

ABOUT

Design Online was established in 2002 with a firm goal of creating an e-commerce platform where anyone can access and buy Scandinavian design interior home decor irrespectively where they live. Today, the company serves customers in more than 70 countries.

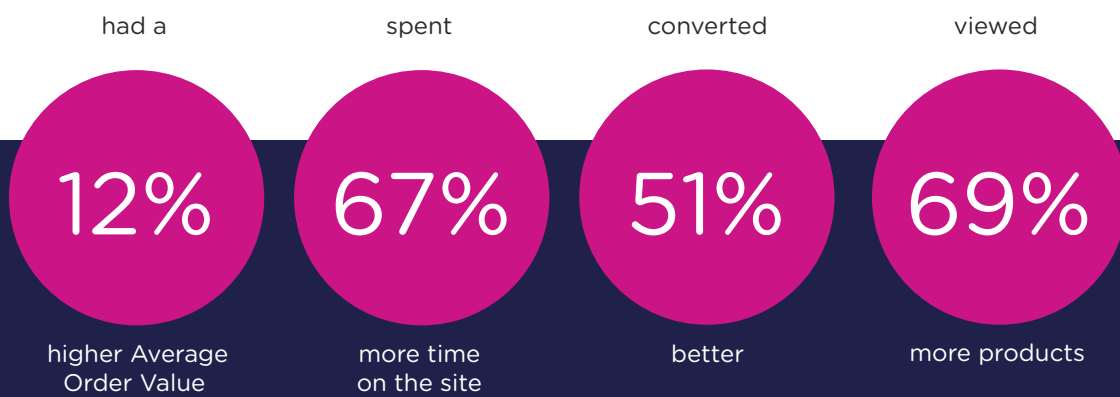
CHALLENGE

Design Online was working with over 11,000 static product pages in seven different languages, without any technical support for product recommendations while continuously adding items to the selection. The company was also unable reflect the trends and preferences of each of its target markets on the different language versions of the online store.

WHY NOSTO

Nosto was chosen as solution provider due to its ability to deliver customers a dynamic and personalized shopping experience not only based on that customer's unique shopping behavior, but the trends and preferences of the market the customer is located in. Another key factor for the choice was Nosto's fast implementation and the easy to manage admin that allows Design Online to optimize recommendations in real-time.

Customers who clicked Nosto recommendations...



SOLUTION

- A top list was added to the front page to display items other customers are browsing right now
- Personalized Recommendations were added to the front page to greet returning customers with items they've shown interest in on previous visits
- The Browsing History is displayed to a customer on the product page to allow easy back and forth navigation between interesting items
- Cross-Selling and Up-Selling recommendations were added to product pages to showcase alternative and complementary items to the one currently browsed

RESULTS

- Customers clicking on Nosto's recommendations have converted 51% better and had a 12% better AOV
- Enhanced navigation has increased the time spent on the site by 67% while customers simultaneously viewed 69% more products during their visit
- www.designonline.se is now fully automated to always reflect in real-time stock availabilities and current trends.
- "Nosto has increased the relevance of the results to a level that we previously did not think was possible without a substantial amount of work and resource input. We now have the possibility to focus on more fundamental questions and avoid updating static information manually." Robin Ålander, Marketing at Design Online

"My absolute favorite Nosto feature was that the famous "30-second setup", that all service providers promise, actually worked this fast. It is actually possible to implement and test ideas by ourselves, without much involvement from an IT department. However, the best thing about Nosto aren't the actual features, but the service. Both the support and our contact person work proactively and share our goal; to give our users the best experience possible and to increase sales"

— Robin Ålander, Marketing at Design Online



Case study: Design Online

Nosto's recommendations on Design Online store converted customers 51% better with a 12% higher average order value.

Automated cross- and upsell recommendations on the product page

Toplist and personalized recommendations on the front page

