

## Partner Case Study: blubolt

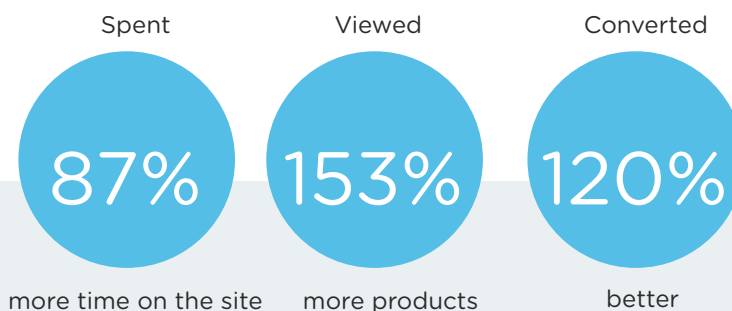
### ABOUT

Blubolt is a eCommerce company based in Bath, UK with team of talented and enthusiastic eCommerce experts on a mission to produce excellent eCommerce presences and retail management systems for their clients on their platform, bluCommerce. Established in 2006, blubolt caters for clients worldwide across several different sectors, trading and growing their businesses on bluCommerce.

### WHY NOSTO

blubolt had worked with a number of suppliers where the integration had often been painful: complex APIs, poor documentation, poor support, and limitations in customisation. Beyond the intelligence of the actual recommendations, Nosto's ease of implementation and the degree of customisation that is possible was something that really set Nosto apart from solution providers.

### Customers who clicked Nosto recommendations



### RESULTS

- With a simple plug-and-play implementation, any of blubolt's retailers could benefit from the power of personalization and behavioural recommendations onsite and on mobile.
- blubolt is seeing some very impressive results with a number of their clients such as Teapigs and Sarah Raven.
- The cart related recommendations have been particularly successful with e.g. a click-to-buy rate on Sarah Raven of 23%.
- The partnership has had an impact also on blubolt's clients' websites highlighting usability issues, and helping in identifying areas of improvement for conversion.
- Automated behavioural recommendations have been proven to generate significant increases in conversion and AOV.
- "Being able to offer Nosto out of the box has presented great efficiencies in being able to offer clients a really future-proof solution. This has opened up new opportunities in how they can market to their customers." Chris Mattingly, Director at blubolt Ltd

### Some of Nosto powered blubolt stores



We've integrated with Nosto in such a way that the time to deploy is very quick, and we can still ensure the look and feel is fully in keeping with our clients' branding. Feature-wise, the ability to tailor recommendations in a few clicks within the Nosto admin really is second to none. We've also fostered a good relationship with the Nosto team which has made all the difference in them becoming our supplier of choice.

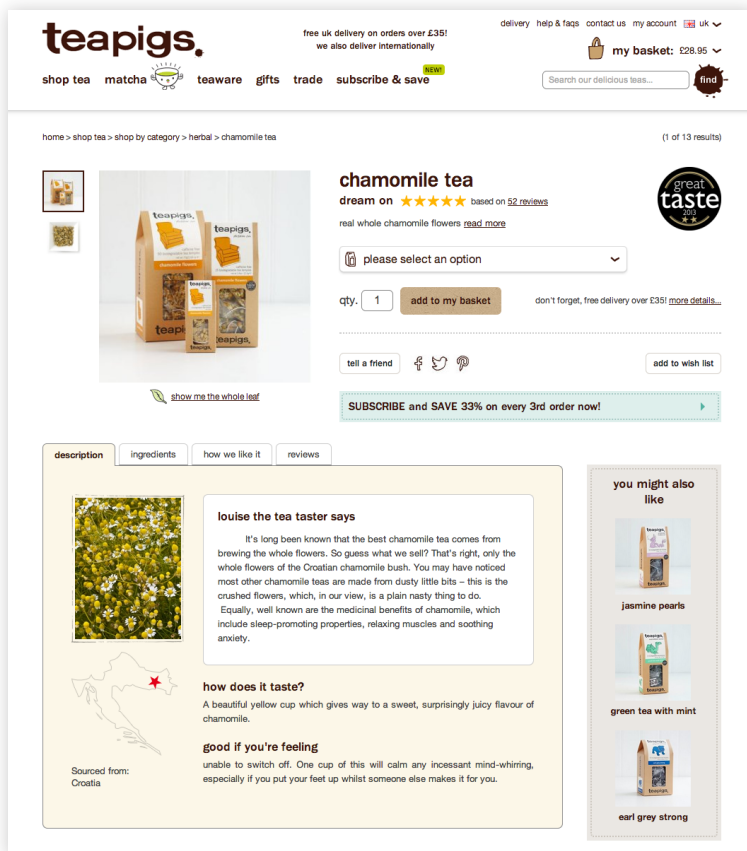
— Chris Mattingly, Director at blubolt Ltd



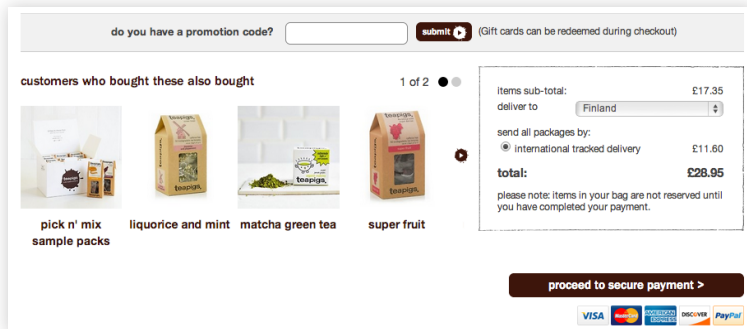
Partner Case Study: WeMakeWebsites

blubolt has seen an average increase in conversion of 120% for people clicking on Nosto recommendations in blubolt supported stores.

A Cross-Selling and Up-Selling recommendation on product pages of [www.teapigs.co.uk](http://www.teapigs.co.uk)



Shopping cart related recommendations on cart page of [www.teapigs.co.uk](http://www.teapigs.co.uk)



Top list on front page of [www.sarahraven.com](http://www.sarahraven.com)

