



NOSTO CASE STUDY | GREATDAYS

Behavioral pop-ups



About Greatdays

Greatdays was founded in 2008 and is a leading provider of experience gifts in Sweden. Offering more than 800 different experience options across the country, their products are distributed in over 1000 retail shops and in the Greatdays online store.

The core values of the brand are quality, ease and joy. Greatdays believes an experience should be fun, easy to buy and give away. Values that the company also wants to be reflected on their online store at www.greatdays.se.

Challenge

As a business where customers often complete purchases as gifts for other people, low conversion rates were an issue. The problem for businesses such as this is undecided, hesitant buyers who, purchasing with someone else in mind, often browse several gifts types across a number of online stores before making up their minds. Another challenge was cart abandonment, with shoppers often go on to adding the experiences to cart as a placeholder but leaving the site before completing the purchase.

Greatdays was also losing out on a lot of potential revenue because the company had no way of retargeting unidentified customers. By implementing a solution that would allow Greatdays to capture valuable email address of first time and other unidentified visitors, the company would be able to naturally widen its marketing reach through retargeting resulting in increased online sales and happier customers.

Solution & results

Having successfully used Nosto personalization features for some time, Greatdays jumped at the chance to further benefit from the impact of personalization on their business by adding behavioral pop-ups to their online store when Nosto launched the feature in the summer of 2015.

Since going live with Nosto Behavioral Pop-ups Greatdays has seen

60%

increase in
conversion

18%

increase in
average order
value

90%

more valuable
customers

90%

*more sales from customers
clicking on Nosto pop-ups
than those who didn't
interact with the feature.*



“ Since adding Nosto pop-ups, we can now offer new customers an instant incentive to proceed with their purchase, as well as retargeting those customers that still leave the site without making a purchase. The best thing is that the pop-ups have performed exceptionally well both in terms of online sales and happy customers!

We absolutely love the fact that any changes we make in the Nosto pop-ups are instantly reflected on the online store. We're able to react quickly and are not dependent on a third party to make it happen. It has also been very easy to get in contact with the Nosto team for support and optimization.

Overall we've been really happy and seen great value of the Nosto pop-ups! “

Louise Östman

Owner of Greatdays and Marketing Director,
Greatdays • www.greatdays.se

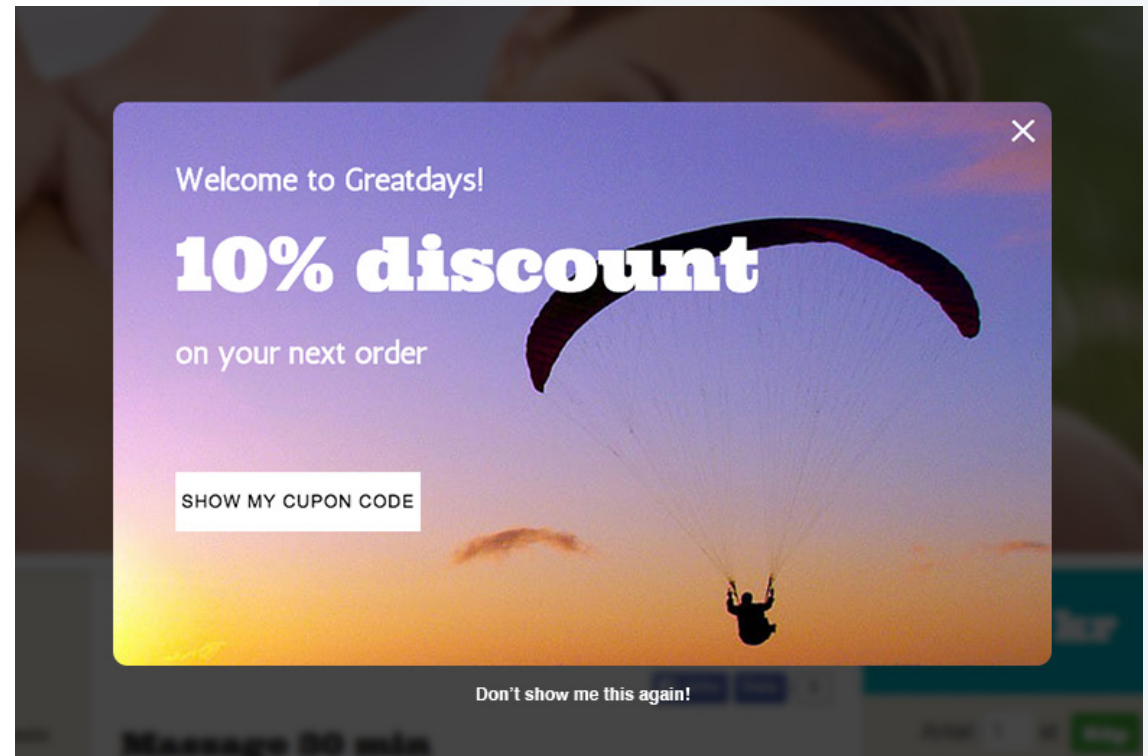


NOSTO BEHAVIORAL POP-UPS

Reduced bounce & increased conversion

To reduce bounce rate and increase conversion Greatdays set up a pop-up to delight first time shoppers with personalized, time-limited discounts. By offering a 10% discount for a purchase completed during the first visit to the store, Greatdays not only reduces the temptation to walk away empty handed, but also created a sense of urgency encouraging customers to act immediately.

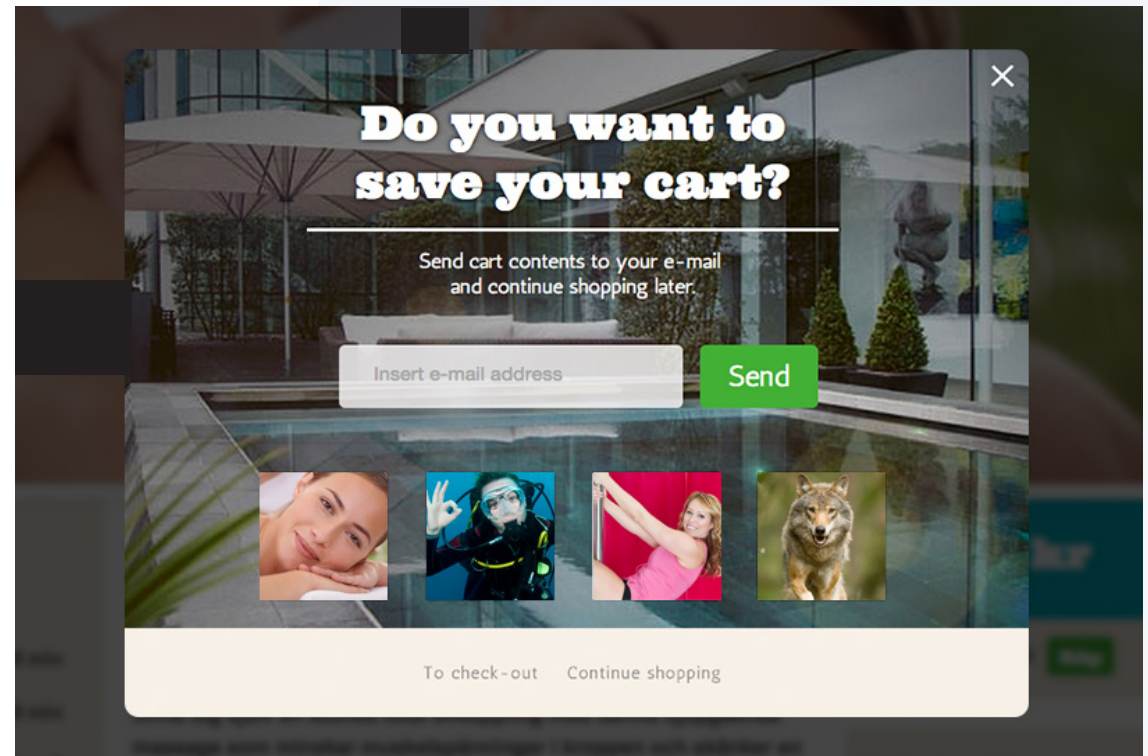
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Enabled retargeting

Greatdays wanted a convenient and non-intrusive way to retarget customers about to leave the site with items still in their cart. The site abandonment pop-up was added to the site to do just that. Triggered by exit intent, the pop-up displays items that the customer has added to the cart and entices the customer to give their email address in exchange for the cart content being sent to their inbox. The data gathered by this pop-up allows Greatdays to identify previously anonymous customers and e-target them with abandoned cart emails, naturally increasing sales.

The pop-up displays items that the customer has added to the cart and entices the customer to give their email address in exchange for the cart content to their inbox.





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