any moment during the remaining journey.



→ Touchpoint 2: The upsell conversation

Nosto's Dynamic Bundles stepped in to take the place of the in-store product expert, dynamically recommending complementary products from set categories to go with the currently viewed product so that the shopper could 'complete their regimen.'

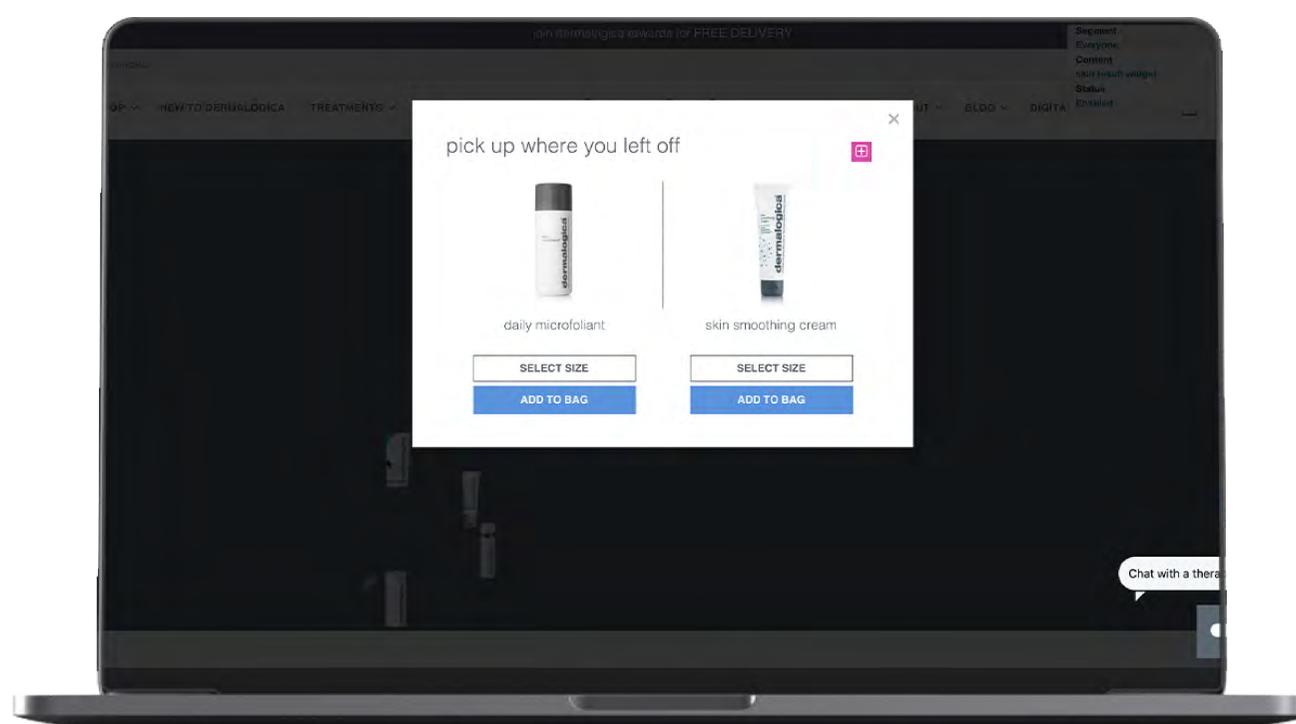
For example, if a customer visits a moisturizer product detail page (PDP), they will see an exfoliant, cleanser, and toner, all with attributes that tie them closely to the viewed product and therefore make them a perfect match.



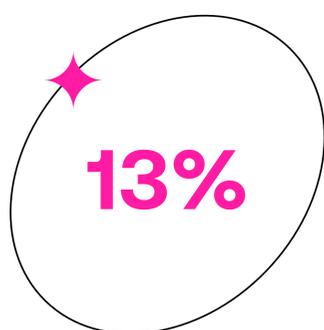
→ Touchpoint 3: The second visit

Using a combination of Recommendations and Pop-ups, and targeted towards the Returning Visitors lifecycle segment, the Returning Visitors pop-up greets returning visitors who haven't yet made a purchase a few seconds after they hit the site.

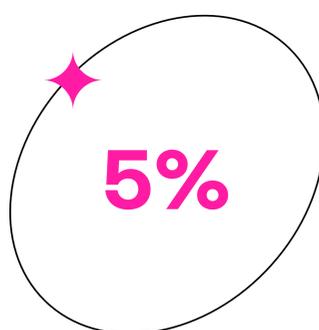
It uses a personalized recommendation type to serve the shopper with the two products they showed the most interest in on their last visit—and crucially for Dermalogica, the two that Nosto determines they are most likely to convert on.



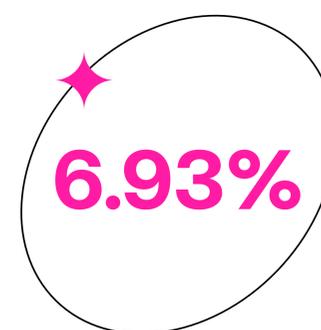
→ The Results



13% post-click conversion on facemapping.me web app in the first month



Over 5% click-through rate (CTR) on the returning visitors pop-up



6.93% Improvement in AOV since all three campaigns were implemented

How JoJo Maman Bébé increased engagement for top segments by 28%

About JoJo Maman Bébé

JoJo Maman Bébé is a UK-based multi-channel maternity wear and baby clothing retailer, founded in 1993, with 90 stores in the UK. They've been a Nosto customer after receiving a recommendation from their agency, The Pixel, who were replatforming the brand to Adobe Commerce and were looking to future-proof and grow the business through increased performance via scalable personalisation.

This migration provided a best practice, mobile-first solution with an increase in speed & performance; ERP Integration with Microsoft NAV enabling real time stock checks; and Magento MSI

(Multi Source Inventory) allowing the management of inventory and sales channels in multiple locations. The Pixel brought in Nosto to help make this vision happen for the brand.

“We’ve worked with Nosto from pretty much the start. It became immediately obvious to us, the power of personalisation and what it could do for ecommerce; it was also obvious to us that Nosto were doing it best. That’s why they’ve always been one of our trusted partners.”

Stephen Leyton, Managing Director, The Pixel



→ Challenge

Increase engagement for top segments

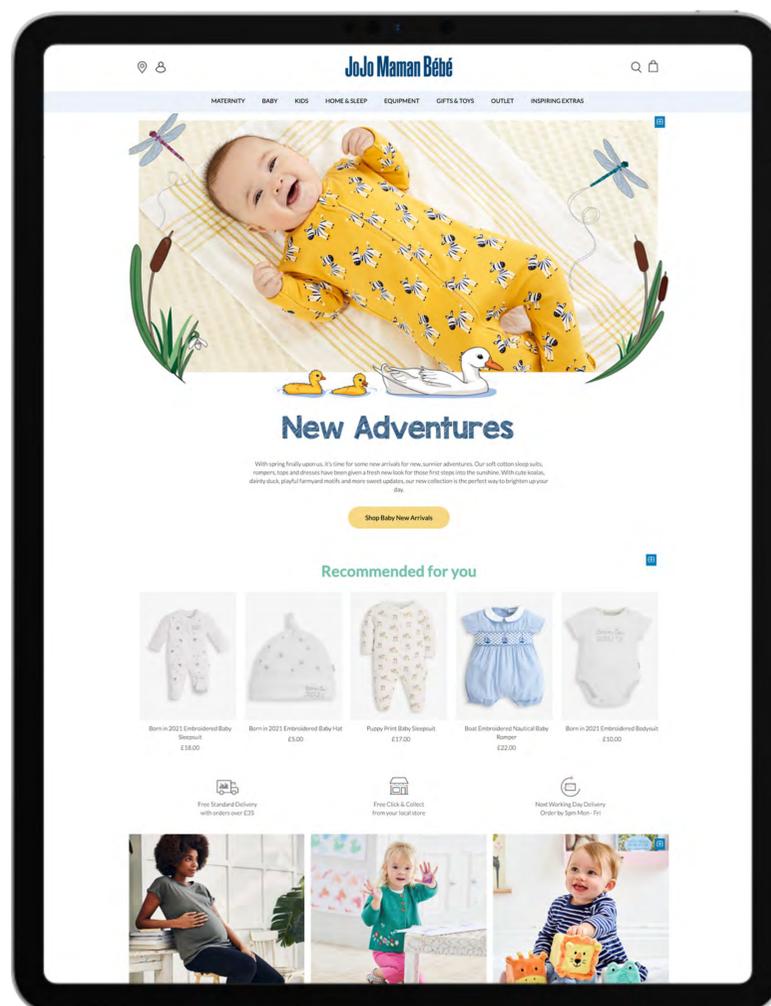
JoJo Maman Bébé wanted to find a new way to display relevant content for each segment of their audience whilst launching the new spring collections on-site. This includes both pre-existing priority segments and also a newly discovered segment for users with a high affinity towards gifting. It was important for the JoJo team to treat both this new segment and the pre-existing ones according to their customer needs in order to retain them as returning customers.

→ Solution

Nosto Segmentation & Insights, Content Personalisation and Recommendations in 3 different experience AB-tests

To increase the performance of each segment, four different homepage experiences were created using a combination of Nosto OCP and Recommendations. With the previously created and newly discovered segmentation of the audience, it was now possible to display both the relevant content and also more relevant product recommendations for each segment whilst promoting the new spring collections in store.

All experiences were put into a Nosto experience vs the “site standard” test, with the target to increase the engagement for these segments. The test ran for 14 days whilst at the same time they were promoting the new spring collection. The combination of both recommendations and content personalisation from the same provider made their segmented experience more aligned and consistent across more touchpoints of the site.

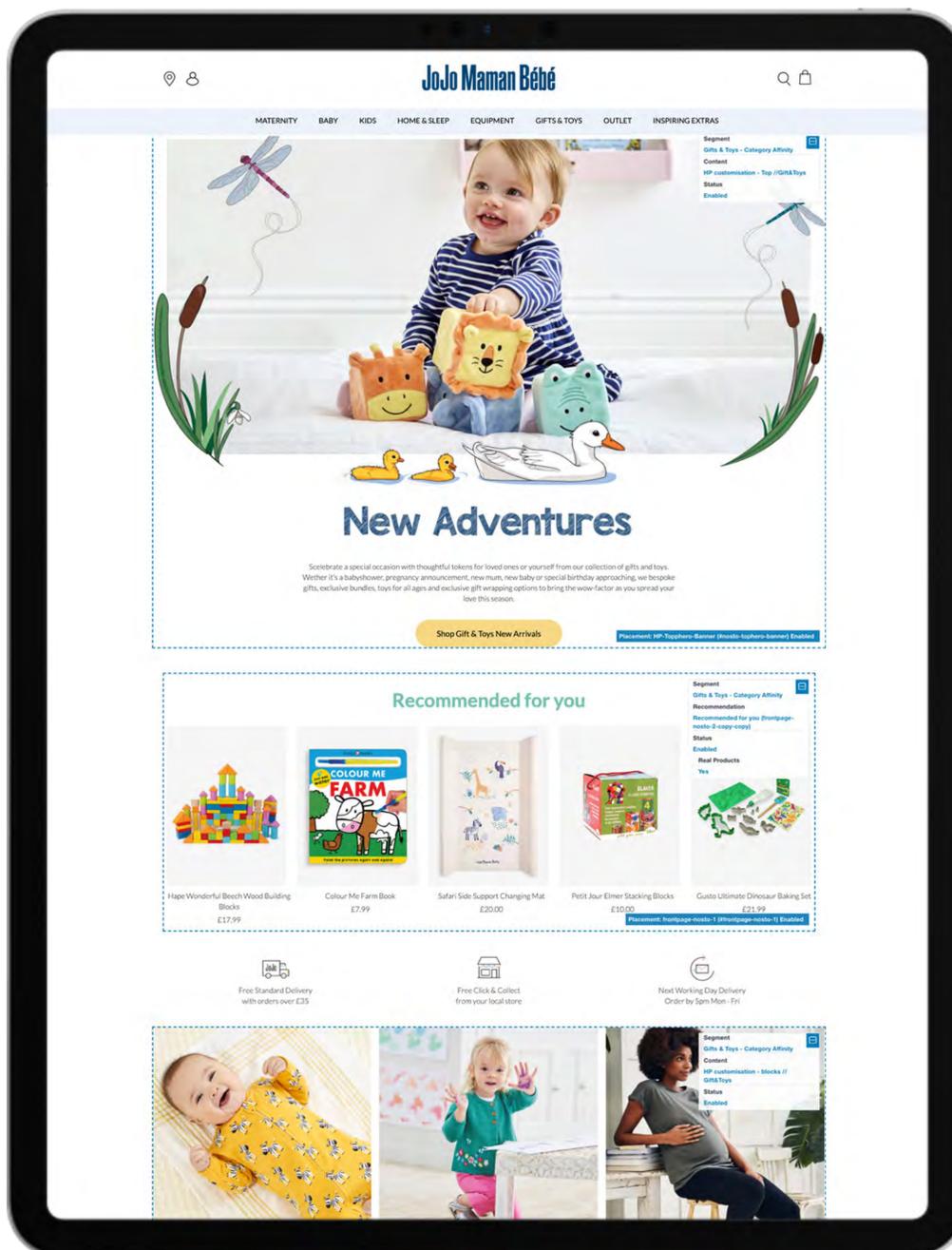


Baby Segment Personalised Content and Recommendations

“I find that one of Nosto’s great qualities is that it is very straightforward to use, much more user friendly than other programs I’ve worked with. The recommendations especially are really easy to use; they’re great and you don’t have to meddle in the rules.”

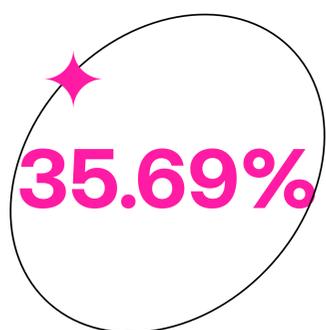
Natalie Ong, Online Trading Manager

Gift & Toys Segment Personalised Content and Recommendations

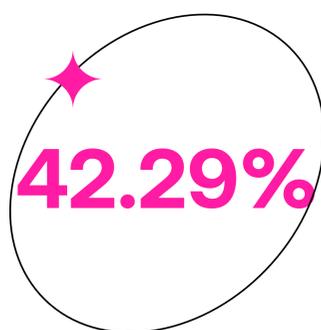


→ The Results

JoJo Maman Bebe saw an average increase of 28% in CTR for all experiences and as an extra bonus they saw an increase for the Gift & Toys segment on AOV with 2.368% and AVV with 3.98%.



Maternity segment
click through rate
increased 35.69%



Baby segment click
through rate increased
42.29%



Gift & Toys segment
click through rate
increased 6.97%

How Brothers saw a 53.85% increase in conversion rate for loyal customers

About Brothers

Brothers is a Swedish men's fashion chain founded in 1992 that sells a combination of both their home brand and also other brands, ranging from everyday favorites to outfits for special events such as weddings and job interviews.

Their Magento 1 eCommerce store originally only supported 5% of sales, due to the pandemic this has considerably increased to 20% and their vast adoption of Nosto features has really come in handy. After originally taking on Nosto's Product Recommendations as one of their first plug-ins, to surface their strongest and popular items and optimise KPI performance, Brother's have adopted many more features including OCP, Segmentation & Insights, Dynamic Bundles, Pop-ups and Personalized Emails and AB Testing.



→ Challenge

As brick and mortar stores suffered because of the pandemic, Brothers needed to engage with customers and convert increased online traffic

The wide range of products and shopper intentions for this store means that personalisation was already a no-brainer for Brothers. Increase in CAC and the battle for the attention of online shoppers had Brother really hone in on customer retention.

Although part of the 15% increase in proportional traffic during the pandemic was partly due to the limitations of in-person shopping, Brothers are hoping to settle at a 10% increase in proportional traffic post-pandemic.

Therefore, keeping these customers is key to that success.

“We’ve had numerous suppliers approach us during the time we’ve worked with Nosto but we stay with you because we know the product is good, we can easily measure how you’re impacting our key KPIs and our Customer Success Manager is great. She sees our KPI increase as her mission and she comes to us with ideas, really helping us get the most out of our plan.”

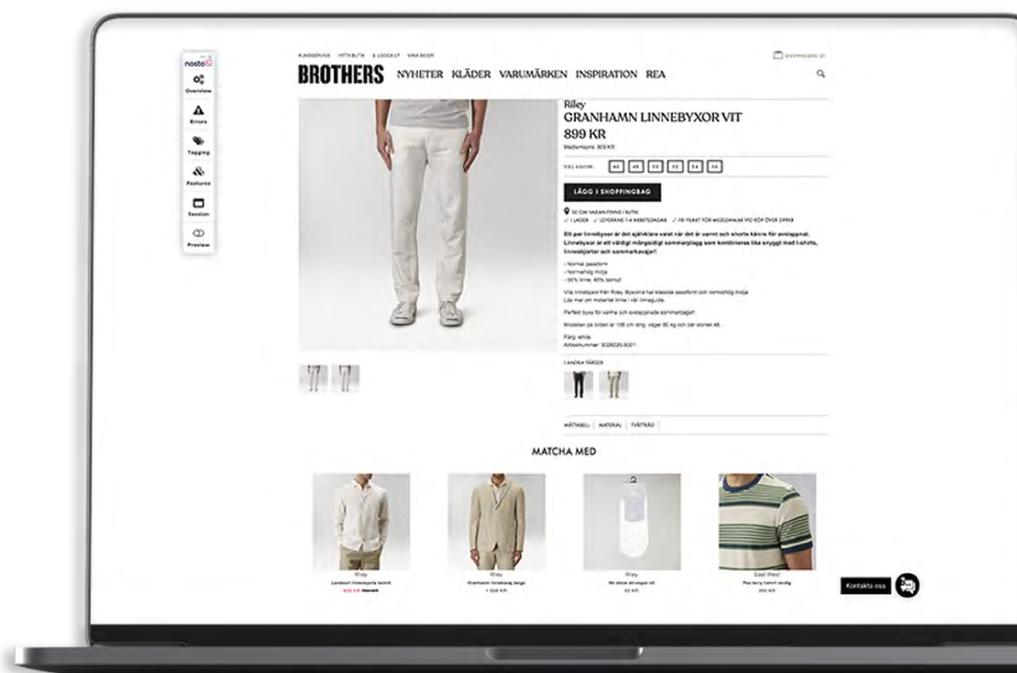
Henrik Johansson, Omni-Channel & E-commerce Manager at Brothers

→ Solution

Brothers used Nosto's personalisation products to optimise their site's performance, increasing AOV, conversion rate and reducing abandon cart rate.

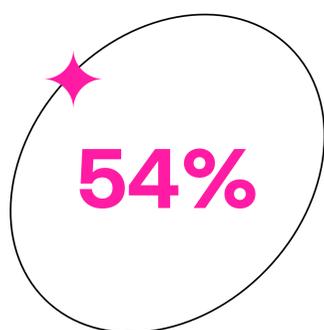
Brothers targeting options for both content campaigns and Pop-ups using Segmentation & Insights for a wider approach to onsite personalisation and to create social proof and increase conversion rate. Additionally, Product Recommendations were then used to recommend exactly the right product, at the right time, to the right person.

Using Email Widgets, Brothers were also able to recommend personalised products to potential customers without them even shopping on the site. All of this was tested with A/B Testing and Optimisation so they could check out the new changes with as low of a risk as possible and track the improvements made.

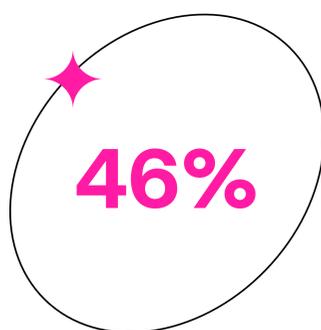


→ The Results

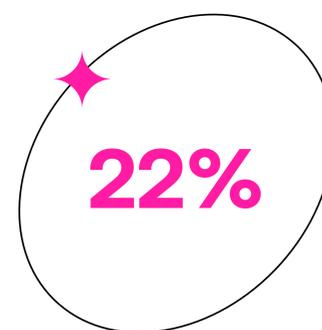
Unique messaging from Nosto drastically impacted the increased online traffic Brothers saw throughout the pandemic. Over 20% of Brothers online sales are through Nosto, with the biggest improvements in loyal customer CR and AOV increase and new customer abandoned cart decrease.



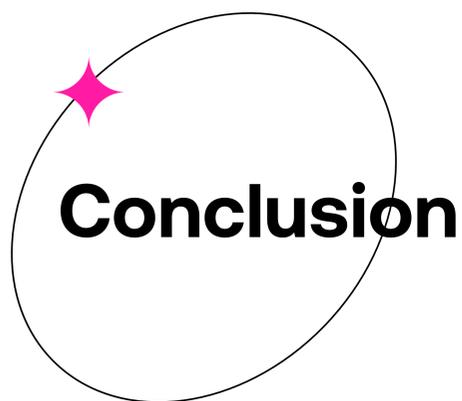
Increase in conversion rate for loyal customers



Increase in conversion rate for new customers



Sales through Nosto in last 12 months



Conclusion

E-commerce challenges are not going away any time soon, but now you have the tools to tackle them head on! From personalized guided touches throughout the customer journey, access to segmentation & insights that lead to effective AB testing, and more — Nosto's Commerce Experience Platform leads to higher AOV, CTR, CR, and sales.

As an AI-powered Commerce Experience Platform designed for ease of use, Nosto empowers retailers to build, launch, and optimize 1:1. Our platform combines the value of behavioral data, testing, and optimization, which enables brands to make every impression count by delivering meaningful and personalized shopping experiences at every touchpoint, across every device.

- ◆ —————> Increased conversion rate
- ◆ —————> Higher average order value
- ◆ —————> Higher average visit value (AVV)
- ◆ —————> Better customer retention and loyalty
- ◆ —————> Sales and revenue uplift
- ◆ —————> Great ROI

[Request a demo](#)



Grow your business and delight your customers today.

Nosto enables online brands to deliver authentic, relevant, and personalized experiences at every touchpoint, across every device.

An AI-Powered Commerce Experience Platform (CXP) designed for ease of use, Nosto empowers brands to build, launch, and optimize 1:1 omnichannel marketing campaigns and digital experiences without the need for dedicated IT resources or a lengthy implementation process.

Leading brands in over 100 countries use Nosto to grow their business and delight their customers. Nosto supports its clients from its offices in New York, Los Angeles, London, Paris, Berlin, Stockholm and Helsinki.