

ABOUT

Established in 1967, Dartington Crystal provides hand-crafted elegant designs in crystal and glass, and remains the only major crystal brand still producing in the UK.

CHALLENGE

Keeping up with seasonal changes in demand and offering the right complementary products had become an increasing challenge for Dartington and one they needed to solve in order to improve the shopping experience on their store and maximise conversion. The key was finding a solution that would remove the need for manual entry and update automatically.

WHY NOSTO

For Dartington, the value of Nosto's real-time, automated personalization was something other recommendation engines could not match. Not only would it save significant time from constantly updating recommendations manually; it would also make the shopping experience far more relevant and enjoyable for their customers - naturally impacting conversion.

Customers who clicked Nosto recommendations

were

64%

more valuable

had a

10%

higher Average
Order Value

spent

41%

more time
on the site

viewed

33%

more products

converted

49%

better

SOLUTIONS

- Enabling cross- and up-sell features on product pages to make sure customers find what they are looking for and are inspired by other complementary products.
- Displaying visitors' browsing history on the homepage to help customers continue where they left off from their previous visit.
- Engaging new and returning customers immediately with "Top Trending This Week" on the homepage.
- Adding intelligent product suggestions to 404 Error page to ease navigation and make sure customers never end up in a dead-end.

RESULTS

- Nosto increased all Dartington's online KPIs: Conversion Rate was 49% greater and Average Order Value 10% higher for visitors using Nosto's recommendations.
- www.dartington.co.uk now reacts automatically and immediately to trend changes with zero manual input required
- Personalized recommendations ensure customers are finding the right products early on and allow them to make more confident purchases
- The Nosto Magento extension has seamlessly integrated with the rest of the site keeping the overall look and feel of www.dartington.co.uk professional and refined. "It really doesn't look like a 3rd party plug-in embedded onto our site." Ed Pickard, Head of Online Sales and Marketing at Dartington Crystal

Nosto has made a strong impact on our sales, without disrupting any of our customer flows. We are really pleased with the results to date as the solution has been perfectly on brief and met all our expectations.

— Ed Pickard, Head of Online Sales and Marketing at Dartington Crystal.



Case Study: Dartington Crystal

Nosto's recommendations on Dartington's online store converted customers 49% better with a 10% higher AOV.

Personalized recommendations and top lists on the homepage of www.dartington.co.uk

