

ABOUT

Bier Deluxe is Germany's largest Craft Beer online shop and wholesalers for craft beer in bottles and kegs. At Bier-Deluxe you will find a wide range of German and international beer specialties, which you won't find in the local liquor store around the corner. Unlike more conventional brews, Bier-Deluxe's premium beers have aged in wooden casks, are made of exceptional quality hops variants and are produced using specific brewing techniques.

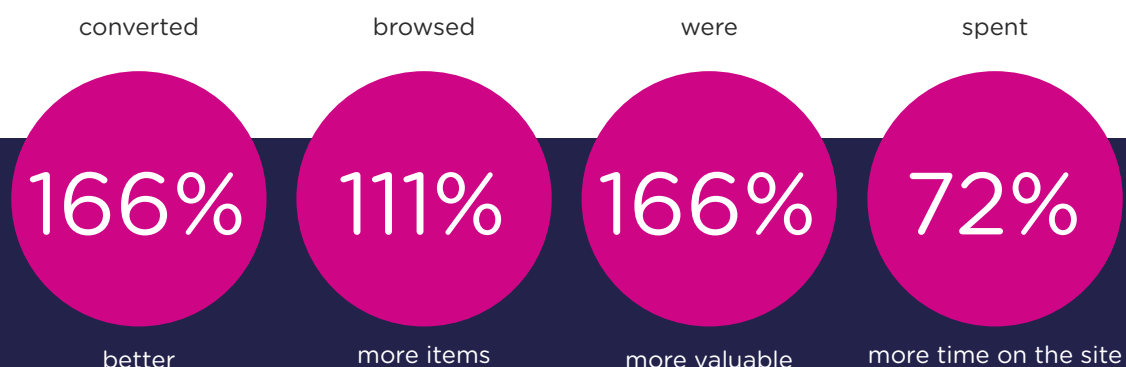
CHALLENGE

Bier-Deluxe was experiencing a high bounce rate and were getting a lot of potential customers browsing on their site, but noticed that a large amount of these customers didn't end up completing a purchase. The company thus needed to find a solution that would allow the company to personalize its selection, offering the right items to the right customers at all times on all devices.

WHY NOSTO

Nosto became the first choice solution for Bier-Deluxe due to its transparent success based pricing, its customizable feature set that included facebook retargeting, and the easy setup and management that would allow Bier-Deluxe to operate Nosto directly within the Shopware admin through the Nosto Shopware app.

Customers who clicked Nosto recommendations...



SOLUTION

- Browsing History and Browsing History related Recommendations were added to the front page to welcome returning customers with items they've previously shown an interest in.
- Best sellers were added to category pages to enhance navigation and inspire customers to browse further.
- Browsing history recommendations were added to category and product pages to allow easy and visualized back and forth browsing enhancing the overall browsing experience.
- Automatic cross- and up-sell features were added to product pages displaying items only in the same category and only items in other categories, inspiring customers to shop further, naturally increasing AOV and conversion.
- Shopping cart recommendations were added to the cart page to display items with the highest relevancy to the ones in cart.
- Personalized recommendations were added to the cart page and search pages to remind customers of the items with the most relevancies to their personal interests.
- Search and Visit related recommendations were added to the search page to make the page dynamic and ensure the customer finds what they are looking for even if they should misspell the item.
- A behavioral popup was added to offer 10% off to all customers entering the site from a certain paid ad.
- The Site Abandonment Pop-up was enabled to capture valuable email addresses from new visitors about to leave the site with items in cart.
- All triggered email types; We Miss You, Order Follow up and Abandoned cart emails were enabled to entice customers back to the store and increase customer retention and loyalty.

RESULTS

- Customers clicking on Nosto's recommendations have converted 166% better and were 166% more valuable customers than customers who didn't click any Nosto recommendations.
- Enhanced navigation has increased the time spent on the site by 111% while customers simultaneously viewed 72% more products.
- Triggered emails are generating a 14% conversion rate
- Pop-ups are generating an impressive 10% CTR



"We've been able to reduce our bounce rate significantly with Nosto's discount and campaign pop-ups as well as increase the number of returning visitors with the help of Nosto's personalized triggered emails. It's also easy to keep tabs with what's going on in the store in real-time with Nosto's analytics dashboard and it's really given us valuable insights into how to better cater for our customers. Needless to say, we've been really happy so far and are looking forward to new features from Nosto!"

— Christoph Klischan, Marketing Manager at Bier-Deluxe

Browsing History and Browsing History related Recommendations on the bottom of the front page

Produkte, die Sie kürzlich angeschaut haben

Karl Strauss Pintail Pale Ale	Anchor Brewing Steam Beer	Anchor Brewing Old Foghorn Ale	Crew Republic Fan Paket
3.19 €	2.65 €	4.99 €	19.95 €

Sie könnten außerdem mögen

Sierra Nevada Pale Ale	Anchor Brewing Liberty Ale	Anchor Brewing IPA	Sierra Nevada Hop Hunter IPA
2.75 €	2.65 €	2.65 €	4.29 €

Shopping Cart and Personalized recommendations on the cart page

Neuheiten	Exklusiv	Geschmack	Pakete	Länder	Sorten	Top-Seller
Ihr Warenkorb			Ihre Adresse		Profil und Bestellen	
Zur Kasse gehen!						
Artikel	Anzahl	Stückpreis	Summe			
<p>Crew Republic Fan Paket Artikel-Nr.: BD050005 Stückpreis: 19,95 € Inhalt: 12 Flasche(n) (1,66 € / 1 Flasche(n)) zzgl. Mehrweg-Pfandpreis: 0,95 €</p>	6	19,95 €	119,70 €			
<p>Anchor Brewing Steam Beer Artikel-Nr.: BD210106 Stückpreis: 2,65 € Inhalt: 0,355 Liter (7,46 € / 1 Liter) zzgl. Mehrweg-Pfandpreis: 0,08 €</p>	4	2,65 €	10,60 €			
Total-Mehrweg-Pfand (19 % MwSt)			6,08 € *			
Gutschein-Nummer		Hinzufügen				
Versandkostenberechnung						
Lieferland: Deutschland						
<p>Versandinfo: Die Versandkosten entfallen nur dann, wenn die Bestellung über 69 € liegt. Der Versand innerhalb von Deutschland erfolgt mit DHL.</p>						
Weiter shoppen		Zur Kasse gehen!				
Craft Beer Liebhaber, die das kauften, kauften auch						
Craft-Beer-Kennenlern-Paket	Sierra Nevada Pale Ale	Sierra Nevada Hop Hunter IPA	Riedener Dolden Sud IPA			
24,95 €	2,75 €	4,29 €	1,85 €			
Immer noch an diesen interessiert?						
Anchor Brewing Steam Beer	CraftCountry Smasher - Amber Ale	CraftCountry Myamoto - Japanese Pale Ale	Schönramer Pils			
2,65 €	3,39 €	3,39 €	1,75 €			

Behavioral pop-up

10% Rabatt
auf deine Bestellung ab 30 € Einkaufswert.

Mit diesem Gutscheincode heute noch einen Rabatt erhalten!

GUTSCHEIN ANZEIGEN

Nein Danke, Ich möchte den vollen Preis zahlen!