



NOSTO CASE STUDY | Bodybuilding Warehouse
Email Personalization Widgets

BODYBUILDING WAREHOUSE

About Bodybuilding Warehouse

Bodybuilding Warehouse is the UK's fastest growing supplement company that prides itself on exemplary customer service. BBW sell everything from the best value high-quality whey protein concentrate, to the latest US pre-workout supplements. Customers will find them all under one roof, at extremely competitive prices, shipped with fast, convenient delivery.

Challenge

Bodybuilding Warehouse wanted to enforce high level customer service online by making the entire shopping experience, in all customer touch points, unique and as enjoyable as possible for the customer.

Having used Nosto for on-site recommendations, BBW decided to use the intelligence of Nosto to further enhance their email marketing to display uniquely relevant product recommendations in any of their emails, thus increasing the user experience, CTR, conversion and sales.



“ We wanted to utilise our emails as a channel through which to give our customers product recommendations suited to their unique browsing and purchase history and that is exactly what Nosto has allowed us to do. By tailoring our email marketing to include recommendations for individual we have been able to capture the attention of our audience with more tailored, more valuable communications which, in turn, has improved our core email KPIs.

Kim McIntyre

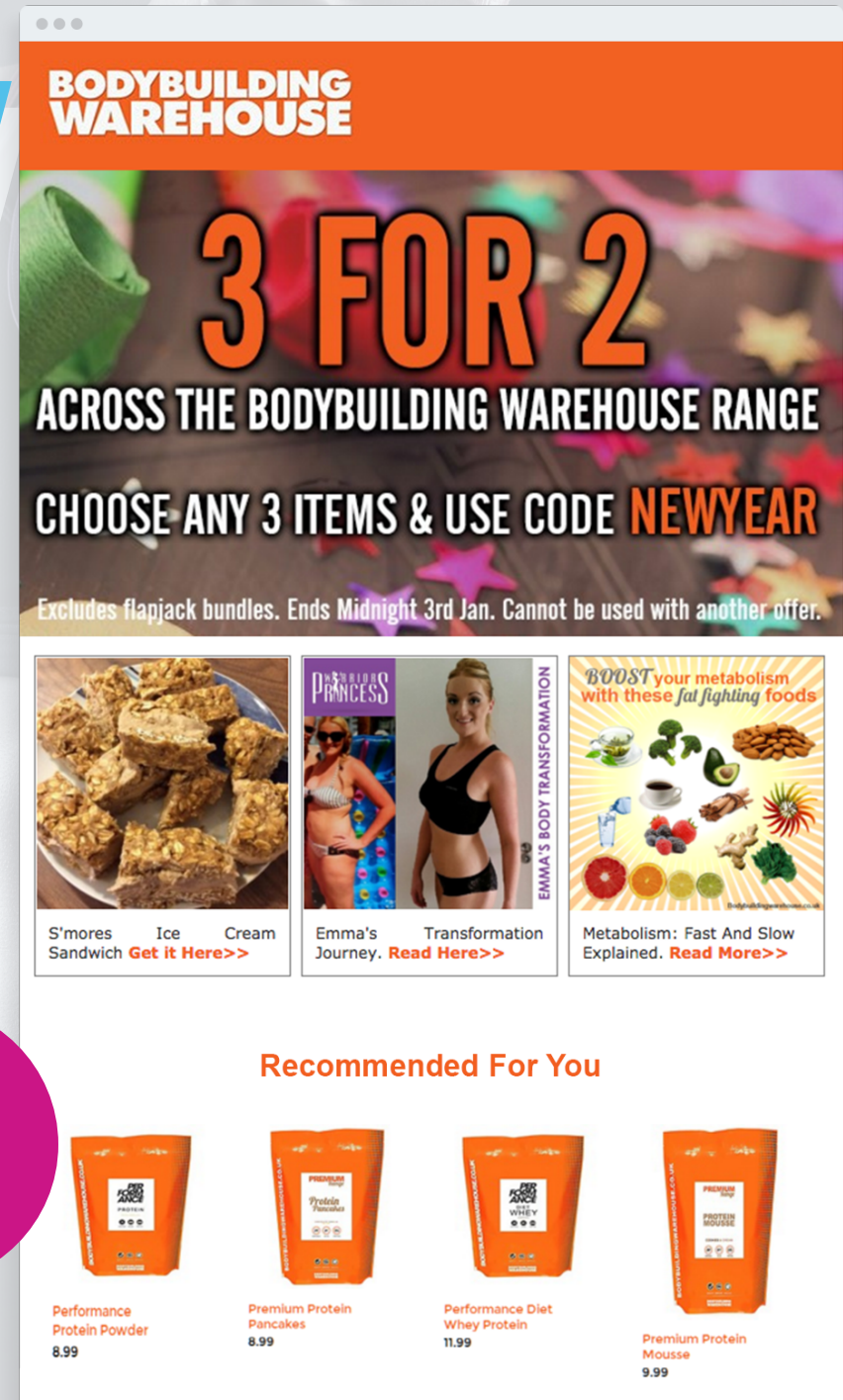
Marketing Manager at Bodybuilding Warehouse
bodybuildingwarehouse.co.uk

Solution & results

With Nosto's Email Personalization Widgets, Bodybuilding Warehouse are able to promote the right products, to the right audience, at the right time - allowing them to attract new shoppers and re-engaging with loyal customers.

BBW has seen a 20% increase in conversion from having switched from displaying static product recommendations in their email marketing to displaying offers based on individual user behavior displayed by Nosto's email personalization widgets.

20%
Increase in
conversion




BODYBUILDING WAREHOUSE

3 FOR 2


ACROSS THE BODYBUILDING WAREHOUSE RANGE

CHOOSE ANY 3 ITEMS & USE CODE **NEWYEAR**


Excludes flapjack bundles. Ends Midnight 3rd Jan. Cannot be used with another offer.



S'mores Ice Cream Sandwich [Get it Here>>](#)




Emma's Transformation Journey. [Read Here>>](#)




BOOST your metabolism with these fat fighting foods

Metabolism: Fast And Slow Explained. [Read More>>](#)


Recommended For You




Performance Protein Powder
8.99



Premium Protein Pancakes
8.99



Performance Diet Whey Protein
11.99



Premium Protein Mousse
9.99



USA

205 E 42nd Street – 20th Floor
New York, NY 10017

Germany

Winsstraße 62–63
10405 Berlin

Sweden

Regeringsgatan 25
111 53 Stockholm

Finland

Aleksanterinkatu 15 A
00100 Helsinki

UK

26-28 Hammersmith Grove
London, W6 7BA



@NostoSolutions



Nosto



NostoSolutions

sales@nosto.com
www.nosto.com