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shopify plus

NOSTO CASE STUDY | Campus Protein

*Using Personalization to Build
a Strong User Experience*



About Campus Protein

When fitness is your lifestyle, supplements become a necessity. But according to Campus Protein spending lots of money on them doesn't have to be. Established by two Indiana University meatheads in 2010, Campus Protein has grown to a business with over 1000 sales representatives selling supplements at 250 campuses, and a hugely successful online store shipping worldwide.

Challenge

Established for the students, by the students, Campus Protein wanted to make the shopping experience in their online store as convenient and inspiring for their target market as possible - ensuring each customer walks away with the right items for them and returns a happy customer.

"Nosto provided the best technology over all the other options we had. Between the actual tech and the customization it was a no brainer for us."
- Russell Saks CampusProtein.com, CEO.



“Nosto has allowed our business to grow, conversions to skyrocket, and customers to have a seamless user-experience when discovering new products that meet their needs.”

Russell Saks

CampusProtein.com, CEO | campusprotein.com

Product recommendations on Campus Protein

9%
CTR

Best Sellers and Trending Products

Campus Protein displays on their home and category pages the most popular items currently in stock. This not only allows customers to get a preview of the store selection but also inspires both new and returning visitors to browse further in the store.

Recently viewed items

Displaying a customer's browsing history on the category page allows for easy back and forth navigation between interesting items. Campus Protein is seeing a whopping 10% conversion rate with this recommendation type on their category page.

10%
Conversion

The screenshot displays the Campus Protein website interface. At the top, the navigation bar includes 'SHOP', 'STACKS', 'TOP 25', 'DEALS', 'APPAREL', 'FAQ', and 'CART'. Below the navigation, a section titled 'MOST POPULAR PRODUCTS IN THIS COLLECTION' features four product cards: 'MAN Game Day + Pump FREE' (From \$ 38.99), 'OPTIMUM NUTRITION Gold Standard 100% Whey' (From \$ 29.99), 'BRO SUPPS Grae Pump' (From \$ 35.99), and 'CAMPUS PROTEIN Munchie Stack' (From \$ 19.99). A 'Sort by: BEST SELLING' dropdown is visible. The main 'ALL PRODUCTS' section displays a grid of various protein and supplement products, including 'PRE POST STACK', '100% BIO-ACTIVE WHEY', 'PS WHEY', 'ANIMAL WHEY', 'IRON WHEY BOGO 50% OFF', 'PRO PUMP STACK', 'PERFORMANCE WHEY', 'QUEST COOKIES & CREAM TRIAL PACK', and 'MYOFEED'. At the bottom, a 'PRODUCTS YOU RECENTLY VIEWED' section shows four items: 'RULE ONE R1 Whey Blend' (From \$ 26.99), 'CAMPUS PROTEIN Pro Pump Stack' (From \$ 54.99), 'CAMPUS PROTEIN Weight Loss Combo Kit' (From \$ 69.99), and 'CAMPUS PROTEIN Xtend Your Workout Stack' (From \$ 41.99).

Product recommendations on Campus Protein

Shopping Cart Recommendations

By displaying recommendations of items that are highly related to the shopping cart content, Campus Protein not only offers great customer service, but entices customers to additional purchases - with great success!

The conversion rate for customers engaging with the recommendation is 15%.

15%
Conversion

The screenshot displays a shopping cart for 'R1 Whey Blend - 2 Lbs. / Cookies & Creme' priced at \$26.99 USD. A 'Continue Shopping' link is in the top right. Below the product list, a 'SUBTOTAL' section shows the total price and a 'CHECKOUT' button. A 'PayPal Check out' button is also visible. A section titled 'CUSTOMERS WHO BOUGHT THESE ALSO BOUGHT' features four recommended products: MUSCLEPHARM Combat Powder (From \$ 7.99), RULE ONE R1 Train Daily (From \$ 16.99), MUSCLETECH Phase8 (From \$ 10.99), and CAMPUS PROTEIN CP Sample Box (From \$ 10.99).

Product recommendations on Campus Protein

Site Abandonment Pop-up

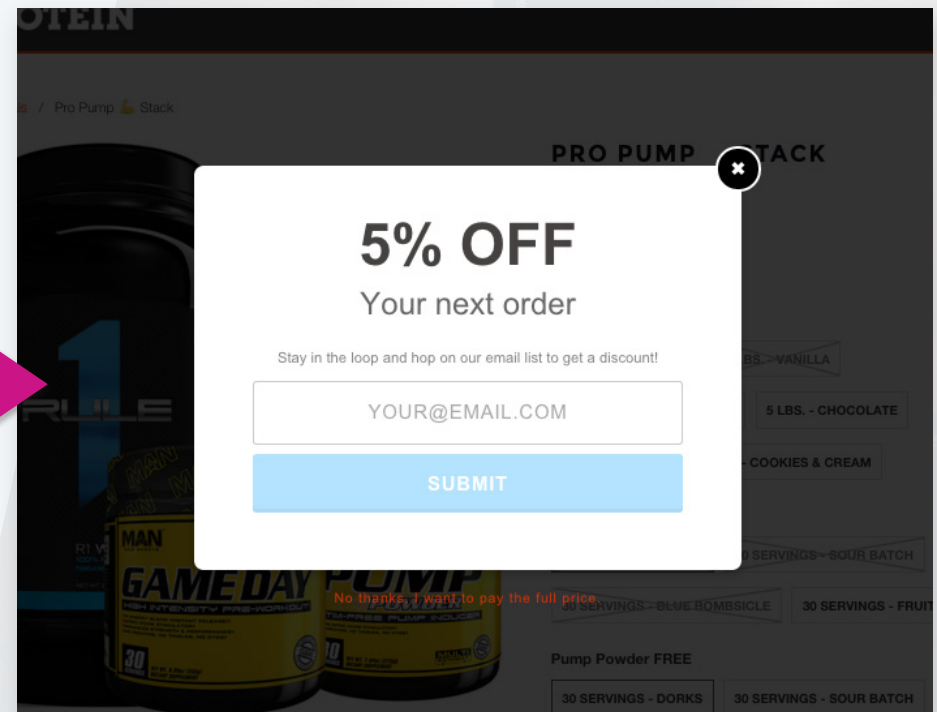
Campus Protein implemented a site abandonment pop-up that is displayed to visitors who are about to leave the store without completing a purchase.

The pop-up offers 5% off the next purchase in exchange for a newsletter subscription. This is a great way of capturing valuable email addresses from new visitors to the store, while also enticing the customer to complete their purchase.

Campus Protein is seeing a 12% CTR and have been able to capture 8.5% of otherwise lost email addresses with the Pop-up.

8.5%

captured email addresses



Product recommendations on Campus Protein

Best Sellers and Trending Products

Campus Protein also displays best sellers in an email widget added to Klaviyo emails. The widget allows CP to display the hottest items in real-time, inspiring customers to return shopping.

Personalized Recommendations

The email widget added to Campus Protein's Klaviyo powered emails uses individual customer behavior to display items that are most likely to convert. The widget gives more weight for items the customer visited more frequently or held in their cart, while excluding items already purchased.

The personalized recommendations email widget is generating a 22% CTR.

22%
CTR

The screenshot shows an email widget for Campus Protein. At the top, the Campus Protein logo is on the left, and navigation links for 'SHOP', 'TOP 25', 'DEALS', and 'SEARCH' are on the right. The main headline reads 'PLACE YOUR BETS TO WIN' in large white letters against a background of a football stadium at night. Below the headline, a '20%' discount is highlighted in red. A section titled 'THIS IS HOW YOU WIN:' lists five levels of discounts based on the number of correct picks: 1 of 5 correct picks (5% off), 2 of 5 correct picks (10% off), 3 of 5 correct picks (15% off), 4 of 5 correct picks (20% off), and 5 of 5 correct picks (20% off plus free CP fuel). A large shield-shaped graphic on the right says 'TEAM CP UNLOCK DISCOUNTS'. Below this is a red button that says 'PLACE YOUR BETS'. The bottom section, titled 'Scooped just for you', displays four product recommendations: 'Gnar Pump' (\$35.99), 'Gold Standard 100% Whey' (\$29.99), 'Game Day + Pump FREE' (\$38.99), and 'Cor Performance Gainer' (\$41.99). At the very bottom, there is a '#TEAMCP' hashtag, the text 'LET'S GET WHEYSTED:', and social media icons for Facebook, Twitter, Instagram, YouTube, and Pinterest.



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