



nosto 

NOSTO CASE STUDY | Nakas Music

Creating Memorable Music Experiences On-and-off Line

About Nakas Music

Philippos Nakas S.A. is the oldest music house in Greece, founded in 1937 by Philippos Nakas. The company distributes musical instruments, sound and light equipment throughout Greece - including brands such as Yamaha (exclusive distributor in Greece), Sennheiser, Fender, Gibson, Hohner, Zildjian, Line 6, Numark, Ludwig and many more. Nakas Music operates 18 retail stores throughout the country - as well as its webstore, www.nakas.gr, relaunched in early 2017.

Challenge

After relaunching our Nakas Music website we did not have a cohesive product story, and we did not have the time with limited staff to personalize & optimize our product feed for our customers like we do in-store. We wanted to create a personalized service for our online customers especially since our products can be at a very high price range. We wanted our website to match the quality that was expected from a leading Music House for the last 80 years.



Why Nosto?

“Nosto was chosen because of their long experience in ecommerce and personalization. Working in the Nosto UI was easy, and you are able to create powerful recommendations both on site and in other channels without technological experience. Another important factor was Nosto’s incentive to succeed together with us.”



Solution & results

Since going live with Nosto's Personalized On-Site Recommendations and Triggered Emails, Nakas Music has seen:

97%

increase in Conversion Rate

109%

increase in Average Visit Value

20%

Conversion Rate from Abandoned Cart Emails



“It was very easy to set Nosto up and integrate it with Nakas Music’s website. Making our website look ‘cool’ like our customers, with customized recommendations on all levels and Abandoned Cart Emails like other leading commerce sites in the industry was a great success. What made it even better is that we increased all important metrics like AOV, conversion rates and average time spent on site.”

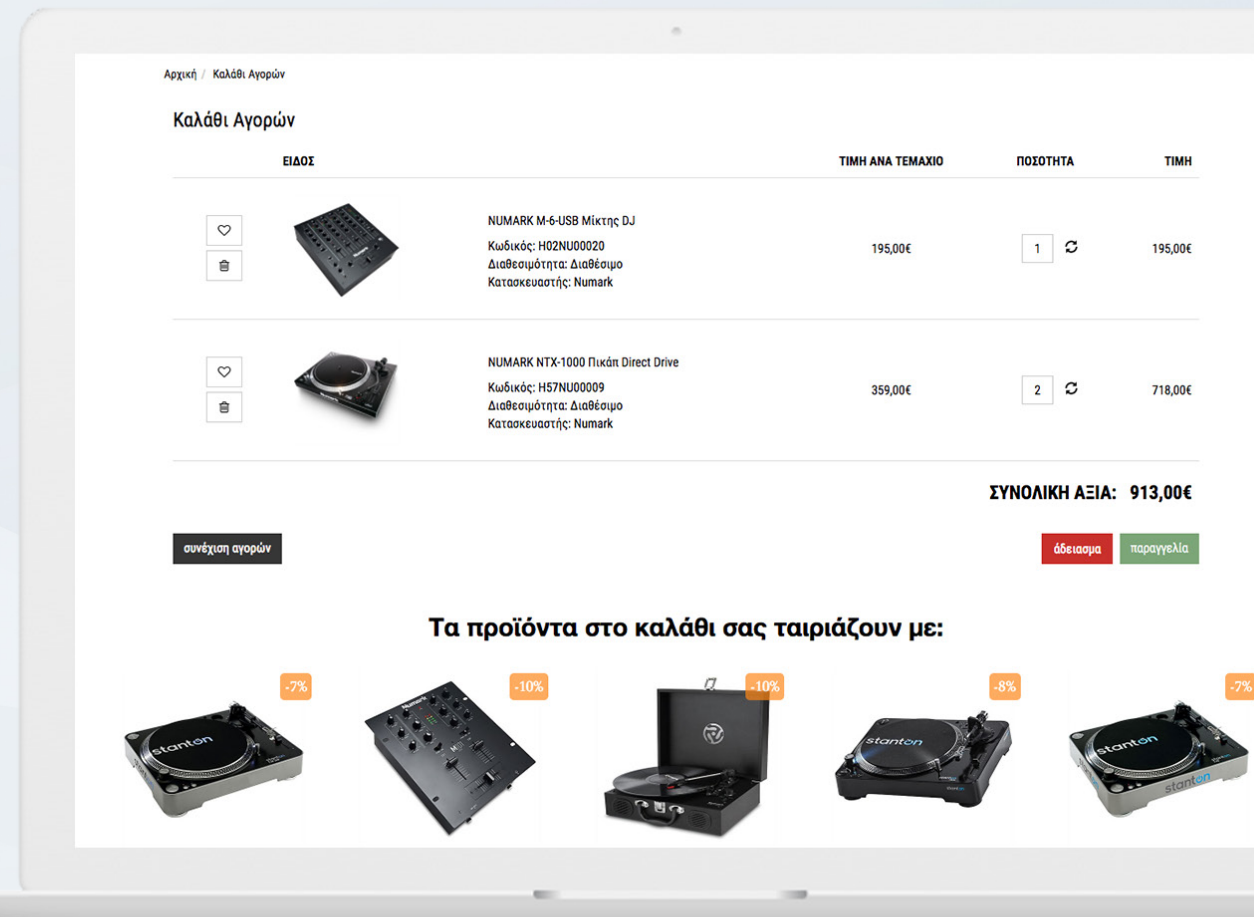
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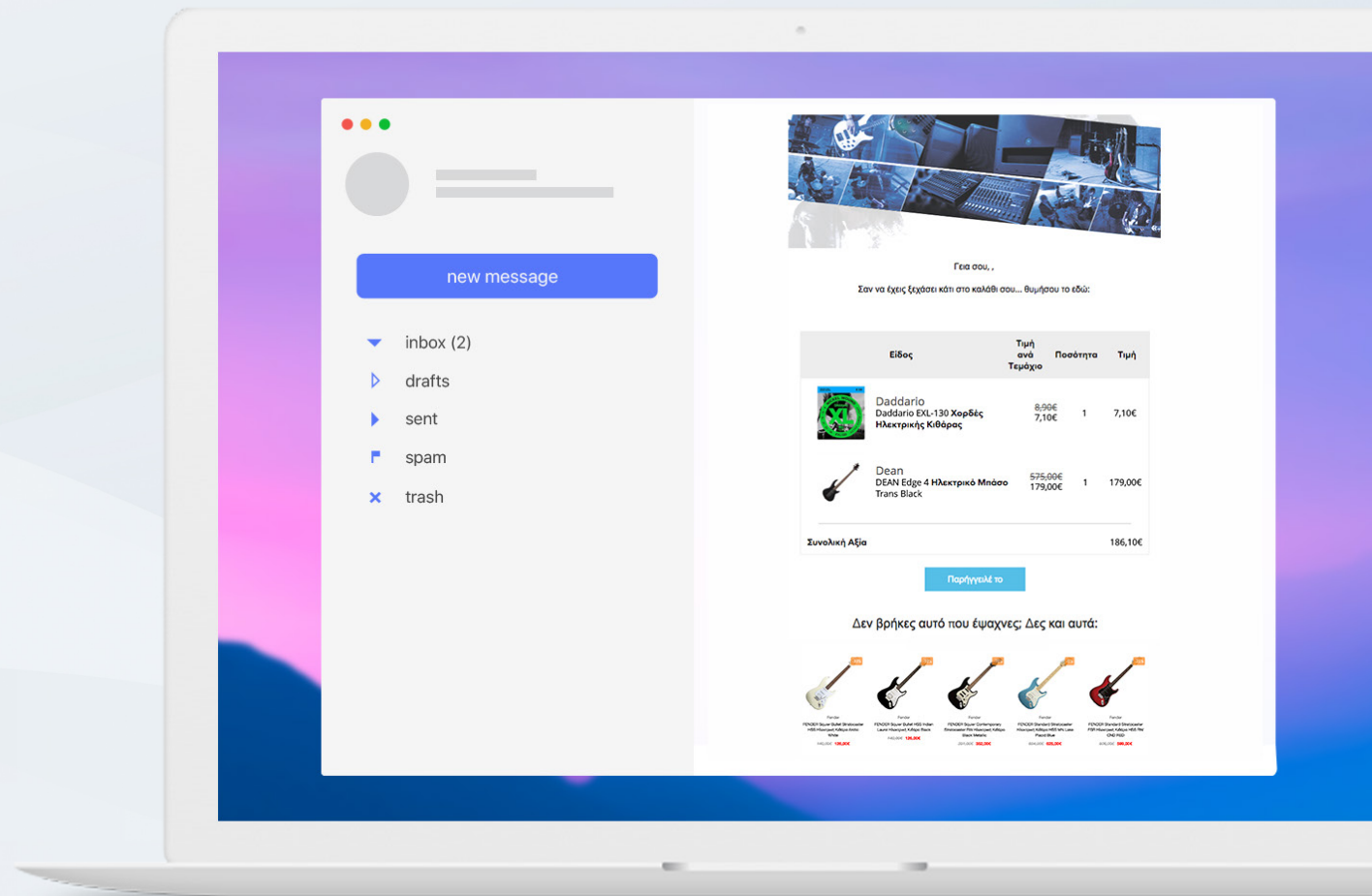
Onsite Product Recommendations

BY LEVERAGING PERSONALIZED RECOMMENDATIONS across every touchpoint in the customer journey, Nakas Music ensures that their music-loving audience does not miss out on any products they're sure to love. Recommendations on the Home page were enhanced using Geo-targeted Best Sellers - increasing product relevancy for new and returning customers. Meanwhile, cross-selling recommendations on the Cart page resulted in an impressive conversion rate of 12%.



Abandoned Cart Emails

NAKAS MUSIC UTILIZES NOSTO TO SEND TRIGGERED EMAILS to their most valuable customers: those who have added products to their cart but have not completed their purchase. Not only does this strategy streamline the user experience, but it also leverages Nosto's intelligent personalization engine to upsell products based on shopping cart content.





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.

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