

ABOUT

Fun4Kids started life in 2004 with the aim of providing great value fun toys for children. Since then the company has grown into the UK's leading outdoor toy website with one of the widest ranges of outdoor toys on the internet from around the world, with amazing offers that change daily.

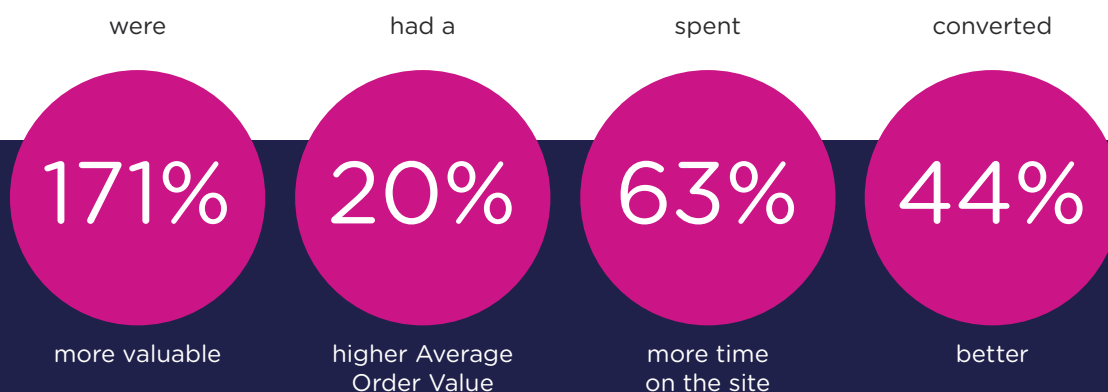
CHALLENGE

Having grown rapidly through third-party retailers and marketplaces, it was time for Fun4Kids to turn their attention to increasing sales and revenue on their own site. The objective was being able to do so without additional marketing spend, instead focusing on increasing conversion and average order value across the store.

WHY NOSTO

Having reviewed a number of solutions, Fun4Kids saw that delivering customers personalized recommendations would be a powerful way of increasing conversion and store revenues. They chose Nosto due to its ease and speed of implementation and the business model that only charges a % of the revenues being generated. "We'd never heard of a service that would be able to target every individual customer as cost efficiently and effortlessly as Nosto so we decided to try it out and it's been working really well for us." - Garry Mills, Owner of Fun4Kids

Customers who clicked Nosto recommendations...



SOLUTION

- Automatic cross-sell features were added to product and cart pages to increase conversion and AOV
- Search-related recommendations based on user behaviour were added to enhance conversion on the search page
- Top trending lists were included on category pages to improve navigation across the site
- Personalized recommendations based on past shopping behavior were placed on the homepage to re-engage returning visitors
- Nosto's Abandoned Cart and Order Follow Up emails were launched to capture lost revenue and promote post-purchase up-sell

RESULTS

- The combined effect of onsite and email recommendations has increased conversion by 44% and AOV by 20% for customers using Nosto's recommendations
- Enhanced navigation has increased the time spent on the site by 63%
- The value of customers clicking Nosto recommendations was 171% greater than customers who didn't
- Order Follow Up and Abandoned Cart emails have captured lost revenue and increased customer retention significantly

"It's been smooth sailing! We've been really happy with Nosto and the results we've seen have been amazing. We're finally getting the full potential out of the traffic on our site and the feedback we're getting from online customers has been really positive."

— Garry Mills, Owner of Fun4Kids



Case Study: Fun4Kids

Nosto's recommendations on Fun4Kids' online store converted customers 44% better and with a 20% higher AOV.

Screen capture of front page www.fun4kids.co.uk

