

An aerial photograph of a beach scene. In the top left, a man in a blue t-shirt is lying on the sand. In the top right, a woman with white hair and sunglasses sits in a wicker chair, wearing a light blue outfit. In the center, a woman in a blue top and shorts sits on the sand with a floral bag. In the bottom left, a woman in a light blue dress lies on an orange towel with a floral bag. In the bottom right, a woman with dark hair is lying on the sand. The beach is decorated with starfish, seashells, and a sandcastle. A dark blue banner is overlaid on the top left, and a magenta banner is overlaid on the bottom right.

**nosto**   
& shopifyplus

CASE STUDY | LESPORTSAC

*Leveraging the Power of Nosto on Shopify Plus*

# About LeSportsac

LeSportsac is an American lifestyle brand of casual nylon bags. Founded in 1974, the company maintains a strong presence around the globe, offering an accessible line of handbags, travel totes, messenger bags, backpacks and accessories. The lightweight fabric combined with high performance hardware characterizes its iconic, functional styles available in a wide variety of colors and prints. A leader and innovator in the accessories market, LeSportsac continues to offer a collection of quality designed bags with attention to function and breakthrough vision for the modern global consumer.

## Challenge

LeSportsac made the decision to replatform to Shopify Plus after they encountered several challenges with their previous platform. As ecommerce is one of LeSportsac's most important channels, they needed LeSportsac.com to be the best possible digital flagship.

Because of the limitations of their previous platform, they did not have access to robust data for personalization on their site. In the past, LeSportsac would have to put in many hours to set-up an integration and it was usually unclear whether it would work properly. The old website did not include smart recommendations generated by machine-learning algorithms and data. For LeSportsac, it was without question that they would launch their new site with the best personalization solution in the space. They turned to Nosto, which additionally offered a strong functionality to customize that is also easy to use at the same time.



# Why Nosto?

## AT THE HEART OF NOSTO IS ITS ECOMMERCE INTELLIGENCE ENGINE™

that uses advanced machine learning algorithms and ecommerce-specific data to predict and automatically deliver the most relevant shopping experiences in real-time and to increase customer engagement and maximize revenue potential for retailers. Bringing this technology to next level are Nosto's ecommerce-trained Customer Success Managers who are dedicated to optimizing how to best use the Nosto products and maximize results for LeSportsac and retailers worldwide.



# Solution & results

Since going live with Nosto on Shopify Plus, LeSportsac has seen:

12%

*sales generated by Nosto*

9%

*higher average order value*

2.4x

*higher conversion*



“*The integration between Nosto and Shopify Plus was extremely seamless. It was great to have a dedicated team that was accessible to us as we navigated the implementation. We’re a very lean team, so whoever we partner with, must have excellent customer service when we need the support. Nosto has become an extension to our team. Since the launch, we have seen a consistent increase in AOV and UPO from Nosto recommendations. It’s clear that Nosto is established for a reason.*”

**Berly Isaak**

Senior Director

Global Marketing + PR



[lesportsac.com](https://lesportsac.com)

# Personalized Recommendations

“Nosto is an excellent partner that serves as extension of our own team.”

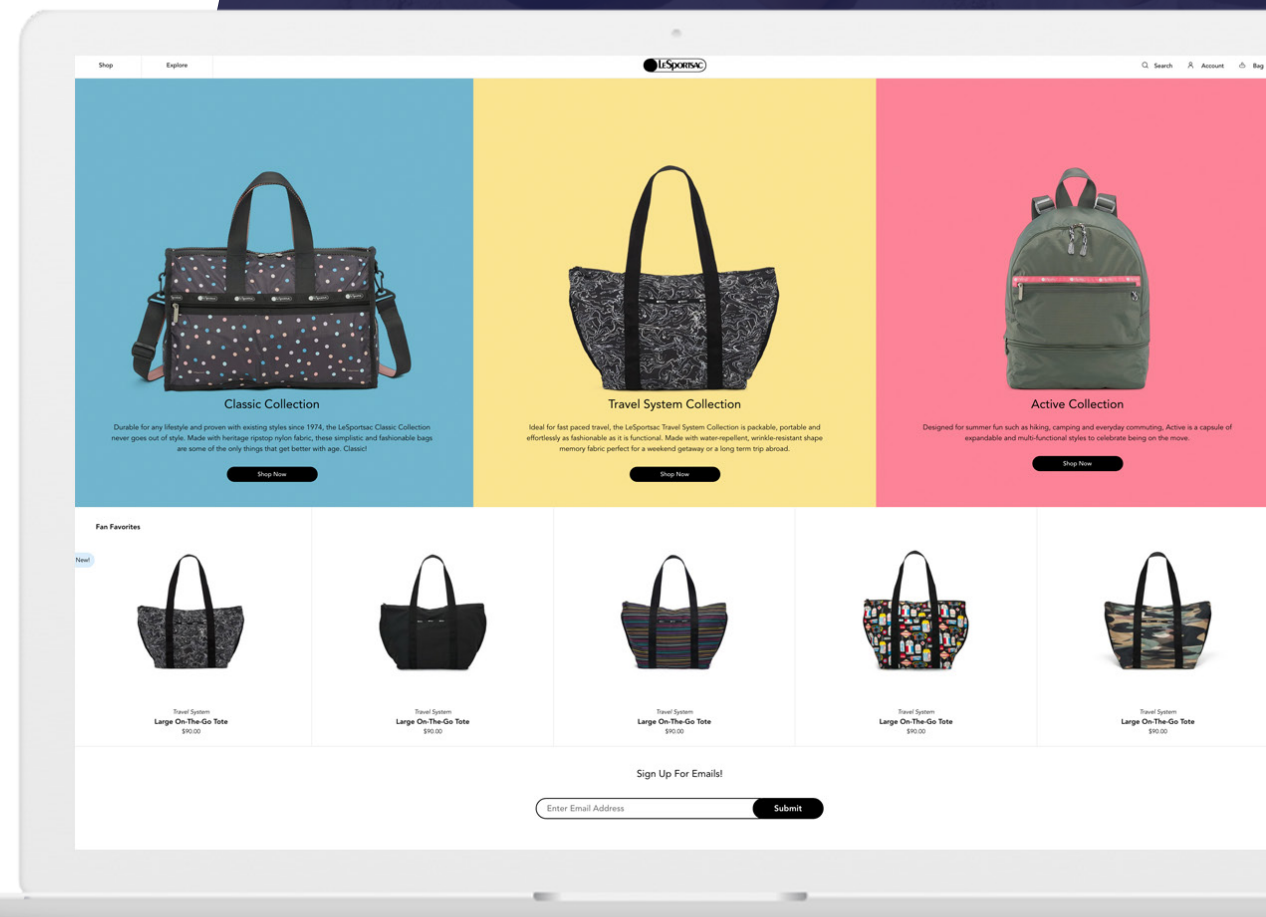
**HOME PAGE:** Best seller recommendations were added to the Home page to enhance navigation and inspire new and past online shoppers.

**PRODUCT PAGES:** Browsing history recommendations were added to PDP pages to improve the viewer's browsing experience. The visitor can see what they have recently viewed, what others have viewed and complimentary products to the one they are viewing, providing unique cross-sell and up-sell opportunities that increase AOV.

**CART PAGE:** Personalized product recommendations were added to the Cart page to remind customers of the items they had expressed interested in, but had not yet added to their cart.

**SEARCH PAGE:** Search related product recommendations were added to the Search page so that someone can easily find what they are looking for based on what others also browsed.

**404 PAGE:** A best seller product recommendation was added to 404 page to reduce bounce rate and give reason for customers to continue shopping.



**nosto** 

[nosto.com](https://nosto.com) >>

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.

**shopify** *plus*

[shopify.com/plus](https://shopify.com/plus) >>

Engineered for scalability and reliability, Shopify Plus is driving massive disruption in the traditional enterprise landscape by giving merchants the power, flexibility and features they need to grow and succeed, without the headaches, costs, lengthy timelines and BS of traditional, legacy enterprise options.'