



Duplay

VERTICAL: Toys & Hobbies
WEBSITE: www.duplay.co.uk
PARTNER: Etail Systems



ABOUT

Duplay is the UK's largest importer of bouncy castles, electric ride on cars and other outdoor play equipment for home use. Also offering a wide variety of home and garden sets, furnishings and products, Duplay is not only a destination for toys but for premium quality outdoor furniture.

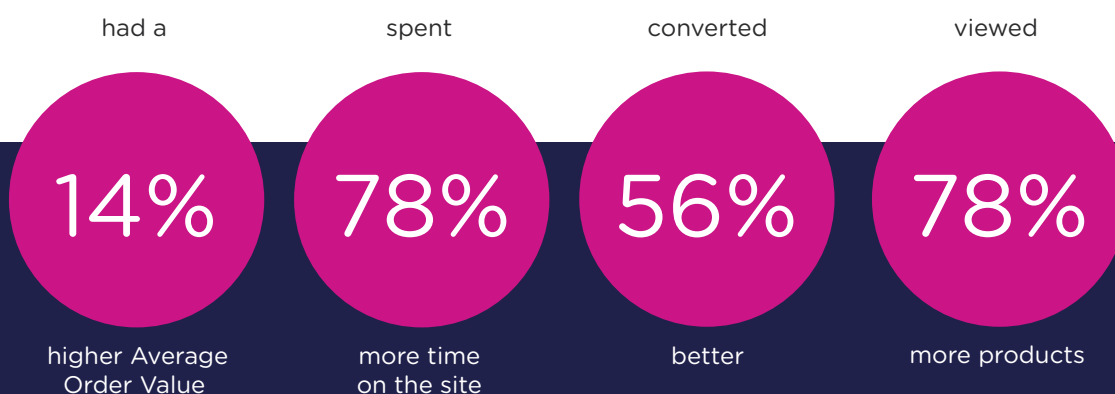
CHALLENGE

Duplay was getting a good amount of visitors to their site, but was struggling with high bounce rates. With thousands of products in the selection, Duplay needed a way to display in real-time the most relevant items to each arriving customer immediately and across the entire shopping journey. This would ensure that items they were most likely to buy were constantly showcased and thus easier to find and purchase not only decreasing bounce but increasing conversion and AOV.

WHY NOSTO

Duplay chose Nosto as solution partner due to its risk free nature, the ease of using it and the ability to more effectively allocate resources. Nosto would allow Duplay to automate, boost and personalize features that Duplay had previously been doing manually and without the ability to tailor the features specifically for each customer. Paying only a small % of the sales through Nosto, the solution was considered a no-brainer that would allow Duplay to focus on driving their business more efficiently.

Customers who clicked Nosto recommendations...



SOLUTION

- Top lists were added to the front page to capture the attention of both returning and first time visitors. Filters were added to display only bestsellers in highlighted categories, most viewed products and most sold items over the past week or day ensuring that there's always something interesting and relevant for customers to go on to browse when stepping into www.duplay.co.uk
- Automatic up- and cross-selling recommendations were added to product pages to showcase complementary and alternative items, and to make navigating across categories easy.
- Shopping cart recommendations were added to the cart page to suggest additional items that might go well with the item(s) the customer is already keen to buy.
- Browsing history recommendations were also added to the cart page to ensure the customer doesn't forget to reconsider items they previously found interesting on the site.
- The abandoned cart popup was enabled to start collecting email addresses of unidentified or first time visitors to retarget with abandoned cart emails.
- All triggered email types; We Miss You, Order Follow up and Abandoned cart emails were enabled to entice customers back to the store and increase customer retention and loyalty.

RESULTS

- First-time visitors now find what they are looking for faster and get a clear view of the store selection.
- Customers clicking on Nosto's recommendations have converted 56% better and have had a 14% higher AOV than customers who didn't interact with Nosto recommendations
- Enhanced navigation has increased the time spent on the site by 78 while customers simultaneously viewed 78% more products during their visit
- www.duplay.co.uk is fully automated to display personalized product recommendations significantly reducing manual labour.

"Using Nosto's live data has strongly improved sales and increased conversion rates as a whole. Nosto makes it easy for SME companies to use personalization technology. With no upfront costs or fixed fees and with the success based pricing model Nosto offers it's a bargain and a no brainer!"

- Liam White, General Manager at Duplay





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Case study: Duplay

Nosto's recommendations on Duplay's online store converted customers 56% better with a 14% higher average order value.

Automated filtered top lists on front page

Shopping cart recommendations and browsing history on cart page

DUPLAY'S PRICE PROMISE

INCLUDING FREE UK DELIVERY ON EVERYTHING

£5 PRICE BEAT PROMISE

UK BEST PRICE
READ ABOUT OUR PRICE PROMISE

FAST SHIPPING
WORLDWIDE

0870 760 7604
WE'RE ALWAYS HAPPY TO HELP

EMAIL SIGN UP
GET ALL OUR GREAT OFFERS

Be the first to know about our great offers!

Email Address

SIGN UP!

BERG duplay happy hop Razor Triang plum

Bestsellers!

Ultimate Combo Bouncy Castle and Slide 9136
£279.95

Kids Audi Style Cabriolet Electric Ride On Car - White
£94.99

Multifunctional 14ft Bouncy Castle with Slide 9058
£249.95

Personalised 13 x 3cm Self-Adhesive Ride On Number Plates
£4.95

Childrens Garden Inflatable Bouncy Castle 9003
£99.99

Large Turret Bouncy Castle with Slide 9017N
£199.95

ELECTRIC
Ride On Cars

SHOP NOW

HOME USE
Bouncy Castles

SHOP NOW

OUTDOOR
Slides

SHOP NOW

Top Ride-Ons this week!

Range Rover Evoque - 12V Licensed Electric Ride On Car - White
£229.95

Kids Audi Style Cabriolet Electric Ride On Car - White
£94.99

Kids Maserati Style Electric Ride On 5V Sports Car with Parental Remote - Blue
£119.99

BMW Licensed 18 Concept 12v Kids Electric Car - White
£219.95

Razor Electric Go Crazy Cart
£349.95

BMW X5 - Licensed 12v Electric Ride on Jeep - Black
£169.95

Our Favourites!

BMW Licensed 18 Concept 12v Kids Electric Car - White
£219.95

BIG Ride On Electric Raptor Quad Bike 12V - Black/Red
£139.95

Kids Audi Style Cabriolet Electric Ride On Car - White
£94.99

BMW Licensed 18 Concept 12v Kids Electric Car - Blue
£219.95

Large Turret Bouncy Castle with Slide 9017N
£199.95

6 in 1 Childrens Bouncy Castle Play Centre 9060
£349.95

Welcome to Duplay, the UK's Leading Outdoor Toy Specialists

Order Online or Call 0870 760 7604

Sign in | Register | Blog | Contact Us

Socialise with us...

Items: 2 Total: £359.90

My basket Shopping Cart

Home Bouncy Castles Bikes & Ride Ons Garden & Sports Trampolines Swing Sets

Where am I? Shopping Basket

My basket

Item	Quantity	Total Price
BIG Ride On Electric Raptor Quad Bike 12V - Black/Red	1	£139.95
BMW Licensed 18 Concept 12v Kids Electric Car - Blue	1	£219.95
Delivery	United Kingdom UK Mainland	£0.00
3 - 5 working days		
Total Excl VAT		£299.92
VAT Total		£59.98
Order Total		£359.90

Promotional codes and Gift vouchers

Enter Promotion code

USE PROMOTION CODE

CONTINUE SHOPPING

CHECKOUT

OR

Check out with PayPal

Don't forget These!

Blue Super Tractor Pedal Ride On
£49.99

10ft Plum Trampoline Accessory Kit
£58.99

Duplay 10ft Spring Pad Cover For Round Triang Trampoline
£24.95

8ft Weather Cover for Triang Crossover Trampoline
£29.95

48 Loop Trampoline Jump Mat For 8ft Trampoline
£40.00

10ft Inflatable England Footballer With Free 5ft Footballer Worth £19.99
£34.99

You also Viewed

Large Turret Bouncy Castle with Slide 9017N
£199.95

Large Turret Bouncy Castle with Slide 9017
£199.95

Bouncy Castle with Farmyard Ballpool 9112
£299.95

Red Brick Turret Bouncy Castle with Slide 9007
£299.95

Childrens Super Bouncy Castle with Slide 9217N
£399.95

Ultimate Combo Bouncy Castle and Slide 9136
£279.95