



Inercia

VERTICAL: Sporting goods
WEBSITE: www.inercia.com
PLATFORM: Magento



ABOUT

Since having been founded in 2006, Inercia has become not only the point of reference for the skating scene in Spain, but also for longboarding, scooter riding and many other related sports. Inercia aims to have the best skating material to satisfy the needs of their customers, and actively contribute to the development and promotion of all aspects of skating and related sports. It's vision is to become a world leader in the sale of skating products.

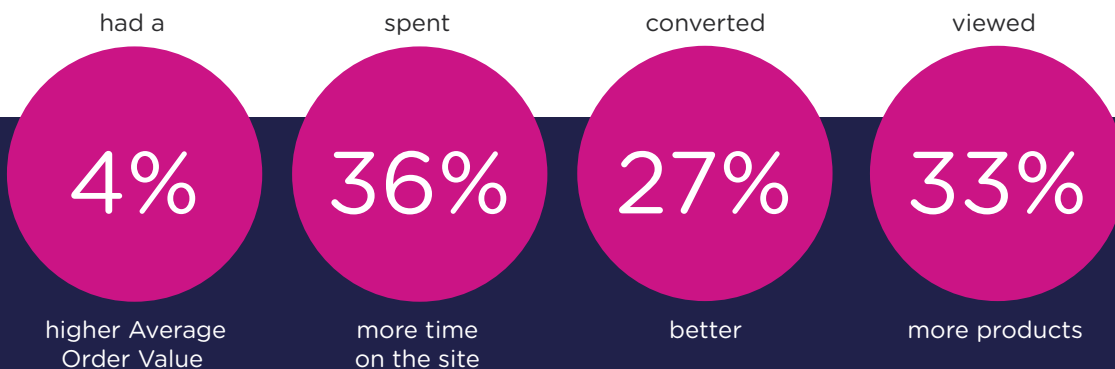
CHALLENGE

Inercia has just recently changed platform provider to a more sophisticated system where the possibility to cross and upsell had actually become a challenge keeping up to date with a small team. A solution to up-and cross sell as well as inspire customers with a broad selection was needed, but in order to make business more effective, this system would have to be automated and no extra resources would have to be placed on managing it.

WHY NOSTO

Nosto became a logical choice as the solution would allow Inercia to focus on driving its' business while taking care of making sure customers would find what they were looking for. A very important factor is choosing Nosto was not only the transparent pricing, but its smart recommendations that would allow customers to find highly relevant items at all time even if something they were looking for was out of stock.

Customers who clicked Nosto recommendations...



SOLUTION

- The best discounted products were added to a top list displayed on the front and category pages
- Browsing History related Recommendations were added to the front page, category pages and to product pages to the front page to inspire to browse further among interesting items
- An element displaying the Browsing History throughout the shopping journey was added to allow easy back and forth browsing
- Best Sellers and Trending Products were added to display items within the same category being browsed on the category page
- Cross-Selling and Up-Selling recommendations were added to the product page to ensure the customer finds what they are looking for within the selection
- Personalized Recommendations were added to product and cart pages to remind the customer of previous interests.
- Search and Visit related Recommendations were added to the search page to ensure that customers find relevant items even if they misspell the search term or use a wrong search query.
- A top list as well as browsing history recommendations and Browsing History related Recommendations were added to 404 pages to ensure customers never end up in a dead end in the store, but can easily continue browsing the selection.
- The Site Abandonment pop-up was enabled to start collecting emails addresses of unidentified or first time visitors to retarget with abandoned cart emails.

RESULTS

- Nosto recommendation on category page, cart page and specially on the researching page have improved the conversion rate significantly.
- Customers clicking on Nosto's recommendations have converted 27% better and have had a 4% higher AOV than customers who didn't interact with Nosto recommendations
- Enhanced navigation has increased the time spent on the site by 36% while customers simultaneously viewed 33% more products during their visit
- www.inercia.com is now fully automated to always reflect in real-time stock availabilities and current trends.

“Nosto was crucial in the change of approach we did in our online store. The products we are selling have a huge possibility for cross-selling and thanks to Nosto we were able to increase our average number of product per order and AOV. Nosto recommendation on category page, cart page and specially on the researching page have improved our conversion rate significantly”

— Carles Bial, CEO of Inercia





Inercia

VERTICAL: Sporting goods
WEBSITE: www.inercia.com
PLATFORM: Magento



Case study: Inercia

Nosto's recommendations on the Inercia online store converted customers 27% better with a 4% higher average order value.

Cross-Selling and Up-Selling recommendations on the product page

Homepage with Bestsellers, Browsing History related Recommendations

Abandoned cart popup collecting email addresses