

Partner Case Study

ABOUT

Axome is a French web agency with 10 years experience in graphic design, technical development, and marketing for online stores. Its know-how has generated online success stories from global brands to startup online enterprises.

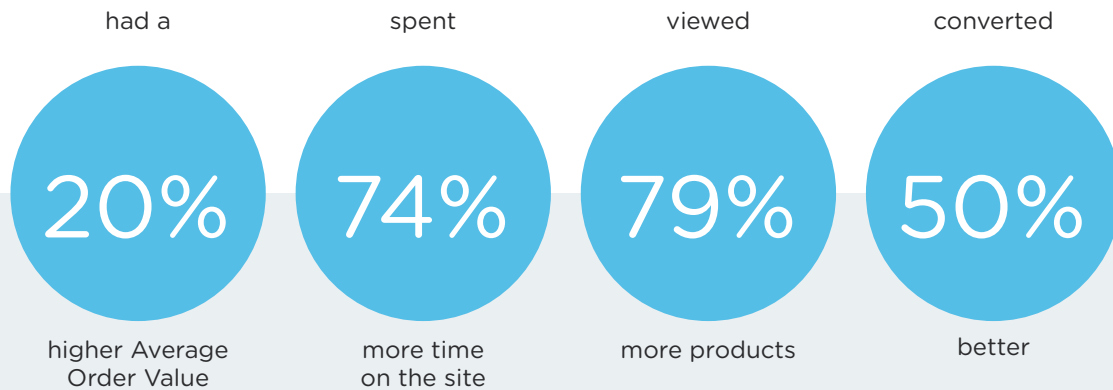
WHY NOSTO

Axome wanted their clients to enjoy the benefits of increased conversion through an efficient and practical personalization solution with easy setup. Nosto was the logical choice as it did not only allow all of the above, but would also give Axome's clients great functionality to a fraction of the normal cost and without being tied into lengthy contracts. The support received from Nosto from day one of discussions was also key factor in the decision as was the stability of the solution itself.

PARTNERSHIP

Axome commenced a partnership with Nosto in 2014, aiming to further enrich its' clients' e-commerce offerings and increasing their conversion and AOV. The partnership was started in conjunction with Nosto's partnership with ecommerce platform PrestaShop.

Customers who clicked Nosto recommendations in Axome powered stores...



RESULTS

- Installation and setup is easy with the Nosto official module that has been certified by PrestaShop.
- Axome's clients now have access to a full personalization solution allowing onsite recommendations, personalized triggered emails and real-time analytics.
- With Nosto Axome's clients have full control of their recommendations and emails through a simple and efficient interface.
- The analytics dashboard for each client gives Axome a clear overview of how recommendations and remarketing emails are performing.
- The partnership has had a noticeable impact on the websites of Axome's clients highlighting usability issues, and helping identifying areas of improvement for conversion.
- Customers interacting with Nosto on Axome powered stores view 79% more products and spend 74% more time on the site.
- All parties are enjoying increased ROI

"The user experience is key in optimizing an online store and Nosto does this brilliantly. My favorite example is the Site Abandonment Pop-up that requests to send the content of an unidentifiable user's cart to their email when they're about to leave the site without completing the purchase. Nosto will capture the information at the right time and in a non-intrusive way, helping them to continue their shopping at a later stage"

Nicolet VERDIER
Project Manager
e-commerce at Axome

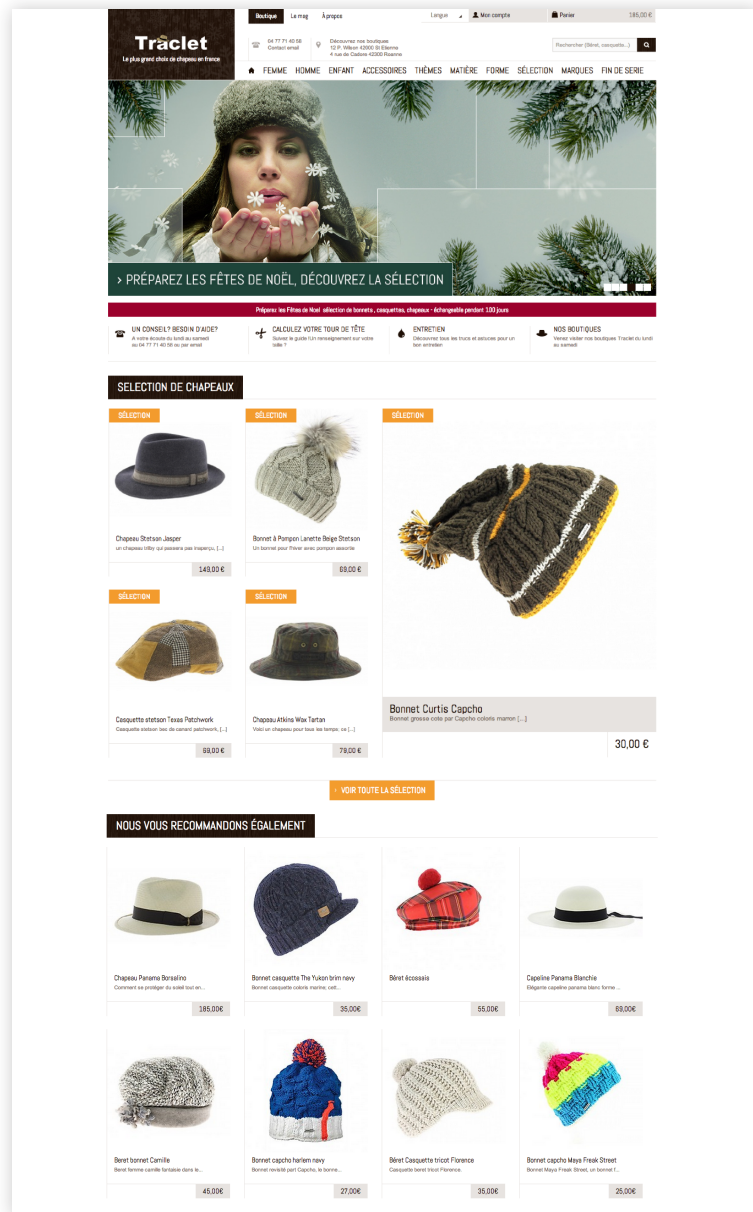
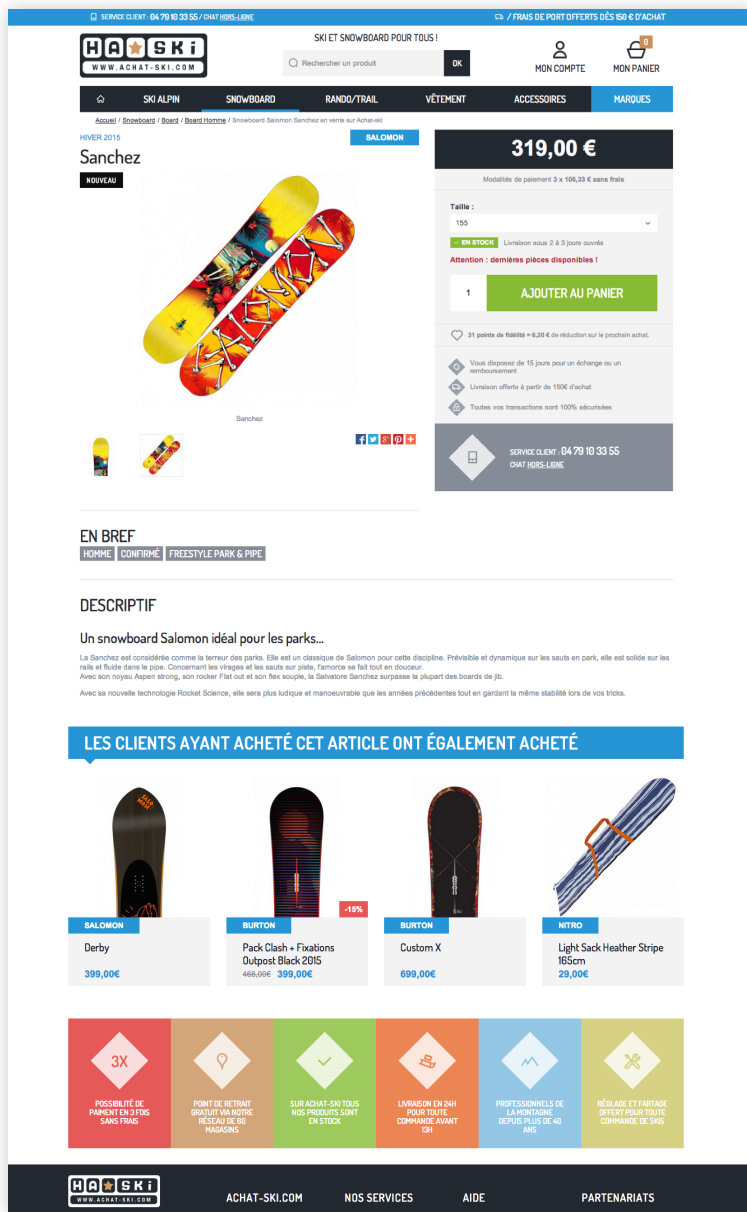


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Axome has seen an average increase in conversion of 50% and an increase in average order value by 20% for people clicking on Nosto recommendations in Axome powered stores.

Automatic cross- and upsell recommendations on the product pages of www.achat-ski.com

Personalized recommendations on the front page of www.chapellerie-traclet.com



About Nosto

Nosto is the fastest-growing personalization solution in the world, enabling any online retailer to deliver their customers personalized shopping experiences wherever they are. Nosto's ease of use and speed of implementation empowers retailers to start growing their businesses within minutes of getting started, increasing conversion, average order value and customer retention.

To learn more, visit www.nosto.com

About PrestaShop

PrestaShop was founded in 2007 with a mission to provide world class ecommerce software for free through open source innovation. Today more than 200,000 ecommerce stores run on PrestaShop technology. The company provides software that enables users to have a fully functional online store at the lowest cost possible.

To learn more, visit www.prestashop.com