

ABOUT

Babyshop was founded in 2006 with a vision of building the best online store in the Nordics for children's clothing, and today it delights 80 000 customers located in over 50 countries. The store has won several notable awards such as The Year's E-commerce Award at the Nordic E-commerce Summit 2011, The Best Online Fashion Boutique for Children's Clothing at the Habit Fashion Awards in 2012 and most recently E-commerce of the Year at the Swedish Retail Awards 2014

CHALLENGE

To speed up internationalization while delivering on their brand promise: to offer an exclusive shopping experience and excellent customer service with the best mixture of well-known and high-quality brands.

WHY NOSTO

Babyshop was looking to increase its conversion and AOV, and was on the lookout for a highly automated and customizable recommendation solution to support several language sites. Nosto was a logical choice thanks to its comprehensive and highly adjustable feature set as well as its easy and risk-free implementation.

Customers who clicked Nosto recommendations...

were

81%

more valuable

had a

7%

higher Average Order Value

spent

66%

more time on the site

viewed

126%

more products

converted

77%

better

SOLUTION

- Top lists were added to front and sub-category pages to enhance navigation and inspire customers to further purchases.
- Personalized recommendations such as a list of recently viewed items were placed on the homepage to re-engage returning visitors.
- Automatic cross- and up-sell features were added to product pages inspiring customers to shop further, naturally increasing AOV and conversion.
- Started sending automated abandoned cart emails to increase customer retention.
- Customers clicking on Nosto's recommendations have been 81% more valuable than customers who didn't

RESULTS

- Customers clicking on Nosto's recommendations have converted 77% better and have had a 7% higher AOV than customers who didn't.
- Enhanced navigation has increased the time spent on the site by 66% while customers simultaneously viewed 126% more products.
- 11% of all online revenues have been generated by Nosto.
- Abandoned cart emails have had a whopping 16.71% conversion rate and have thus been able to capture a significant amount of otherwise lost revenue.

We've been really pleased with how Nosto has been able to optimize our site, increasing our conversion rate, AOV and overall online revenues. Nosto is also very easy to optimize and use, which for us operating in several markets and growing fast is vital. We have seen that through the great features and usability we are also saving money with Nosto!

— Magnus Fredin, CEO at Babyshop



Case study: Babyshop

Nosto's recommendations on www.babyshop.com converted visitors into paying customers 77% better and had 7% better AOV.

Top lists on front page

The screenshot shows the front page of the Babyshop website. At the top, there is a navigation bar with links for 'My account', 'Customer service', 'Newsletter subscription', 'Language', 'We ship to United Kingdom', 'Country', and 'Next delivery: 3 hours 10 minutes 21 seconds'. Below this is the 'BABYSHOP.COM' logo and a navigation menu with categories like 'BRANDS', 'CHILDREN CLOTHES', 'CHILDREN SHOES', 'MATERNITY CLOTHES', 'STROLLERS', 'CAR SEATS', 'BABY GEAR', 'INTERIOR & TOYS', and 'SALE'. A search bar is present with the text 'FREE DELIVERY OVER 399€! OVER 75 000 CUSTOMERS' and a shopping cart icon showing '0 EUR'. The main content area features several 'Top Lists':

- MOST POPULAR IN STORE RIGHT NOW!**: A grid of 8 products including Bugaboo Bee strollers, Mini Rodini jackets, and Young Versace strollers.
- TOPLIST OF THE WEEK - CHILDRENSWEAR**: A grid of 8 clothing items like jackets, hoodies, and t-shirts.
- TOPLIST OF THE WEEK - CHILDREN SHOES**: A grid of 8 shoes including boots, sneakers, and slippers.
- TOPLIST OF THE WEEK STROLLERS**: A grid of 8 stroller models.

At the bottom, there is a 'BABYSHOP' section with contact information and a 'CUSTOMER SERVICE' section with links for 'About Babyshop', 'Contact us', 'Delivery Terms', 'FAQ', and 'Payment methods'. Payment logos for PayPal, VISA, and Mastercard are also visible.

Automatic cross-sell features and personalized recommendations on product page

The screenshot shows the product page for a 'KAVAT REGN YELLOW' rain boot. The page layout includes:

- Navigation and Search**: Similar to the front page, with a search bar and 'FREE DELIVERY OVER 399€! OVER 75 000 CUSTOMERS'.
- Product Details**: A large image of the yellow boot, a price tag of '29.90 EUR', and an 'In stock' indicator. A 'Share with friends' button is also present.
- Product Description**: A section titled 'ITEM DESCRIPTION' stating: 'A durable rubber boot, fully molded in recycled rubber and free from PVC. Washable in 30 degrees. Size and app. dimensions of the shoes insole in the scale below. Note that the inside dimensions of a child's shoe should be about 1,5 cm larger than the child's foot.'
- Customer Also Bought**: A grid of 8 recommended products, including other rain boots and shoes.
- You Have Been Looking At**: A grid of 6 recommended products, including rain boots, hats, and jackets.