COWSHED

Cowshed
VERTICAL: Health & Beauty
WEBSITE: www.cowshedonline.com
PLATFORM: Magento Enterprise

nosto

ABOUT

A cow shed might be an unlikely place to discover a range of award-winning bath, body and skincare products but that's exactly where Cowshed was born. Since opening its first spa in an old cow shed in 1998, the company expanded its range of honest and natural products to locations all over the world, but its products have always stayed true to their British Heritage.
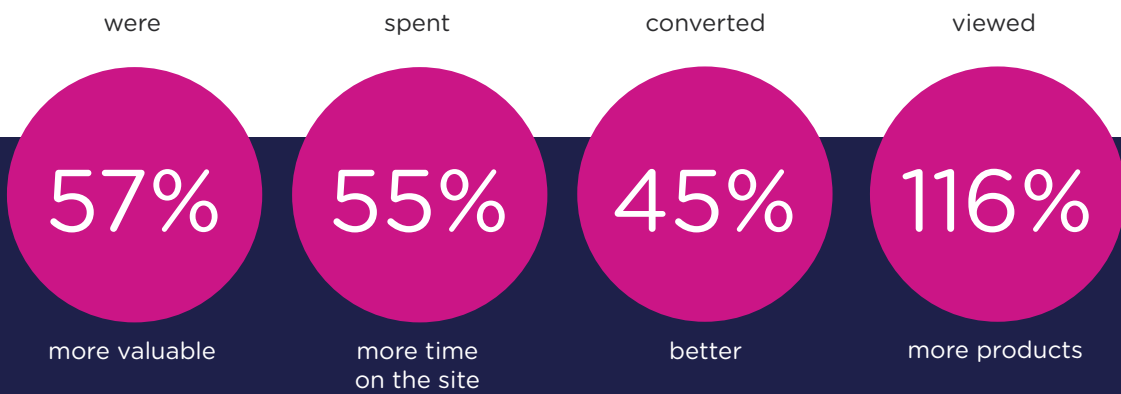
CHALLENGE

Cowshed was spending a lot of time and resources on manually updating product recommendations and a subjective view around what should be cross or up sold was always present. To increase conversion and ensure an excellent customer experience, the company wanted to automate product recommendations targeting each individual customer throughout the customer journey.

WHY NOSTO

Nosto was chosen due to its transparent success based pricing, its customizable and frequently updated feature set, and the easy setup and management. Nosto was a completely risk-free solution and having proven its worth during the trial period, it was an easy decision to keep using the solution to increase AOV and conversion.

Customers who clicked Nosto recommendations...

were	spent	converted	viewed
57%	**55%**	**45%**	**116%**
more valuable	more time on the site	better	more products

SOLUTION

• A top list was added to the front page to showcase the hottest items in the selection of Cowshed, allowing new visitors to immediately discover the most liked items in the selection and inspiring returning visitors to further purchases.

• Automatic cross-sell and up-sell features were added to product pages enhancing navigation and the overall browsing experience of the site, naturally increasing AOV and conversion.

• A list of best-sellers was added to the cart page to display most visited or purchased items in the selection encouraging last minute purchases.

RESULTS

• Customers clicking on Nosto's recommendations have converted 45% better and have been 57% more valuable than customers who didn't.

• Enhanced navigation has increased the time spent on the site by 55% while customers simultaneously viewed 116% more products.

• www.cowshedonline.com is now automatically displaying the most up-to-date stock and top trending products to customers day and night.

"We've been really impressed by the ease of use and the flexibility of Nosto. We're able to react quickly to e.g. seasonal campaigns and the real-time automated product recommendations ensure that we are always displaying the most relevant offers in our selection."
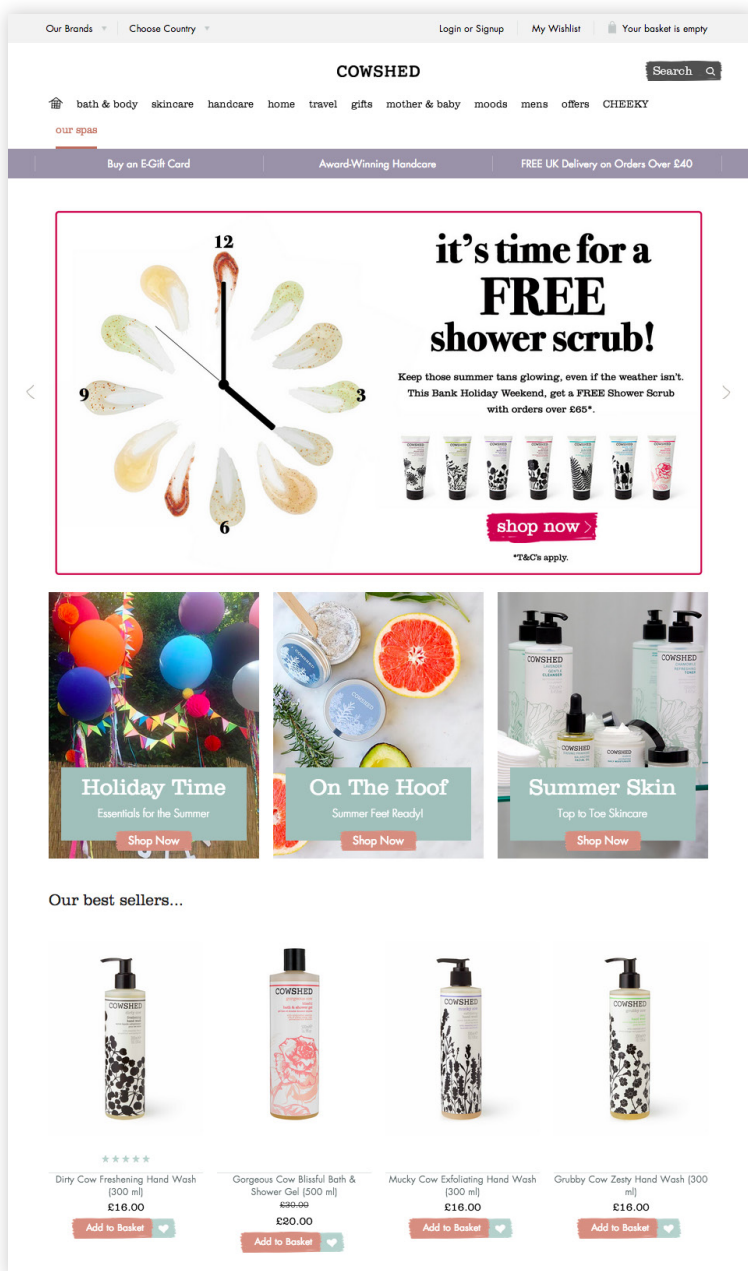
— Dwaine Bryan, Head of E-Commerce

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Case study: Cowshed

Customers interacting with Nosto the Cowshed online store converted 45% better and were 57% more valuable than customers who didn't.

top list on the front page

Automated cross- and up-sell features on product pages

sales@nosto.com

Nosto is the fastest-growing personalization solution in the world, enabling any online retailer to deliver their customers personalized shopping experiences wherever they are. Nosto's ease of use and speed of implementation empowers retailers to start growing their businesses within minutes of getting started, increasing conversion, average order value and customer retention.
To learn more, visit www.nosto.com