



Boomerang

VERTICAL: Clothing, Shoes & Accessories

WEBSITE: www.boomerangstore.se

PLATFORM: Magento



ABOUT

Boomerang is a well-known Scandinavian fashion brand with distribution in 6 countries, with 25 privately-owned shops and more than 200 specially selected retailers.

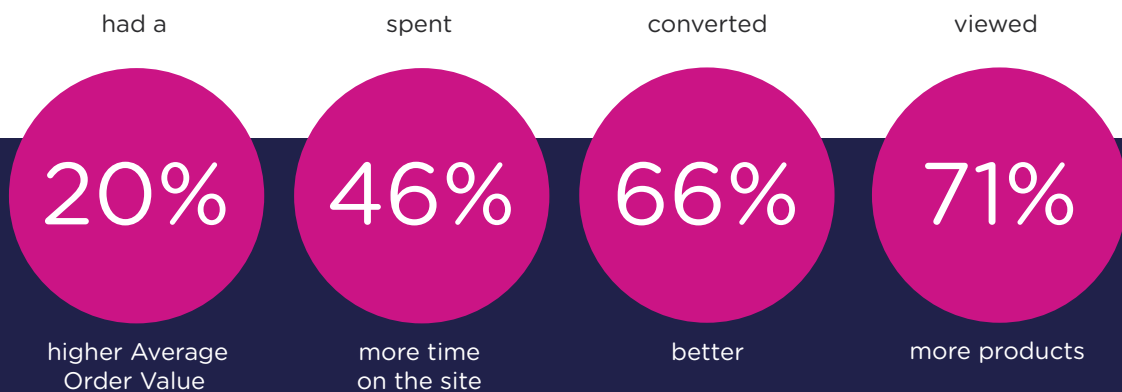
CHALLENGE

Boomerang had been looking to increase conversion and AOV in a very competitive market and was keen to find a solution that would allow for a convenient, personal, visually appealing and a trustworthy way to upsell items to visitors. "When I came across Nosto I felt there was a possibility that we had found what we had been looking for; trustworthy recommendations based on customer's behavior." - Jacob Bernhardt, Ecommerce manager at Boomerang

WHY NOSTO

Nosto was chosen as a solution partner due to its continuously expanding feature set and services, as well as the ability to easily manage and set up recommendations to fit with the layout of the online store.

Customers who clicked Nosto recommendations...



SOLUTION

- A most popular product list was added to the front page, and to the category pages, to display items other customers have shown most interest in and/or purchased
- Personalized Recommendations were added to the front and product pages to display items highly relevant to the item currently viewed, allowing customers to easier discover more interesting items in the selection
- The Browsing History was added to the category and product page to allow easy back and forth navigation between items of interest
- Cross-Selling and Up-Selling recommendations were added to product pages to show alternative and complementary items making sure customers find the right items they are looking for.

RESULTS

- Customers clicking on Nosto's recommendations have converted 66% better and had a 20% better AOV
- Enhanced navigation has increased the time spent on the site by 46% while customers simultaneously viewed 71% more products during their visit
- www.boomerangstore.se is now fully automated to always reflect in real-time stock availabilities and current trends for each individual customer visiting the online store
- "Nosto's personalization features have been an eye opener for us, creating an exceptional shopping experience for our customers while boosting our conversion in a completely new and efficient way - something we had not planned nor anticipated before." -Jacob Bernhardt, Ecommerce manager at Boomerang

"Personally I like the retargeting emails. What I truly value is the proactive and flexible settings together with the availability Nosto's team and features provides. These are important aspects for us considering being a customer with a relatively small organization with limited capacity to meet short deadlines."

Jacob Bernhardt, Ecommerce manager at Boomerang





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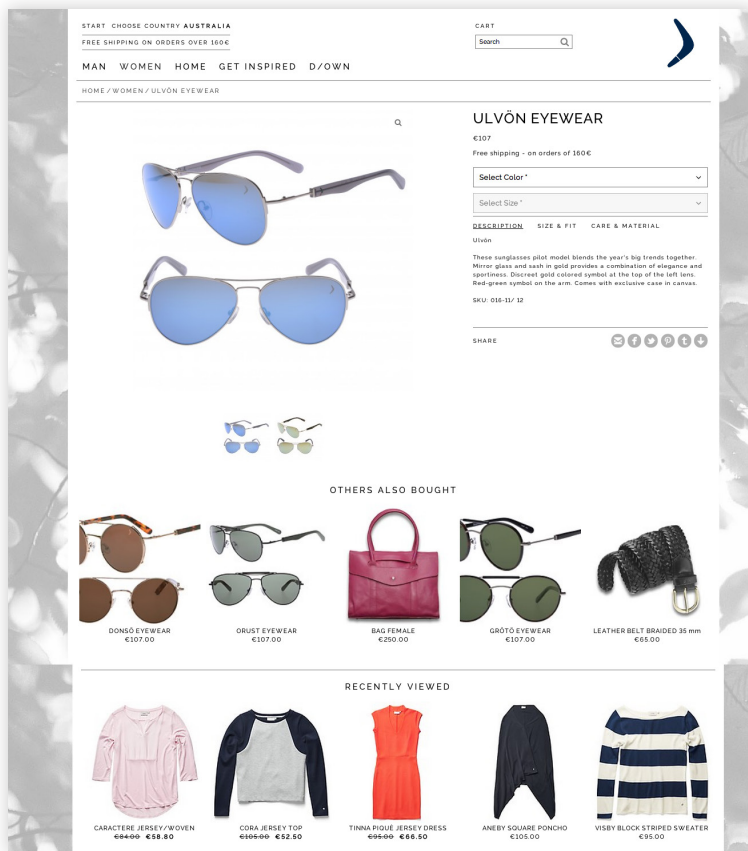


Case study: Boomerang

Nosto's recommendations on Boomerang converted customers 66% better with a 20% higher average order value.

Cross-Selling and Up-Selling recommendations and browsing history on product pages

Personalized recommendations and toplists on the front page



Top list on category pages

