

## ABOUT

With an assortment of over 30.000 different lamps, click-licht.de is one of the leading online retailers for lighting & accessories. click-licht.de was founded with the ambition of enabling anyone to be creative with lighting, placing the customer's needs at the centre of their business. The online store offers an outstanding consultancy service in combination with an easy to use online store.

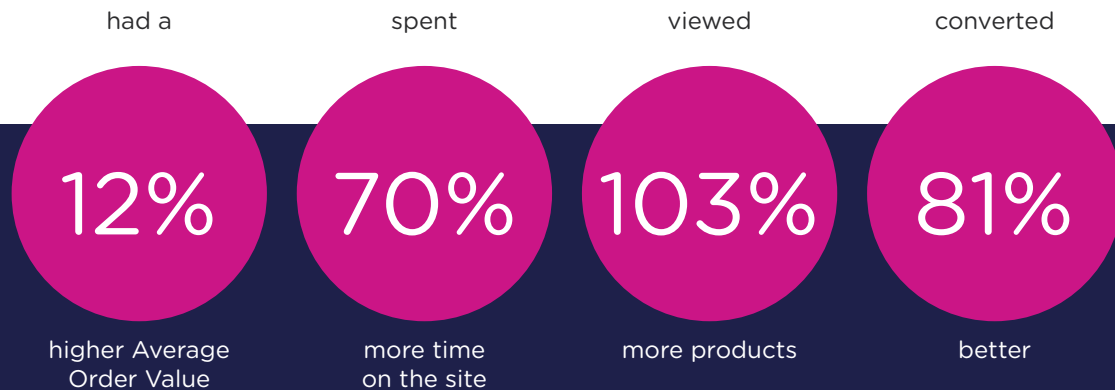
## CHALLENGE

Being one of the leading online retailers for lighting & accessories, click-licht.de was not short on customers, but with a growing selection of items in stock the online store realized the need to make the most out of their current traffic. A solution that could efficiently recommend relevant and complementary products to each individual customer as well as decrease the abandoned cart rate was needed to naturally increase conversion and AOV.

## WHY NOSTO

click-licht.de chose Nosto as solution provider due to Nosto's highly customizable personalization features and the possibility to set up personalized triggered emails quickly and easily. The fair pricing model with low set up costs and performance based pricing allowing click-licht.de to pay only for the added value generated were some of the key factors in the decision to chose Nosto over other solution providers.

## Customers who clicked Nosto recommendations...



## SOLUTION

- Top lists with the most bought and most viewed items were placed on the front page and category pages to attract the attention of new visitors and showcase the most interesting products in the store.
- Automatic cross- and up-selling features were added to product pages inspiring customers to shop further thus increasing AOV and conversion.
- Shopping Cart Recommendations added to the cart page to help customers make complementary purchases.
- Search and visit related recommendations were added on search pages to help customers find what they are looking for.
- Started sending automated triggered emails to decrease the abandoned cart rate and increase customer loyalty and retention.

## RESULTS

- Customers who clicked on Nosto's recommendations converted 81% better and had 12% better AOV than customers who didn't
- Enhanced navigation through top lists and cross- and up-selling recommendations have increased the time spent on the site by 70% for customers clicking on Nosto's recommendations while they simultaneously viewed 103% more products.
- Nosto generated 14.8% of all online sales.
- Triggered emails have generated a 25.3% CTR driving traffic back to the store for additional purchases with Abandoned Cart emails generating an impressive 14.6% conversion rate.

"Nosto is the perfect partner for us when it comes to personalized recommendations and re-mailing. Nosto offers limitless flexibility as well as a fast and risk free implementation. We are happy that we made the right decision business wise. Moreover, the innovative & fair pricing model without fixed fees or other running costs enables us to pay only for the added value."

— Rudolf Ring, CEO of click-licht.de



# Case Study: click-licht.de

Nosto's recommendations on www.click-licht.de converted visitors into paying customers 81% better and had 12% better AOV.

## Top lists on front page



## Shopping cart recommendations on product page

