

Q1 *Survival Guide*

*The Personalized Path to Reaching
Q1 Success in Ecommerce*

2018 EDITION

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Your Roadblocks to Success

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Profit losses attributed to
high post-holiday returns

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abandoned cart rates

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ad campaigns that yield
a negative ROAS

#4
Failing to use email
as a strategy to drive
conversions



DETOUR:

Meet VITA -
a cosmetics company
who is beautifying the
shopping experience

DETOUR:

Meet Knomo -
a company that
achieved a 10x Return
on Ad Spend through
personalization

**THE END
(AND BEYOND):**

What's next on your journey?

In a perfect world...

the end of the holiday sales season would mark a smooth transition into Q1 - a quarter packed with fresh revenue opportunities and a clear path to kickstarting sales in the following months.



The reality, however, is that the transition into Q1 is often anything but smooth.

With shoppers winding down from the holiday sales frenzy, retailers big and small are faced with obstacles that negatively impact their performance during the first quarter - such as higher-than-usual product return rates and active shoppers who have suddenly gone rogue. Having an actionable strategy in place to avoid these common setbacks can be the difference between starting the new year off strong and completely missing your Q1 sales goals.

Working with thousands of retailers, we know the problems associated with navigating through Q1. And we believe that the path to success is more than just hopping on the fast track: the more personalized the journey, the longer you'll see results.

So we've mapped out an ecommerce personalization path that dives deeper into the challenges retailers face during this tense sales season. Your destination? Turning these Q1 challenges into revenue opportunities. Throughout this journey, you'll navigate through significant roadblocks that negatively impact your Q1 success, and learn tried and tested personalization strategies to help you conquer them. You'll also meet some interesting people along the way: companies who've faced obstacles similar to the ones you're up against and have seen positive results through personalization. And every step of the way, we'll provide you with useful insight to keep the momentum going long after you've reached your final stop.

Ready to hit the road? Buckle up and let's get started.

#1

ROADBLOCK:

Profit losses attributed to high post-holiday returns



HOW TO CONQUER THIS ROADBLOCK:

Use product recommendations to drive average order value and conversion rate.

BEFORE WE BEGIN, A QUICK RECAP...

Last year's [Q1 Survival Guide](#) introduced the importance of customer transparency during this tough sales period. While Black Friday, Cyber Monday and Christmas shopping lead the pack in terms of driving Q4 revenue, this massive sales boost often comes with hefty return rates. This is because consumers use the first few weeks of the new year to return holiday gifts; in the apparel and accessories industry alone, as much as 30% of clothing and shoes purchased online¹ will eventually float its way back into store inventory. The solution? Communicate as much information about a product as possible - more product photos, product descriptions, customer reviews, sizing guides, etc - to lower the potential of returns.

~ *Sounds like a straightforward strategy, right?
Now let's kick things up a notch.*

It's no surprise that in our current retail ecosystem, consumers expect their needs and interests to be realized long before they decide to purchase. A study showed that 81%² of consumers want brands to get to know them and understand when to approach them during the shopping journey. This puts pressure on retailers to deliver that experience at first glance - before a visitor detours to a store who does.

Coupled with solid communication, focusing on delivering a personalized shopping experience can help you win back some of the revenue you may lose during this season.

Onsite Product Recommendations enable you to automatically deliver that level of 'personal' by suggesting the most relevant items to your customers based on their browsing behavior. As they navigate your store, this behavior is compiled into a unique customer profile - essentially easing the pressure and guesswork. Recommendations can be implemented across a number of pages in your store, each area offering its own personalization advantage; though depending on your store's particular objectives and customer behaviors, Recommendations should be applied only where they're most relevant to yield the greatest ROI.

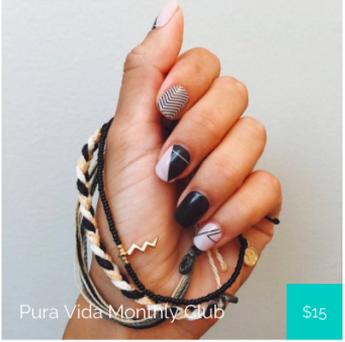
~ *Here are some strategies you can leverage using Recommendations, based on the core pages of your webstore:*

THE HOME PAGE:

- Promote your best-selling products as soon as a visitor arrives on your site.
- Greet returning customers with products they've already shown an interest in; this helps steer them to the checkout page.
- Tailor a visitor's recommendations based on geolocation, showing them what other people nearby are purchasing (we'll cover this concept in detail soon).

FEATURED ITEMS View All Products →



 <p>Silver Wave Ring</p> <p>\$12</p>	 <p>Friendship Pack</p> <p>\$45</p>	 <p>Pura Vida Montiny Club</p> <p>\$15</p>
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Pura Vida Bracelets promotes trending products using photos from their customers - contributing to a 6% increase in conversions.

PRODUCT PAGES:

- Leverage dynamic up-selling by recommending items that are higher in price, but similar in style.
- Use cross-selling to make it easier for shoppers to find complementary items and inspire them to increase their cart size.
- To bring attention to products with higher profit margins, consider filtering recommendations by brand - selecting the ones which have a higher margin and are proven to convert the best.

FILTER BY

ITEMS 1 TO 20 OF 99 TOTAL | SHOW 20 - 40 - 60 | NEXT >> | SORT BY DEFAULT

BRAND

- Acrylicos Vallejo
- Amsterdam
- Ara
- Atelier
- Daler Rowney
- Golden

TO USE WITH

- Acrylic
- Ink
- Paint Making

SUB BRAND

QUALITY

SIZE : ML

MEDIUMS : TYPE GROUP

SETS & PACKS

PRICE RANGE

				
JACKSON'S : ARTIST ACRYLIC PAINT	GOLDEN : FLUID ACRYLIC PAINT	LASCAUX : ARTIST ACRYLIC PAINT	JACKSON'S : STUDIO ACRYLIC PAINT	GOLDEN : HEAVY BODY ACRYLIC PAINT
41 colours available in 60 ml & 250 ml pots. White is also available in 225 ml, 500 ml & 1000 ml	82 colours available in 30 ml, 236 ml & 473 ml and 83 colours available in 119 ml	54 colours available in 45 ml & 200 ml	29 colours available in 200ml & 500ml bottles. Titanium White is available in a 1000ml bottle.	130+ colours available in 60ml & 150ml, 236ml, 473ml, 946ml plus 3.78ltr blacks & whites
From £3.90	From £5.00	From £9.60	From £5.10	From £6.40
VIEW FULL RANGE	VIEW FULL RANGE	VIEW FULL RANGE	VIEW FULL RANGE	VIEW FULL RANGE

[Jackson's Art](#) allows customers to filter items by brand to personalize their search.

CATEGORY PAGE:

- Give priority to items that are most likely to convert and display them here. Remember: most customers won't look through every page of a category or even browse down the page. It typically takes about four seconds or less to decide whether to keep browsing or exit your website.

~ [What makes an ideal category page? Read our blog post, The Anatomy of a Perfect Category Page, to explore more personalization strategies.](#)

MOST POPULAR PRODUCTS IN THIS COLLECTION

MAN Game Day + Pump FREE	OPTIMUM NUTRITION Gold Standard 100% Whey	BRO SUPPS Gear Pump	CAMPUS PROTEIN Munchie Stack
From \$ 38.99	From \$ 29.99	From \$ 35.99	From \$ 19.99

Sort by: **BEST SELLING**

ALL PRODUCTS

PRE POST STACK Campus Protein from \$ 34.99	100% BIO-ACTIVE WHEY ISatori \$ 29.99	PS WHEY Pro Supps from \$ 32.99
ANIMAL WHEY Universal Nutrition from \$ 29.99	IRON WHEY BOGO 50% OFF Campus Protein from \$ 48.99	PRO PUMP STACK Campus Protein from \$ 54.99
PERFORMANCE WHEY Optimum Nutrition from \$ 25.99	QUEST COOKIES & CREAM TRIAL PACK Quest Nutrition from \$ 1.99	MYOFEED Purus Labs \$ 55.99

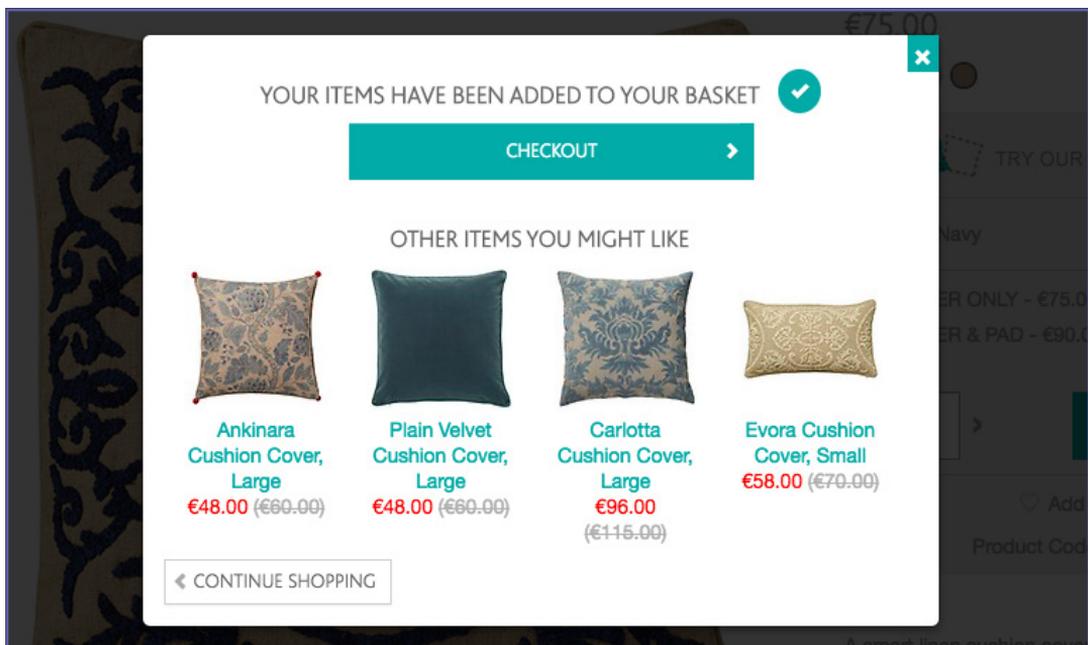
PRODUCTS YOU RECENTLY VIEWED

RULE ONE R1 Whey Blend	CAMPUS PROTEIN Pro Pump Stack	CAMPUS PROTEIN Weight Loss Combo Kit	CAMPUS PROTEIN Xtend Your Workout Stack
From \$ 26.99	From \$ 54.99	From \$ 69.99	From \$ 41.99

Campus Protein displays recently viewed items on their category page to keep items of interest in front of the shopper; this reduces the back and forth in locating products they may be considering. This increased their conversions by 10%.

CHECKOUT PAGE:

- Filter recommendations by price to push smaller ticket items. Unlike your more expensive products, accessories have great profit margin and can be easily leveraged to boost cart size.
- Use excellent customer service to seal the deal: suggest products that other customers have purchased along with what's in their cart to enhance their purchase. For example, if you're an electronics store and your customer is buying a DSLR camera, remind them to purchase a memory card. If you're an apparel brand and your customer is about to buy a pair of pants, suggest a few shirts that would complete the outfit. This tactic can lead to driving a greater AOV once they hit the 'purchase' button.



UK luxury furniture retailer [OKA Direct](#) makes it easy for customers to pair desired products with similar items.

SEARCH PAGE:

- Recommend products with high relevancy according to other customers' browsing and purchasing behavior.
- If a search generates no results, use this opportunity to recommend other items they've viewed or items related to past purchases. If there's not enough browsing history available on a visitor to show past purchases, you can still promote products with the highest conversions.
- Use search-specific headlines for recommendations. For example, customers who search a store for bike covers and receive no results can receive a set of product recommendations with a headline reading "Other Customers Who Searched for Bike Covers Also Viewed..."
- Spelling mistakes happen; anticipate them by suggesting products other people have searched for that are similar to what the customer is searching for. Doing so provides shoppers with strategic support while they reach their destination.

The screenshot shows the search results for 'anti-aging' on the Kate Somerville website. The search bar at the top left contains 'antial' with a magnifying glass icon. The navigation bar includes 'ALL SKIN CARE', 'ANTI-AGING', 'ACNE', 'BEST SELLERS', and 'HOLIDAY'. The search results are displayed in a grid format. On the left, there is a sidebar with filters for 'anti-aging', 'SKIN CONCERN', 'PRODUCT TYPES', and 'SKIN TYPES'. The main content area is titled 'SEARCH RESULTS FOR 'ANTI-AGING'' and displays six products in a 2x3 grid. Each product is shown with its image, name, and price.

Product Name	Price
Age Arrest Anti-Wrinkle Cream	From \$90.00
Age Arrest Eye Cream	\$75.00
KateCeuticals® Restorb® Replenishing Serum	\$170.00
Wrinkle Warrior® Eye Visible Dark Circle Eraser	\$60.00
Age Arrest Anti-Wrinkle Serum	\$95.00
ExfoliKate® Gentle Exfoliating Treatment	\$65.00

Kate Somerville automatically generates suggestions based on a user's search terms.

ERROR AND OUT-OF-STOCK PAGES:

- Leading your visitor to a dead-end landing page may also lead them to end their shopping journey. So turn it into a sales opportunity by showcasing Product Recommendations based on the search terms that led them there.
- If an item is out-of-stock, use recommendations to suggest items similar in style - or promote your top selling products to show them the best of what you do have available.

Return [Home](#) > 404 Not Found

Page not found
Page error ...

The page does not exist. To return to the homepage please click on:
www.oliviers-co.com

OUR NOVELTIES

Sabino Leone Noel olive oil € 26.00	Aromatic Flavor Box € 21.50	Box set Noel Oliviers & Co 38,90 €

Oliviers & Co adorns their out-of-stock pages with Best Sellers to steer a lost customer back into their shopping journey.

~ *Dealing with discontinued/excess stock? Here are two ways product recommendations can turn forgotten product into profit wins:*

CROSS-SELLING

Cross-selling involves offering your customer items related to the ones they're about to purchase; these are similar to the impulsive grocery store purchases we're all guilty of making. Cross-sellers can be identified using behavioral data from past customers - suggesting items that they typically browsed or purchased and presenting those to a new buyer. Implement cross-selling across key sections of your website (such as on your Cart page) to inspire your shoppers to add more to their basket - increasing Average Order Value in the process.

SUGGESTED ADD-ONS



KESI WALLET - PINK
\$9.99 USD
[BUY](#)



MASON HOOP EARRINGS - GOLD
\$3.99 USD
[BUY](#)
★★★★★



PEARL DROP KNIT HEADBAND - BLACK
\$7.99 USD
[BUY](#)



HAMSA CHOKER SET - BLACK
\$7.99 USD
[BUY](#)
★★★★★



SET YOU FREE HIGH DEFINITION SETTING...
\$4.99 USD
[BUY](#)
★★★★★

[Fashion Nova](#) uses cross-selling on their Cart page to help drive AOV.

UP-SELLING

Not to be confused with cross-selling, up-selling is the practice of recommending products that are slightly higher-priced than the ones a buyer is considering. Up-selling has been known to generate 0.2% more revenue³ than cross-selling. But while it's a solid strategy for driving items with a higher profit margin, it's important to be strategic with the items you recommend.

You May Also Like



Link & Stitch Knit Sweater
EUR 613.66



Stretch Tech Twill Anorak Jacket
EUR 878.54



Doubleface Angora Cashmere Draped Collar Coat



Shearling Fur & Laminated Stretch Tweed Coat

St. John Knits uses a combination of cross-selling and up-selling to increase AOV.

FOR THE ROAD...

Check out how Campus Protein used Product Recommendations to strengthen conversions:

CAMPUS PROTEIN CASE STUDY

Detour:
VITA.NO

Meet VITA - a cosmetics company who is beautifying the shopping experience



VITA / Cosmetics Group is Norway's largest retailer in the cosmetics vertical. With 220 brick and mortar stores offering quality products at affordable prices, the company aims to create the best omnichannel experience in their industry: leveraging customer data to offer relevant products completely tailored to a customer's interests.

VITA FACED TWO SIGNIFICANT OBSTACLES WITH ONLINE SELLING:

Automating their personalization - VITA is a particularly interesting example as they were already using product recommendations to personalize their offerings. However, recommendations were updated manually. As their product inventory evolved, they were left with static recommendations that were out of date and not truly relevant to every customer.

Difficulty calculating ROI - The time and money VITA spend on upselling efforts were not transparent, which made calculating ROI nearly impossible.

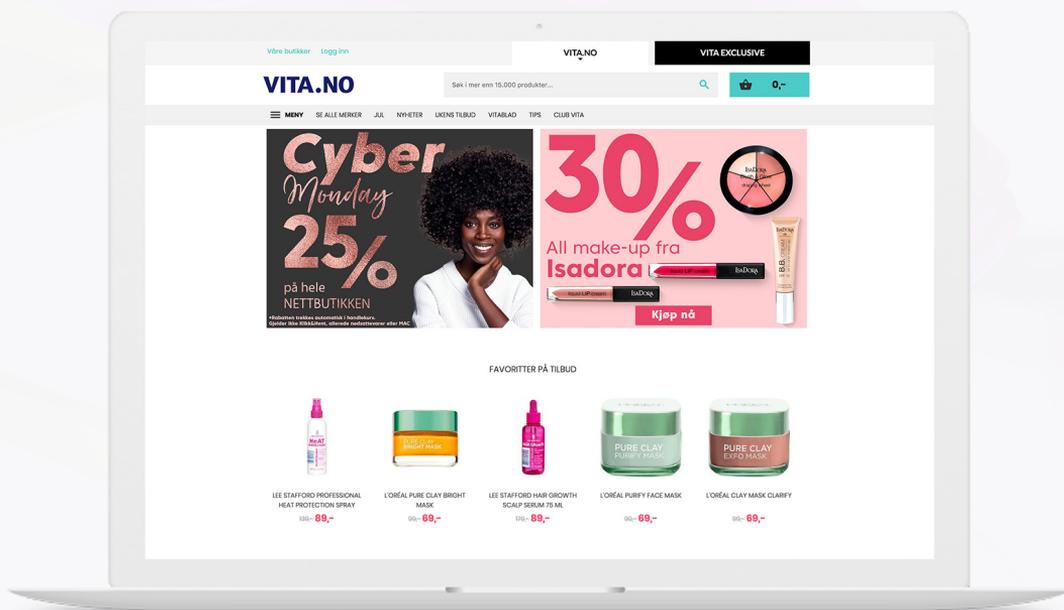
Detour: **VITA.NO**

To conquer these obstacles, they implemented Nosto's Onsite Product recommendations across key pages on their site:



FRONT PAGE

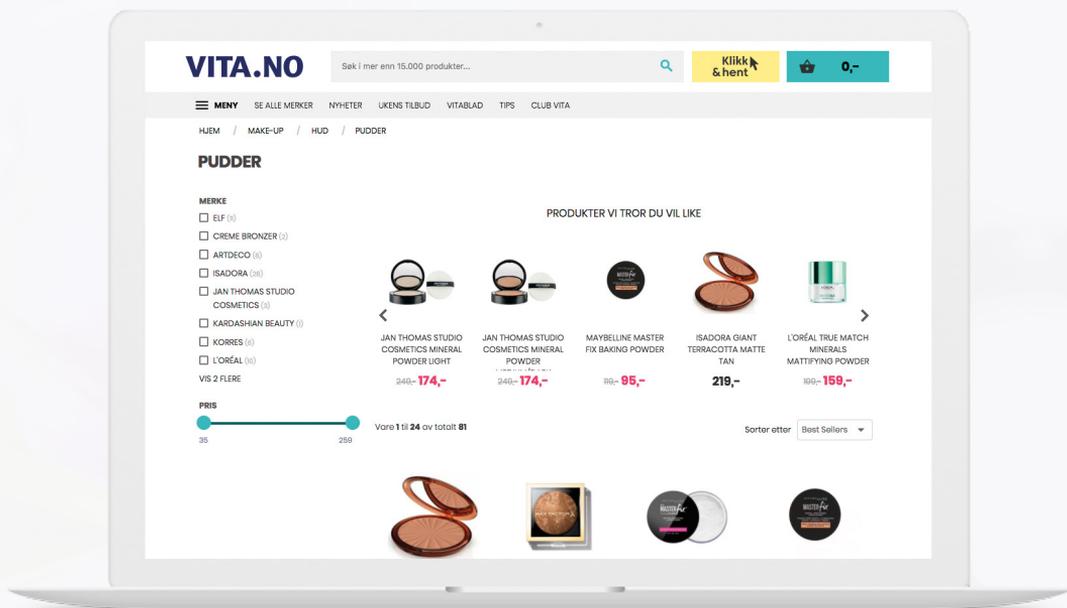
Their most popular discounted products - based on a 1-hour window of most bought items - are automatically generated to liquidate excess stock and inspire last-minute purchases.



Detour: VITA.NO

CATEGORY PAGE

Previously unseen items are displayed to inspire the visitor to browse further. These items are more closely related to other items the customer has shown an interest in.



THEIR RESULTS:

A 10% increase in Click-Through Rate and a 5% increase in Conversion Rate.

After comparing their performance before and after implementing Nosto Product Recommendations, VITA saw an overall **69% increase in conversion and 75% increase in average visit value.**

Detour:
VITA.NO



“

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

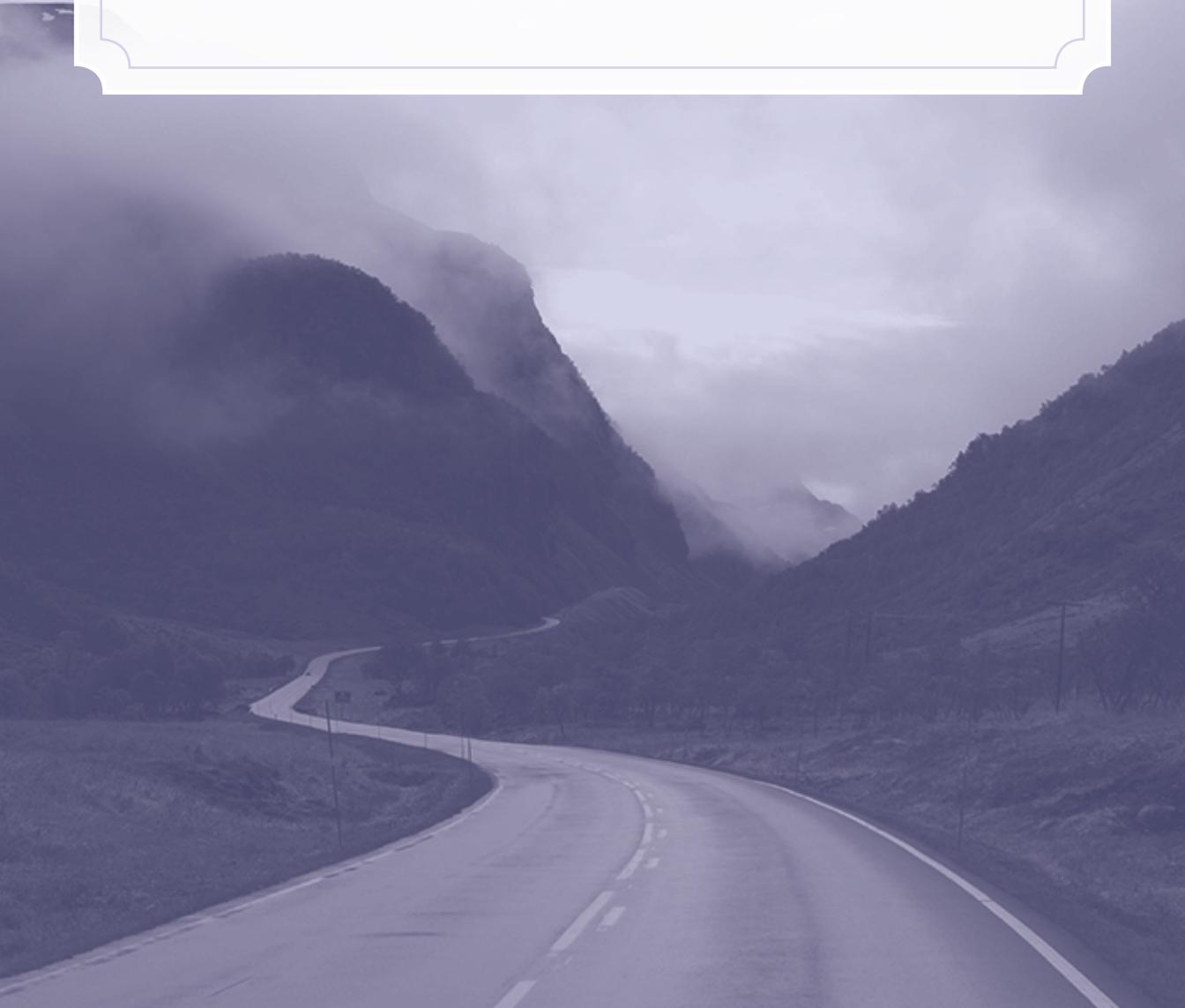
FOR THE ROAD...



Not only did VITA seek to leverage the power of Nosto's Product Recommendations, but they also aimed to maximize Return on Ad Spend on Facebook.

Check out their results:

VITA CASE STUDY



#2

ROADBLOCK:

*Facing higher-than-usual
abandoned cart rates*



HOW TO CONQUER THIS ROADBLOCK:

*Re-engage your customers with enticing
products specific to their interests.*

A 2016 study by Label Insight⁴ showed that the global cart abandonment rate during Q1 stood at, on average, a whopping 75.6%. And with an estimated \$4 trillion worth of merchandise⁵ being abandoned annually in shopping carts, cart abandonment is significant obstacle to be working against when you're already faced with a potential decline in sales during Q1.

USE THE POWER OF THE POP-UP

Behavioral pop-ups are a way to combat a high website/cart abandonment rate - re-engaging customers who may be on their way out of your store due to a lack of time, indecision, or sudden loss of interest. Pop-ups can be personalized to show abandoned cart content (a golden tool for increasing conversion rate), as well as push promotional offers (like discount codes, free sh or last-minute sale announcements) to keep a customer from leaving your site, increasing AOV in the process.

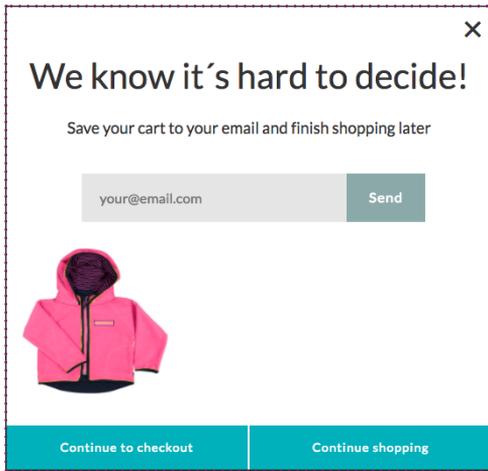
Let's look at some examples of popups affect how you can increase conversions and AOV using Onsite Pop-ups, and the main benefit that each strategy provides:

OPTIMIZING YOUR LANDING PAGE

The benefit: Maximizes the revenue of your marketing campaigns by capturing the email addresses of visitors who found you via paid search, Facebook, newsletters or any other online campaign.

PROMOTING ABANDONED CART CONTENT

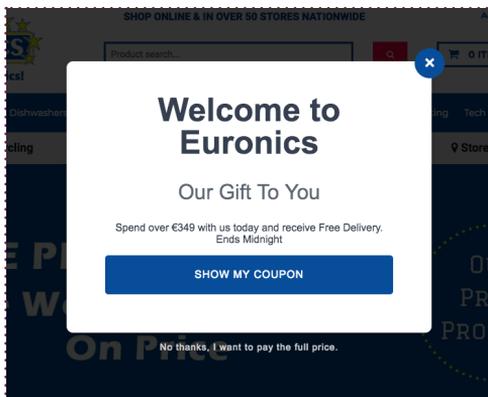
The benefit: Enables customer re-targeting by offering customers to have their cart contents emailed to them. Not only does it make easier to return to the checkout page by making products more accessible, but it's an opportunity to collect a customer's email addresses in the process. Grow your email list, grow your sales - win!



Geggamoja offers to send customers their cart contents via email.

OFFERING INCENTIVES TO INCREASE CART SIZE

The benefit: Much like cross-selling or up-selling, offering perks like discount codes, free shipping or promotions requiring a minimum sales amount can inspire a customer to increase their spend, driving Average Order Value.



Euronics offers free shipping for orders above a certain threshold - and creates a sense of urgency by communicating a deadline to redeem the offer.

LEVERAGE GEOLOCATION TO PROMOTE YOUR BEST SELLERS

A 2016 eMarketer report⁶ found that, over the next three years, consumers expect their shopping experience to be relevant to their location. So how do you meet that expectation - recommending products relevant to a shopper's interests - while also increasing profit margins on the items that drive your interests? Cue Geo-targeted Best Sellers. This feature works in tandem with Onsite Product Recommendations to showcase your most popular products relevant to wherever a user is shopping from. Geo-targeted Best Sellers will automatically target your visitors at a city level. If there are no best selling items within that range, the feature will expand its reach to a larger radius (i.e. state or country level).

~ *For example...*

A shopper in the New York enters a webstore that sells sneakers and is shown a selection of trending products. At the same time, a shopper in Los Angeles enters the same store and is shown the same trending products, but these items aren't necessarily popular fashion-wise in their city. Los Angeles shopper abandons the store empty-handed.

The solution: By combining geo-targeting with Onsite Product Recommendations, you're able to bridge that gap between a shopper's personal taste and their physical location to truly personalize the way they engage with your products. Visitors are only shown the most popular products relevant to their location - so while New York shopper sees a puffer jacket, Los Angeles shopper will see more summer-appropriate apparel.

GEO-TARGETING IS AN EFFECTIVE SOLUTION - BUT IS IT A RIGHT FIT FOR YOU?

Maybe it is, maybe it isn't.

While geo-targeting is an important element in the personalization, it's not a one-size-fits-all approach. In the case of Geo-targeted Best Sellers, a good first step would be to evaluate whether the strategy is relevant to your business. Ask yourself the following:

- 1. Do your shoppers have a wide range of preferences?**
- 2. Are you catering to consumers across several geographical areas?**

If you've answered 'yes' to either, it's a strategy worth implementing - just monitor your conversions and CTR over time to measure performance. And keep in mind: in the event that best sellers cannot be generated based on geolocation, product recommendations will default to showcasing your overall best sellers - so it's a safe bet.

FOR THE ROAD...

Read how a simple popup helped one brand skyrocket their sales:

GO TO NOSTO BLOG

#3

ROADBLOCK:

Overspending on social ad campaigns that yield a negative ROAS



HOW TO CONQUER THIS ROADBLOCK:

Optimize your ad audience to target those who are most likely to convert.

It's no surprise that social platforms like Facebook and Instagram lead the pack when it comes to communicating to consumers. Facebook greets an incredible 1.37 billion global users per day⁷, while Instagram is projected to reach the 104.5 million user mark by 2019⁸ - and that's in the United States *alone*.

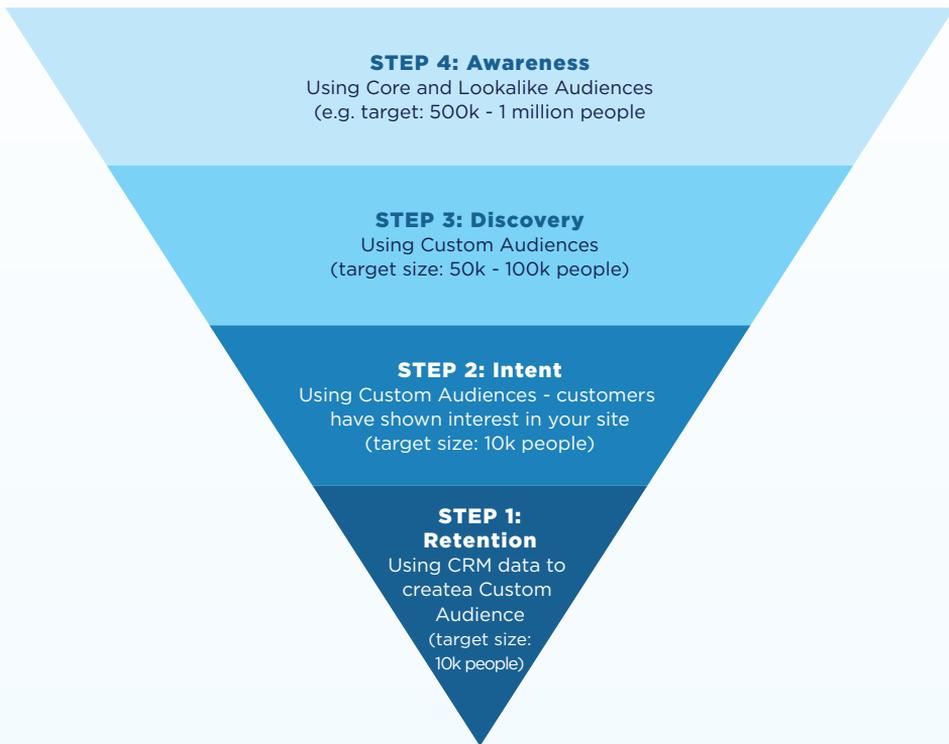
While plenty of retailers have dipped their toes - and their wallets - into the social advertising pond (about 3 million businesses globally⁹, if you'd like to visualize the size of said pond), many find themselves quickly sinking to the bottom for one very important reason:

~ *Investing your money into Facebook advertising will only generate a positive ROAS if there's an intelligent strategy behind how you approach your prospects or customers.*

And let's face it - you can't afford this kind of loss during a troublesome sales quarter...

We believe in turning the conversion funnel on its head to generate the most revenue with Facebook and Instagram advertising. And it's often not the first starting point retailers consider when it comes to targeting their consumers - yet existing customers can be your biggest ad campaign drivers. In fact, Adobe reports that, on average, you need 5-7 new customers¹⁰ to equal the revenue of 1 loyal shopper. It's a simple philosophy, but a powerful one: instead of dumping a massive budget into your campaign efforts, why not use the customers who are statistically most likely to convert, as a building block for conversions?

An illustration of a conversion funnel that starts with focusing on existing customers



To backtrack, there are 4 kinds of audiences to focus on when creating your Facebook ad campaign:

 AUDIENCES	 BASED ON...
CORE AUDIENCES	Facebook's data about its users
LOOKALIKE AUDIENCES	Facebook users who share similarities with another user group (i.e. your existing customers)
CUSTOM AUDIENCES	A group of users defined by you, which can be targeted separately or used as a seed for your lookalike audience
WEBSITE CUSTOM AUDIENCES	A custom audience of users who visited or took action on your website using Facebook Pixel. The Pixel is installed on each page of your site and analyzes user actions

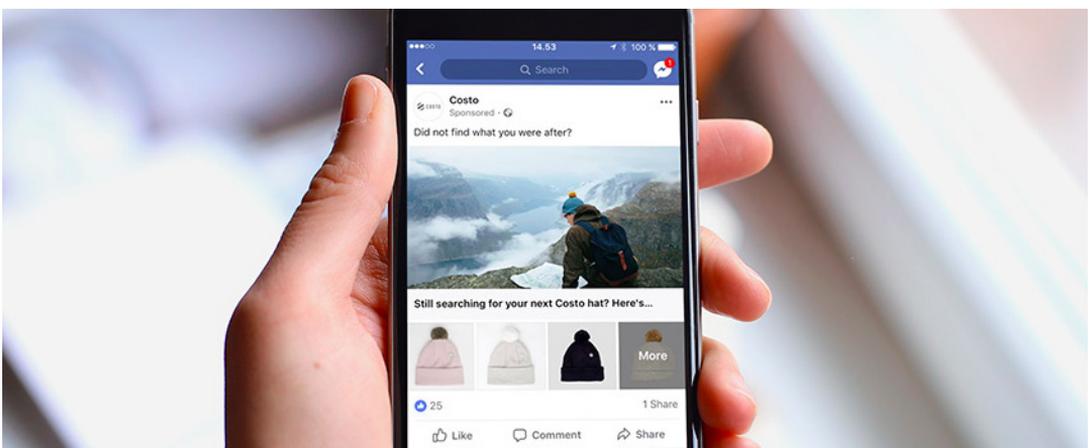
THE SECRET WEAPON TO MAXIMIZING THIS STRATEGY? THINK MOBILE.

While desktop remains the king of the ecommerce jungle, mobile browsing is quickly catching up. In fact, Business Insider data¹¹ shows that, by 2020, mobile commerce will account for 45% of the total U.S. ecommerce market. Facebook and Instagram are heavily driven by mobile usage, so it's important to optimize your ad strategy to deliver equally effective results on mobile.

STEP UP YOUR A(D) GAME EVEN FURTHER BY USING THE POWER OF VISUALS.

We live in an age where even the most sought-after retailer must compete with a Facebook feed saturated with funny dog videos and baby albums (as adorable as these things are, they're still considered your competition). And seeing as it only takes us about 50 milliseconds¹² to form a first impression, cutting through the adorable noise has become more challenging than ever.

Facebook Collection Ads foster the ideal balance between an inspirational shopping experience and a valuable revenue-driving strategy. By displaying a main image that stops a user in their scrolling tracks (such as a creative photo or video snippet), you can then follow it up with a series of relevant product recommendations to support your visual (at Nosto, we call this feature our Collection Ad Unit).



USE VIDEO TO INCREASE AD ENGAGEMENT

While compelling photos are also a way to target a brand new audience, we recommend using a video (no longer than about 15 seconds) as your main creative for Collection Ads. Not only is video a wildly popular way of successfully engaging users, but Forbes reports that 64% of consumers¹³ are more keen to buy a product online after watching a video about it.



A BONUS TIP: Display user-generated content in your ads to drive even more conversions.

Econsultancy reports that 61% of customers¹⁴ read customer reviews before committing to a purchase decision. Combined with your newly personalized Facebook and Instagram ad audiences, UGC can contribute a 2% increase in CTR to Dynamic Product Ads.

We recommend: [This UGC strategy from Yotpo](#), which channels the power of user reviews to boost the performance of Dynamic Product Ads.

FOR THE ROAD...

Facebook and Instagram advertising are a gold mine for driving conversions - but only if you're targeting the right audience. Check out our guide and learn additional tricks to skyrocketing your ROAS:

GUIDE TO FACEBOOK AND INSTAGRAM AUDIENCES

Detour:
KNOMO
LONDON

Meet Knomo – A company that achieved a 10x Return on Ad Spend through personalization



Knomo is a London-based retailer selling best-in-class carrying solutions. Since their launch in 2014, their mission has been to cater to the needs of the ever-growing digital nomad community - offering practical, travel-friendly bags and accessories that don't compromise on style. Their company name (deriving from KNOWledge and MObility) is reflected in their products: each of them designed with intelligent structure and ingrained with a MyKnomo ID which enables its owners to locate it wherever they go.

KNOMO FACED TWO SIGNIFICANT OBSTACLES WITH ONLINE SELLING:

A low number of items purchased per transaction: Knomo wanted to clearly communicate to customers that their products are supposed to be paired together to enhance the experience. This, in turn, would help increase Average Order Value.

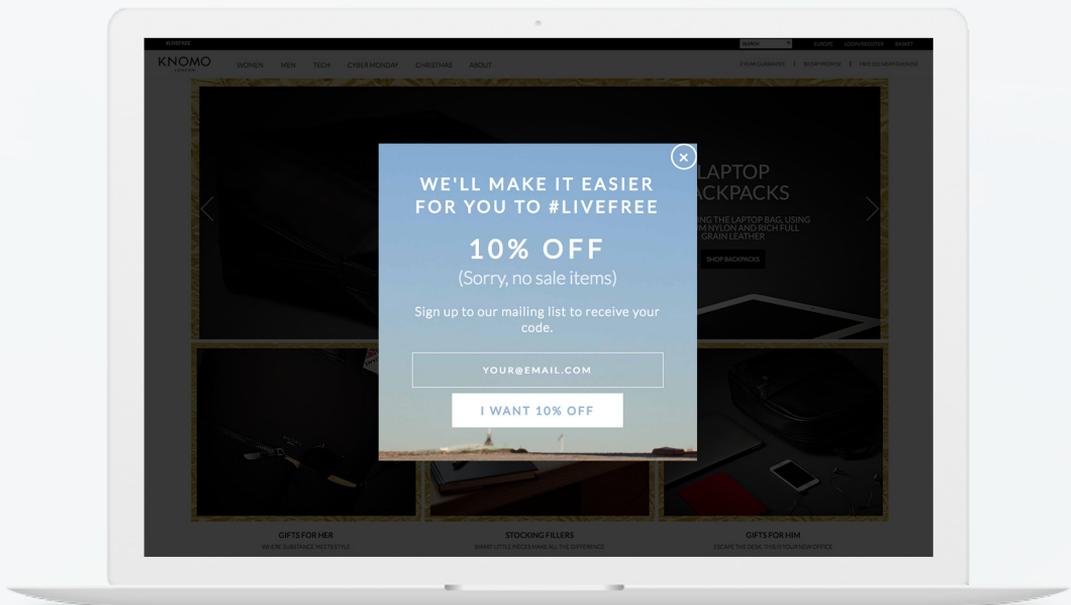
A high bounce-rate: A high number of customers were abandoning their shopping carts. A quick and self-customizable solution was needed to keep shoppers engaged and navigating towards the “purchase” button.

Detour:
KNOMO
LONDON

KNOMO'S SUCCESS WITH ONSITE POP-UPS

To tackle their high bounce rate, Knomo personalized their pop-ups to target shoppers who have a specific basket size but have abandoned their cart. By focusing their efforts on consumers were likely to purchase more, Knomo was able to re-engage the right shoppers into completing their transactions - and drive the most profitable results.

Their results: A 60% increase in conversion



Detour:
KNOMO
LONDON



“

Having worked with Nosto before, we were keen to leverage the Nosto expertise and benefit from the quick implementation. The product is easy to use and track our results with. We were able to keep tabs on all campaigns and were flexible in adjusting them when necessary.”

Will North

Global Ecommerce Trading Manager

Knomo

FOR THE ROAD...



Watch the Knomo team discuss other key personalization features that enabled them to keep their visitors engaged:

KNOMO'S SUCCESS STORY



#4

ROADBLOCK:

*Failing to use email as
a strategy to drive conversions*



HOW TO CONQUER THIS ROADBLOCK:

*Strengthen your email strategy by sending
product offerings in your email messages*

Email marketing isn't exactly the new kid on the block when it comes to offering a personalized online retail experience. 97%¹⁵ of businesses leverage email to convert recipients into buyers - while 72% of consumers prefer to delete emails that aren't relevant to them. With so many emails to sift through, it's no wonder that we've become so selective about what takes up room in our inboxes. The upside? Numbers show that consumers still regard email as a viable source of information. So if you're not using this tactic as an additional source for driving revenue to your store, this means you're losing out on an incredible stream of revenue.

Earlier in your journey, we mentioned the benefits that abandoned cart pop-ups add to increasing customer retention and conversions. Now, let's apply that same benefit to your email strategy using an email personalization widget.



PERSONALIZED EMAIL WIDGETS are a way to truly tailor your newsletters or any other emails sent to customers. By Widgets can be tailored to promote products across a number of categories, based on customer data. This includes:

- **Best sellers**, showcasing the hottest items in your store
- **Personalized recommendations**, based on a customer's previous shopping behavior
- **Browsing history**, reminding customers of products they've shown interest in
- **Browsing history related**, recommending products based on a person's browsing history
- **Product-based cross selling**, displaying recommendations that are related to a given product.



Don't have enough data on your customers to fully personalize these recommendations?

You can always combine products based on browsing/buying behavior with **best-sellers**.

CARRÉ D'ARTISTES

ARTWORKS ARTISTS NEWS

Selection of the week

Get carried away by... the top picks selection

New York Blue
Daniel Castan

Joy of life 36.47
Shefalli Ranthe

Marigold cove 2
Natasha Miller

ST 25-2
Aby

DISCOVER THE TOP PICKS SELECTION >

You may be interested by...

New York Blue

Funny feeling

Venezia 2

Carré D'Artistes spices up their promotion of new styles by showcasing additional products based on a customer's browsing and buying behavior.



Use Triggered Emails to increase customer retention: Abandoned Cart Emails

Show in browser

MORVÉLO

LEFT IN A HURRY?

We noticed that you added items to your shopping cart, but didn't end up buying them. Was there any other information you needed to make your mind up? If you'd like some help you can call us on 01273 526487 or simply reply to this email.

YOUR SHOPPING CART

STEALTH BIB SHORTS
£95.00

RETURN TO BASKET

NEED SOME HELP WITH SIZING?

Take the guesswork out of picking the right size with our comprehensive size guides. We're always on hand to help recommend the right fit too. Email cservices@morvelo.com or get in touch via Facebook.

MENS SIZE CHART | **WOMENS SIZE CHART**

CUSTOMERS WHO BOUGHT THIS ALSO BOUGHT

 COVERT BIB SHORTS £100.00	 CLASSIC WHITE NTH SERIES BIB SHORTS £120.00	 STEALTH STORMSHIELD BIB SHORTS £100.00
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Morvélo sends customers an email with items they've left behind on their site to encourage a purchase.



'We Miss You' Emails

Supportersplace.com
for fans since 1999
Supportersplace.com - Welcome back

Welcome back!

Hi, Andreas!

Since your last visit, there have been lots of great new arrivals in Supportersplace. Here are some of the most popular products right now. Care to take a look?

Best regards,
Supportersplace

[Go Shopping!](#)

How About These

Other products you have recently viewed

Team Finland Reebok Draft Day Cap	Barcelona Away Football Shirt 2013-14	Barcelona Woven Sideline Tracksuit 2013-14	Chelsea Boys Home Shirt 2013/14	Chelsea Home Shirt 2013/14	Liverpool Gerrard Hero T-Shirt
27,90 €	85,90 €	159,90 €	69,90 €	74,90 €	25,90 €

Supportersplace for fans since 1999

Payment Options:

Shipping Partners:

Secure Shopping:

✓ Secure shopping
✓ 100% officially licensed products
✓ Fast deliveries
✓ 14 day refund policy

Popular Products

Our most viewed products right now

Barcelona Boys Neymar Jr 11 Home Shirt 2013-14	Aston Villa Kids Away Football Kit 2013-14	AC Milan Hooded Sweat Top 2013-14	Barcelona Neymar Jr 11 Home Shirt 2013-14	Ajax Home Football Jersey 2013-14	Ajax Boys Home Socks 2013-14
94,90 €	64,90 €	94,90 €	109,90 €	79,90 €	19,90 €

Liverpool Black Sweat Top 2013-14	Barcelona Messi 10 Home Shirt 2013-14	Ajax Mens Home Socks 2013-14	Liverpool Boys Red Hoody 2013-14	Barcelona Boys Xavi 6 Home Shirt 2013-14	Vodafone McLaren Mercedes Jenson Butt...
73,90 €	109,90 €	19,90 €	79,90 €	94,90 €	19,90 €

Lotus F1 Team Kimi T-Shirt 2013	Team Finland Replica Jersey - White	Liverpool Boys Black Hoody 2013-14	Abelico Madrid Home Shirt 2013-14	Barcelona Xavi 6 Home Shirt 2013-14	Bayern Munich Away Shirt 2012-13
49,90 €	74,90 €	79,90 €	85,90 €	109,90 €	69,90 €

Supporter's Place uses browsing history data to automatically email and re-engage customers with items they've interacted with.



Order Follow-Up Emails



YOUR
ERGO
POUCH?

HI JESS!

We hope you're enjoying your purchase from ergoPouch!
We would love to see you back again sometime soon!
Below are some recommendations for you based on the products you viewed
last time you visited, as well as what's new and popular now.

HAVING TROUBLE ORDERING?

Our ever friendly Customer Service Care Team are here to help with any
queries you might have. Contact us at info@ergopouch.com.au

Best of x

PERSONAL RECOMMENDATIONS



ergoCocoon
Autumn/Spring Swaddle
and Sleep Bag (1.0 tog) -
Mint Star
\$30.07



ergoCocoon
Autumn/Spring Swaddle
and Sleep Bag (1.0 tog) -
Navy Paint
\$25.77



ergoCocoon
Autumn/Spring Swaddle
and Sleep Bag (1.0 tog) -
Rhubarb
\$27.97

POPULAR PRODUCTS



ergoCocoon Summer
Swaddle and Sleep Bag (0.2
tog) - Blush Leaf
\$23.07



ergoPouch Sleep Suit Bag
(1.0 tog) - Mountains
\$74.95



ergoPouch Winter Sleep
Suit Bag (0.5 tog) - Cub
\$59.47

ergoPouch emails customers post-purchases with a variety of related recommendations and best selling items.

FOR THE ROAD...



*Want to learn how to create an email that your customers will remember you by? Check out *The anatomy of an award-winning B2C email*, created by dotmailer:*

DOWNLOAD THE INFOGRAPHIC



THE END (AND BEYOND):

*What's next on your journey
to Q1 success?*



Your journey may end here, but here's a little secret: the work of personalization is never truly done.

Cue the next key phase in your journey to Q1 success: the implementation stage.

1. Review the roadblocks we've covered throughout your journey and identify which ones you most identify with.
2. Decide which strategies would be most effective to tackle them (remember: growth through personalization is not a "one size fits all" approach).
3. Start implementing, measure your results and keep driving forward!

Much like we've guided you through each step of this journey, the team at Nosto is here to make sure you don't embark on this next phase alone. To start setting up for greater revenue and growth in Q1 and beyond, schedule a free audit with one of our ecommerce specialists.

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Is your store ready for Q1?

Book a 1:1 session with one of our
ecommerce experts to get a tailored
strategy for maximizing your Q1 success.

Our solution is empowered by:

- ✓ Proprietary machine learning algorithms
- ✓ Dedicated account managers, front-end designers, and product specialists
- ✓ Ecommerce platform agnostic and out-of-the box integrations

**REQUEST A NOSTO
DEMO HERE!**