



nosto 

NOSTO CASE STUDY | GARDEN

*Using the power of personalization to
enable growth in the gardening industry*



Typical challenges in the gardening industry



Optimizing for seasonal trends and unique customer preferences

SOLUTION: Enable real-time product recommendations that automatically factor in changes of season and individual customer behavior offering each customer the most relevant experience on any device



Ensuring efficient navigation among complementary and alternative products

SOLUTION: Automate cross- and upsell recommendations, ensuring that your customers find exactly what they are looking and even items they didn't necessarily know they could need such as a certain fertilizer for a certain plant. Utilize filters to display only items in a certain category, price range, margin etc.



Effectively re-targeting customers with relevant items

SOLUTION: Start sending personalized emails with recommendations related to previous purchases or items a customer added to cart but didn't go on to purchase.



Reducing bounce

SOLUTION: Enable personalized, time-limited discounts available in Behavioral Pop-ups to increase urgency and convert hesitant buyers.

Product recommendations on Sarah Raven

1. Best sellers

Gardening is highly seasonal, which means that shoppers will have specific needs according to what time of year it is. Sarah Raven allows this to be reflected by buying patterns of the masses by enabling a 'popular products this week' section on the homepage, as well as best sellers on the category page. These have seen a click-to-convert rate of 6-7%.

2. Shopping Cart Recommendations

Many products in the gardening sector lend themselves to the suggesting of accessories. Sarah Raven is using an add-to-cart recommendation overlay to promote complementary items to the ones the customer has just added to cart. This creates a personal service effect and naturally increases AOV.

3. Cart page cross-sellers

Nicely positioned and designed cross-sellers on the cart page encourage customers to further purchases with a 17% Click-to-conversion rate.

The screenshot displays the Sarah Raven website interface. At the top, the logo 'sarah raven for a beautiful and productive garden' is visible, along with a 'BEST WEBSITE 2015' award badge. The navigation menu includes 'FLOWERS', 'VEG & FRUIT', 'GARDENING KIT', 'HOME AND LIFESTYLE', and 'GIFTS'. A shopping cart overlay is active, showing 'MY BASKET (2)' with a 'Close' button. The cart contains two items: 'Artichoke 'Violet de Provence'' (30 seeds, £1.95) and 'Shot Silk Dahlia Collection' (4 tubers, £15.50). Below the cart, a 'Subtotal: £17.45' is shown with 'CONTINUE' and 'MY BASKET' buttons. A 'FIND YOUR PERFECT PLANT' search bar is also present.

1. Popular products this week section:

- William Morris Dahlia Collection: £11.95
- Shot Silk Dahlia Collection: £8.50
- Cosmos bipinnatus 'Purity': £1.95
- Calendula officinalis 'Indian Prince': £1.95
- Venetian Dahlia Collection: £29.95
- Ammi majus: £1.95
- Brilliant Dahlia Collection: £11.95

2. Cross-seller recommendations:

- Bulbs in the Green
- Kitchen garden essentials
- 10% off our essential kit for growing sweet peas
- Dahlia collections your garden shouldn't be without

Personalized Emails on Sarah Raven

Abandoned cart emails

Sarah Raven is not only making it easier for customers to recover their products and complete their purchase, but also providing a more personalized service to inspire further shopping by sending out Abandoned Cart emails.

Industry average conversion rates for abandoned cart emails: 5%*
Sarah Raven's conversion rate: 16.9%

Average value per sent: \$3.40

* Source: Econsultancy Blog: Ecommerce email marketing benchmarks for 2016 (Jan 6th, 2016)

Can't view this? See this email in your browser

sarah raven
for a beautiful and productive garden

0345 092 0283
Mon to Sat 8am - 10pm
Sun 9am - 10pm

SHOP COURSES & EVENTS INSPIRE ME ADVICE CONTACT

Hi

Thank you for visiting sarahraven.com
Here are the items that you recently placed in your basket.
If you'd like to continue with your order, please follow the link below.*
If you're having any trouble finding what you're looking for or completing your order, please get in touch with our [Customer Service team](#).

[Continue with your order >](#)

Your Shopping Basket

Here's a reminder of what you currently have in your basket
(individual products are subject to availability).



Galanthus nivalis 'Flore Pleno'

Galanthus 'Flore Pleno' is the classic wild species snowdrop with flowers like the underskirts of a ballerina's tutu. Wonderful scent.

£12.95

Customers Who Bought These Also Bought

We thought these products may also be of interest to you.

					
Venetian Sweet Pea Mix	Vintage Silk Sweet Pea Mix	Amethyst Sweet Pea Mix	Galanthus nivalis	Opal Sweet Pea Mix	Clouds of Scent Sweet Pea Mix
£2.20	£2.20	£2.20	£7.95	£2.20	£2.50

Personalized Facebook Ads on GroWell

Post-purchase ads

GroWell is encouraging already converted customers to continue their shopping by suggesting items that are relevant to that they have already purchased. Post-purchase ads a great way to target an existing clientele, especially in an industry with a limited buying window as ads will naturally stay up to date with seasonality. Post-purchase ads have generated a 12x ROAS.

Abandoned cart recovery ads

GroWell is also re-targeting shoppers who placed items in their cart, but didn't go on to complete the purchase by recommending products and related items to the ones left in the cart in the customer's Facebook feed. Abandoned cart recovery ads have generated a 7x ROAS.

The screenshot shows a Facebook ad interface. At the top, there's a search bar with the text "search for people, places and things" and a search icon. To the right of the search bar, there's a profile picture of "Lari" and a "Home 20+" button. Below the search bar, there's a list of "PEOPLE YOU MAY KNOW" with several entries, each showing a profile picture and the name "Nosto LIX" with "20 hours ago".

The main ad content is for "GroWell LIVE" and is marked as "Sponsored". The text below the logo reads: "Hydroponics & growing products from the growing experts! Free delivery on orders over £50." Below this text, there are three product cards:

- RhizoPots**: £0.55. The image shows several black fabric grow pots filled with soil.
- Canna Rhizotonic**: £10.95. The image shows a green plastic jug of nutrient solution.
- 400 Watt B**: £42.95. The image shows a black box of a power supply unit.

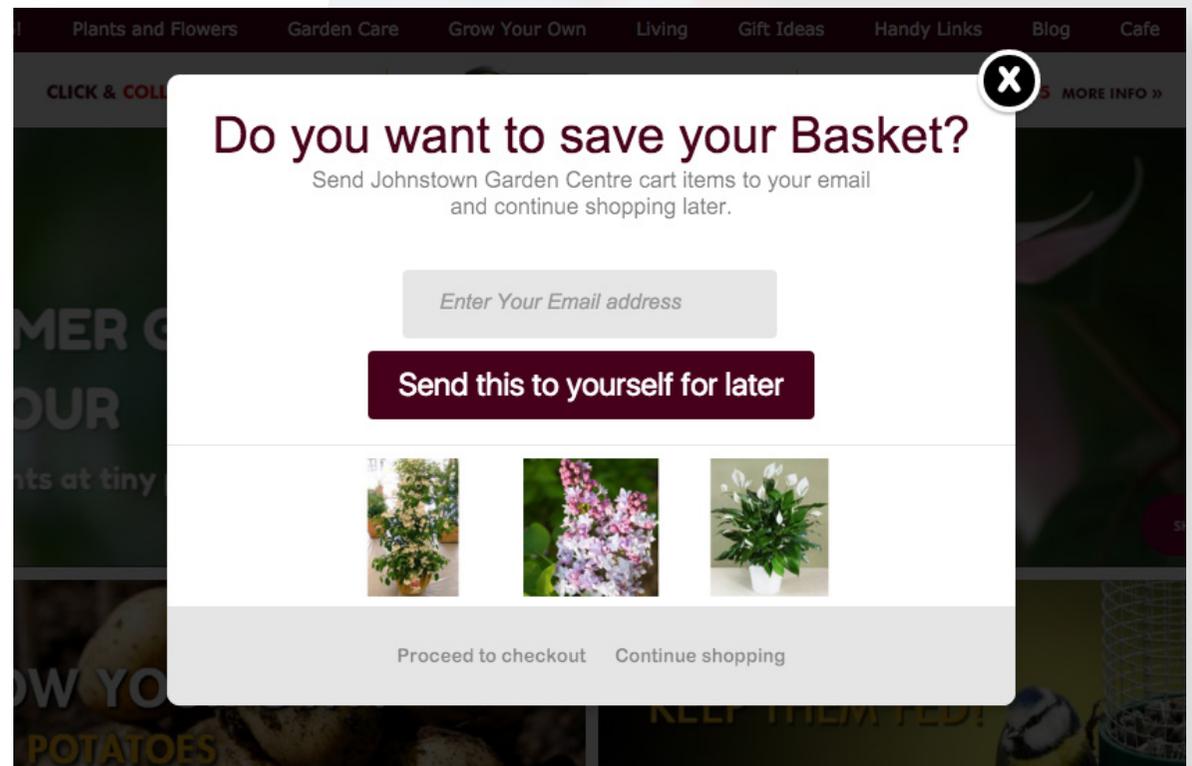
At the bottom of the ad, there are icons for "Like", "Comment", "Share", and a notification bell showing "4" notifications and "1" comment.

Personalized Behavioral Pop-Ups on Johnstown Garden Centre

Site Abandonment Pop-up

Johnstown Garden Centre is using a site abandonment pop-up that is displayed to a visitor who is about to leave an online store with one or more items in their cart. It's a great way of capturing valuable email addresses from new visitors to the store, allowing for following-up with abandoned cart emails and making it easy for visitors to continue their shopping journey where they left off.

Johnstown Garden Centre has captured 8.3% of otherwise lost email addresses with the site abandonment pop-up.



Solution & results

Example cases in the gardening vertical

161%

Better conversion for Sarah Raven on product recommendations (Nosto vs. no-Nosto)

\$3.4

Average value per abandoned cart email sent by Sarah Raven

12x

ROAS generated from personalized post-purchase Facebook ads by GroWell

8.3%

Of otherwise lost email addresses captured for retargeting by Johnstown Garden Centre





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