



**NOSTO CASE STUDY:**

Bringing JOY to the  
customer experience



## About JOY

JOY is one of the UK's fastest growing independent fashion and gift retailers with 24 stores and a superbly successful online presence in the form of [joythestore.com](http://joythestore.com), which boasts over a quarter of million monthly visitors.

A unique fashion and lifestyle brand, JOY is renowned for innovative womenswear, menswear, accessories and an eclectic mix of fun, quirky and seriously stylish gifts. A quietly eccentric and achingly cool Brit stamp marks everything from JOY's bespoke store interiors to its lovingly curated collections.

[www.joythestore.com](http://www.joythestore.com)

# The Challenge: Replicating the exceptional level of personal service in an online setting

In a rapidly growing marketplace, where online fashion sales were estimated at a staggering \$40.9 billion in 2012 in the USA alone, competition is one of the biggest challenges facing online retailers, making differentiation essential.

In most online stores, customers are met with the same product offerings and recommendations regardless of their individual tastes and preferences, while in brick and mortar stores shopping assistants and stylists are there to make sure the customer finds everything he/she is looking for, suggesting other items of clothing and accessories that would make up a coherent ensemble, or alternatives if something is out of stock.

Replicating that personal service online was extremely important to JOY. The company was taking steps in the right direction by using an in-

house manual recommendation feature but it was challenging to manage due to stock and backend issues. Moreover, with manual recommendations, there was a distinct lack of personalization as every visitor was being recommended the same products.

The ecommerce team at JOY realized that if they were going to be able to create an exceptional user experience in an online setting, they would have to personalize the experience for each customer by delivering highly relevant product recommendations across the site based on every customer's individual behavior and preferences. In short, they wanted to give every customer their own personal shopping assistant. Finding software that would be able to replicate this level of service thus became the number one priority when setting up their new online store.



“ We needed a cost-effective, intelligent recommendation system for our new website that would be able to keep up with regular additions to stock and new collections automatically. We wanted to delight our customers by giving them highly personalized shopping experiences. It wasn't long until we started researching the recommendation and personalization possibilities and found Nosto.

**Sophie Kinder**

Ecommerce Product Coordinator at JOY

# Why JOY chose Nosto

Driving increases in conversion, average order value and customer retention, Nosto's value lies in its ability to automatically deliver dynamic, real-time personalization on any ecommerce site, providing precisely targeted offerings for each individual customer.

“Jumping on board wasn't a hard decision to make when we realized that Nosto's solution would allow us to offer our online customers an exceptional level of personal service, an enhanced navigation experience, a possibility for further product discoveries, and ultimately creating a more enjoyable customer experience that drives increased revenues.”

With the new online store under works, time and ease of installation were key factors for JOY when choosing Nosto too. The 'plug and play', cloud-based solution can be implemented with just a

few lines of code, as quickly and easily as Google analytics. The solution integrates with any eCom-merce platform and had a ready-made plugin for Magento on which the JOY store runs, meaning JOY was able to implement Nosto in just a few hours and start delivering recommendations less than 2 weeks later, once Nosto had gathered the required data.

Another key reason for JOY selecting Nosto was the ability to customize the recommendations. Nosto comes with a variety of recommendation types which retailers can select from and further customize to their precise needs using a simple backend interface. What's more, with Nosto, JOY had complete control over design and presentation, important to a fashion brand with a unique look and feel and in a highly competitive market-place.

“The transition was extremely smooth, recommendations look great and everything sits well with the brand and the whole website. We couldn't be happier!”

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# Results

In the first half of 2013, since Nosto went live on JOY:

11%

Nosto recommendations delivered **11% of JOY's total online store revenues**

3.7x

Visitors who clicked on Nosto's recommendations viewed **3.7x more products** than other visitors

+25%

**Average Order Value increased 25%** for customers clicking on Nosto's recommendations

+156%

There was a **156% increase in conversion** for customers clicking on Nosto recommendations

"It works brilliantly for customers in a rush as it suggests what pieces would appeal to them the most. They don't even have to search for anything specific! It's a very easy option of shopping and pushes customers to stay longer, browse more products and shop more. Nosto is basically offering customers products on a silver platter"

"We've been thrilled with the results. Communication and support have been absolutely brilliant and any inquiries we've had have been met and answered immediately. We haven't thought about using anything else since we were first introduced to Nosto."

# What's in the pipeline for JOY?

JOY just started using the Nosto triggered emails and are expecting to capture more lost sales through the Abandoned Cart emails as well as re-engage customers through Nosto's "We Miss You" and "Order Follow Up" emails.

"These highly personalized e-mails will allow us to build deeper relationships with our customers and work as a great addition to our email marketing strategy!"

JOY is continuously looking to grow, develop their own label Louche further and expand internationally through wholesale, concessions and franchising.

"We have several projects in the pipeline and are extremely happy we have Nosto to support us in our mission and goals" says **Sophie Kinder**, E-commerce Product Coordinator at JOY.

## About Nosto

Nosto helps merchants increase their online store revenues by delivering customers a personalized shopping experience. Nosto's plug-and-play recommendation engine delivers better conversion, increased shopping basket size and customer retention by basing product recommendations on real-time user behavior.

With powerful solutions across Personalized Merchandising, Search and Email, Nosto is fast-becoming the preferred choice of online merchants. Free to install, the solution works with any online shop and e-commerce platform and the implementation is as easy as adding Google analytics to your site.

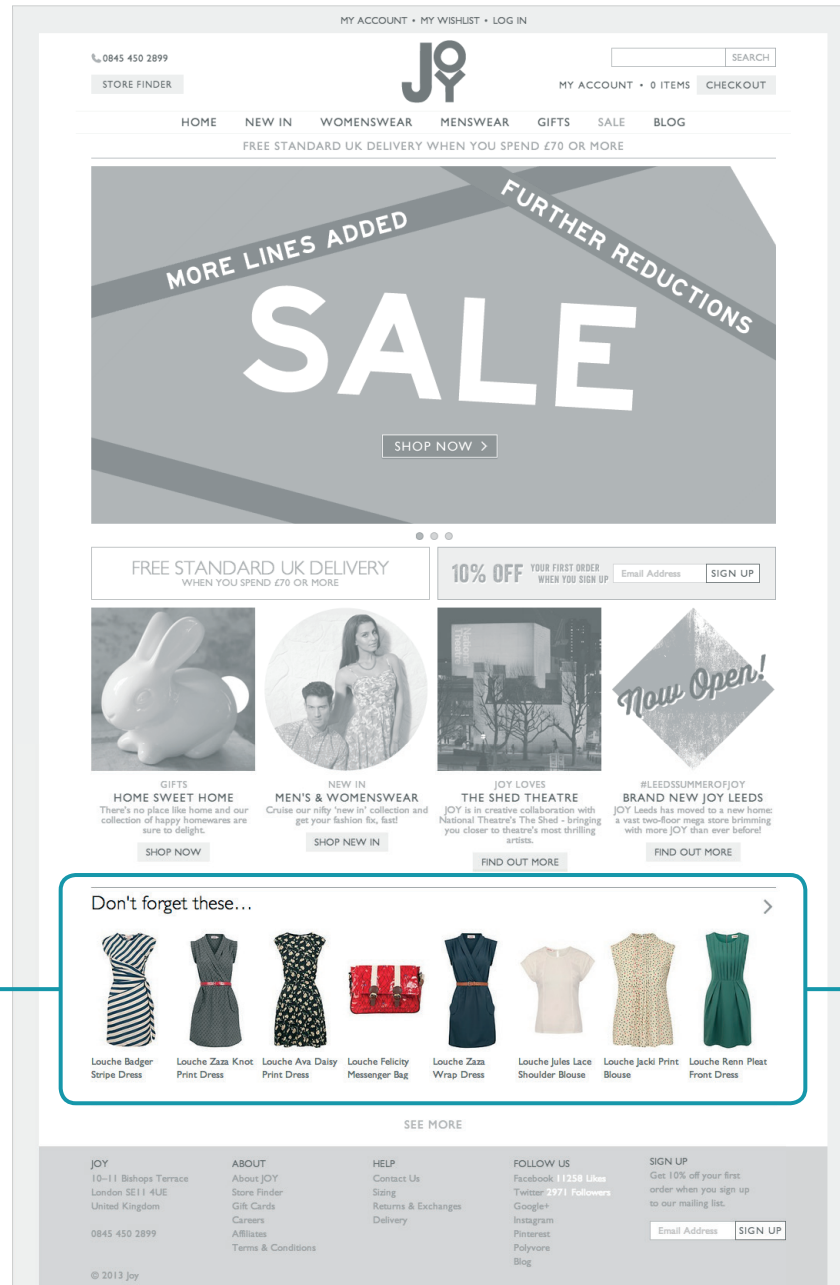
Helsinki-based Nosto currently operates with offices in London, Stockholm and Berlin.



Front page  
"Don't forget these"

9%

Average order value increased 9% for the customers who clicked one or more of Nosto's recommendations during their visit.



213%

Visitors who browsed the site through Nosto's recommendations viewed **191 more products** and spent **213 more time** on the site than other visitors.

Category  
"Top trending"

7.5%

Displaying a featured top list is an easy way to inspire customers to purchase more and more diversely. The category specific top list on a subcategory page delivered **7,5% of all online sales** between May and July.





Product  
"More pieces you'll love"

156%

Customers who clicked Nosto's recommendations converted **156% more often** than average customers.

193%

Customers who clicked Nosto's recommendations during their visit were **193% more valuable** than average customers.

The screenshot shows the product page for a 'Dirty Velvet Misfits T-Shirt' priced at £28.00. The page includes a navigation bar with categories like HOME, NEW IN, WOMENSWEAR, MENSWEAR, GIFTS, SALE, and BLOG. A 'DESCRIPTION' section provides details about the t-shirt's design and features. Below the main product image, there is a 'More pieces we think you'll love...' section featuring five recommended t-shirts: 'Dirty Velvet Top Cat T-Shirt', 'Chunk Whisky Drinker T-Shirt', 'Chunk Street Colours T-Shirt', 'Chunk Honey Channel T-Shirt', and 'Chunk Star Wars Class Of 77 T-Shirt'. The footer contains contact information, a help section, and social media links.

29%

Customers who clicked a Nosto recommendation after searching for a product, converted almost **29% better than average customers.**

These customers were also over five times more valuable and converted over five times more often than average customers.



**Nosto improves the search feature** by displaying a list of products customers have gone on to view or buy, following the same search query

Search  
Failed search



Oftentimes a search query can yield a null result for a visitor, giving them a **premature end to their shopping experience** and a lost opportunity for the merchant.

MY ACCOUNT • MY WISHLIST • LOG IN

0845 450 2899

STORE FINDER

JOY

MY ACCOUNT • MY WISHLIST • CHECKOUT

HOME NEW IN WOMENSWEAR MENSWEAR GIFTS SALE BLOG

FREE STANDARD UK DELIVERY WHEN YOU SPEND £70 OR MORE

Customers who search for "bikinis" viewed these

Louche Tropical Bikini Banana Print Bikini Striped Twist Bikini Banana Print Bikini Aztec Print Bikini Louche Lavita Pleated Dress Plain Retro Bikini Louche Ava Daisy Print Dress

Search results for 'bikinis'

Your search returns no results.

HOME > SEARCH RESULTS FOR: 'BIKINIS'

JOY  
10-11 Bishops Terrace  
London SE11 4UE  
United Kingdom  
0845 450 2899

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Affiliates  
Terms & Conditions

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Twitter: 2967 Followers  
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Instagram  
Pinterest  
Polyvore  
Blog

SIGN UP  
Get 10% off your first order when you sign up to our mailing list.  
Email Address SIGN UP

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Nosto relieves the need to define every imaginable meta-tag or keyword in a product's details and improves the relevancy of search results by **displaying products that have recently been popular** following with the same search query.



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