nosto↗

BEST PRACTICES FOR THE LUXURY INDUSTRY BY NOSTO

Creating a luxurious customer experience

Typical challenges in the luxury industry

Virtually recreating the first-class one-to-one customer service offered in luxury bricks and mortar stores

One of the ways high-end stores differentiate themselves is with extremely high levels of customer service, going above and beyond according to the specific needs and tastes of each shopper. This level of service has been seen as difficult to replicate online, meaning that luxury brands quickly lose the unique selling point.

Solution: By leveraging the power of big data retailers can generate personalized recommendations that deliver an in-store shopping experience reminiscent of that which a personal shopping assistant would offer.

Creating a consistently exceptional and inspiring shopping experience

When a brand is representing itself as luxury, the entire shopping experience needs to reflect that - offering a smooth, relevant and enjoyable customer experience, from navigation to checkout and everything inbetween.

Solution: Use real-time automated recommendations to keep the store always seasonally relevant and up to date. Allow customers to discover new items in, items that match the ones they've shown an interest in, and allow them to be inspired and 'shop the look'.

Improving customer acquisition and increasing retention

The luxury retail sector predominantly sells items of higher monetary value, which encourages longer buying cycles. With this in mind it is important for retailers to focus on not only attracting customers but retaining them too.

Solution: Effectively leverage the data and power of social media to launch highly targeted prospecting and retargeting campaigns. This will provide a higher ROAS and more relevant traffic that is more likely to convert.

Virtually recreating the first-class one-to-one customer service offered in luxury bricks and mortar stores

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DYNAMIC SEARCH - *providing a customer with the quickest route to what they want*

Luxury fashion brand **Linea Pelle**, knows that in the luxury sector the customer gets what the customer wants - which means, if you have it, it is your job to give it to them and if you don't you should be finding something that they will want instead. With this in mind, they have implemented a dynamic search on their site. This works to help the customer in two ways - firstly, if the item is not stocked it suggests alternatives. Secondly, if the customer is misspelling the search term it suggests those items that are most likely to be relevant. People who use a search tool know what they are looking for and are 3x-4x more likely to convert - you don't want to let them walk away empty handed. Conversion is increased but so too is the customer happy having had a smooth customer journey.

linea pelle®

WHAT'S NEW ˅   HANDBAGS ˅   APPAREL ˅   BELTS ˅   JEWELRY ˅   SALE ˅   SHOP SOCIAL

CUSTOMERS WHO SEARCHED "MOTORCYKLE JACKET" VIEWED

| Arrow Moto Leather Jacket	Moto Leather Jacket	Moto Leather Jacket	Moto Crop Leather Jacket
$ 650.00	$ 550.00	$ 550.00	$ 289.00 $ 485.00

SEARCH

0 results

Your search for "motorcycle jacket" did not match any results.
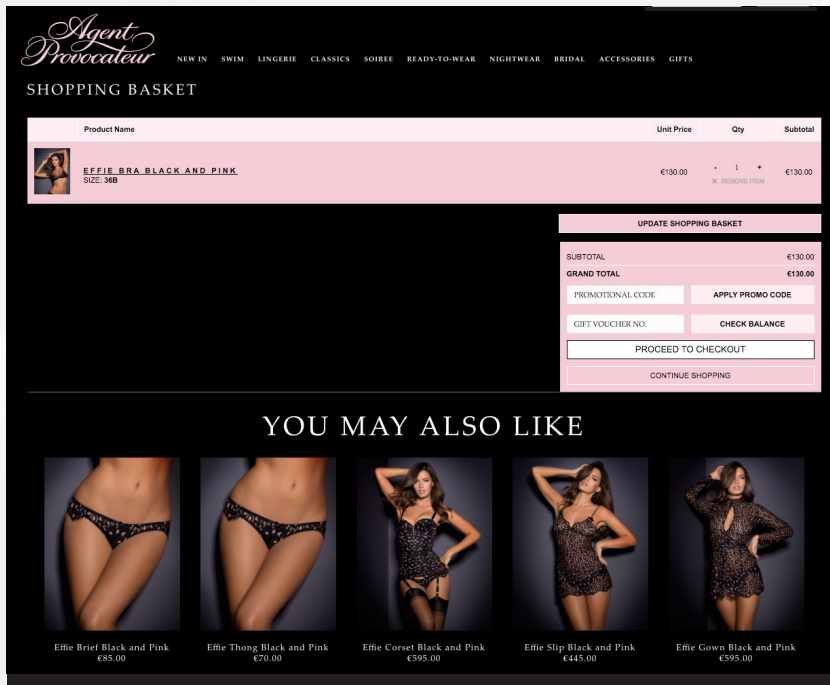
SEARCH AND VISIT RELATED RECOMMENDATIONS ON THE CART PAGE

Luxury lingerie retailer **Agent Provocateur** offers an exemplary on-site service reminiscent of that they offer in-store by using personalized product recommendations on their cart page. This is done using tag-fields to prioritize cross-selling suggestions that are a similar style to that which the customer already has in their cart. This allows the shopper to easily create matching sets or discover relevant items that they otherwise might not have found within such a wide selection.
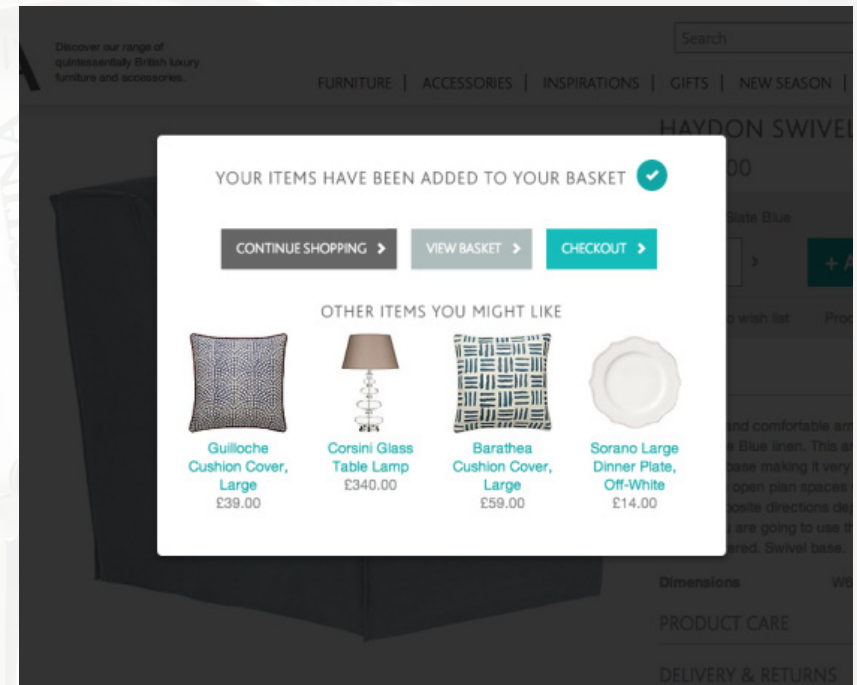
CROSS-SELLING RECOMMENDATIONS IN A POP-UP LIGHTBOX ELEMENT

UK luxury furniture retailer **OKA Direct** provides displays cross-selling recommendations in a pop-up lightbox element which is primarily used to indicate that an item was successfully added to the shopper's cart. Unlike a typical cross-selling recommendations the products are based on the entire cart content, narrowing down the selection to products that are most likely fit with each customer's specific preferences. This is particularly effective as it is triggered by a buying signal, when a customer is is most engaged.
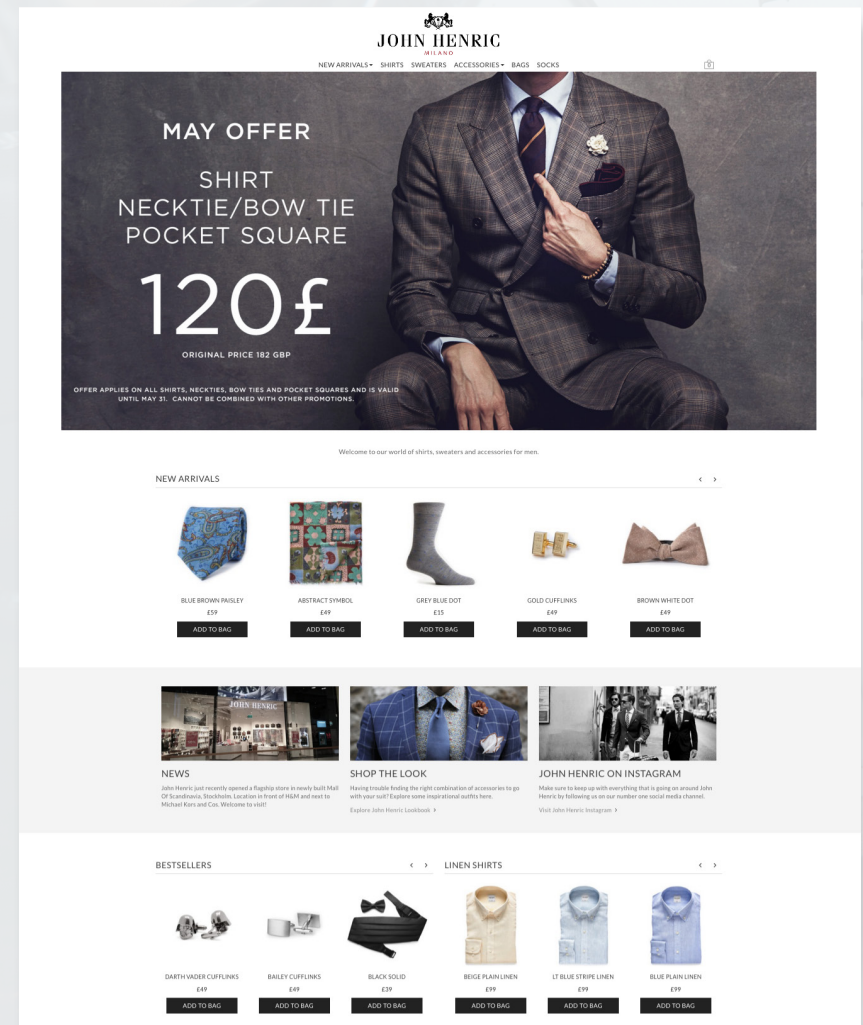
Creating a consistently exceptional and inspiring shopping experience

Use real-time automated recommendations to keep your store always seasonally relevant and up to date. Allow customers to discover new items in, items that match the ones they've shown an interest in, and allow them to be inspired and 'shop the look'.
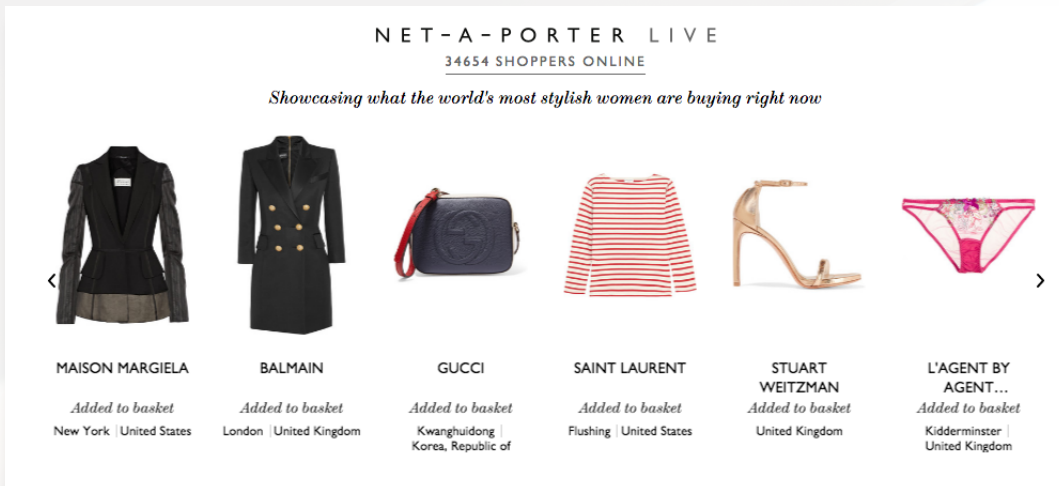
THE HOMEPAGE 'NEW IN' SCROLLER

John Henric uses a scroller on the homepage to showcase new items to the store. This ensures that each time the customer returns to the store they immediately see new items to pique their interest. Nosto allows you to personalize the recommendation to display only items that were added to the selection since the customer's previous visit - a great way to entice people to browse further!

Nosto allows you to personalize the recommendation to display only items that were added to the selection since the customer's previous visit!

NET-A-PORTER LIVE
34654 SHOPPERS ONLINE

Showcasing what the world's most stylish women are buying right now

MAISON MARGIELA	BALMAIN	GUCCI	SAINT LAURENT	STUART WEITZMAN	L'AGENT BY AGENT...
Added to basket	*Added to basket*	*Added to basket*	*Added to basket*	*Added to basket*	*Added to basket*
New York │ United States	London │ United Kingdom	Kwanghuidong │ Korea, Republic of	Flushing │ United States	United Kingdom	Kidderminster │ United Kingdom

TOP LIST ON THE CATEGORY PAGES

Agent Provocateur uses the previously discussed top lists but this time on the category landing page. This too inspires customers to purchase by highlighting what the crowd deems to be the hottest items in any set category. It also prevents customers having to trawl long category pages, therefore enhancing the overall customer experience.

This inspires customers to purchase by highlighting what the crowd deems to be the hottest items.

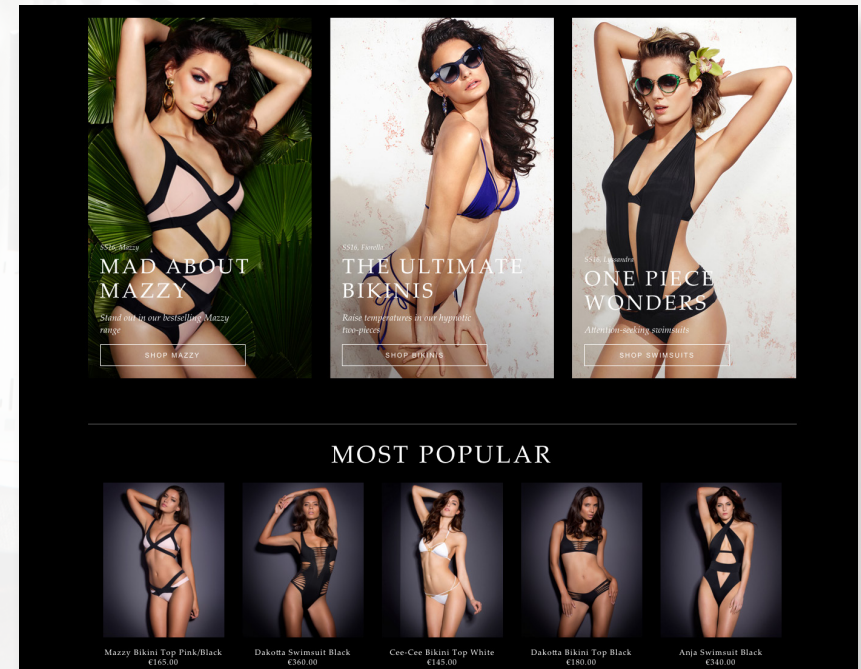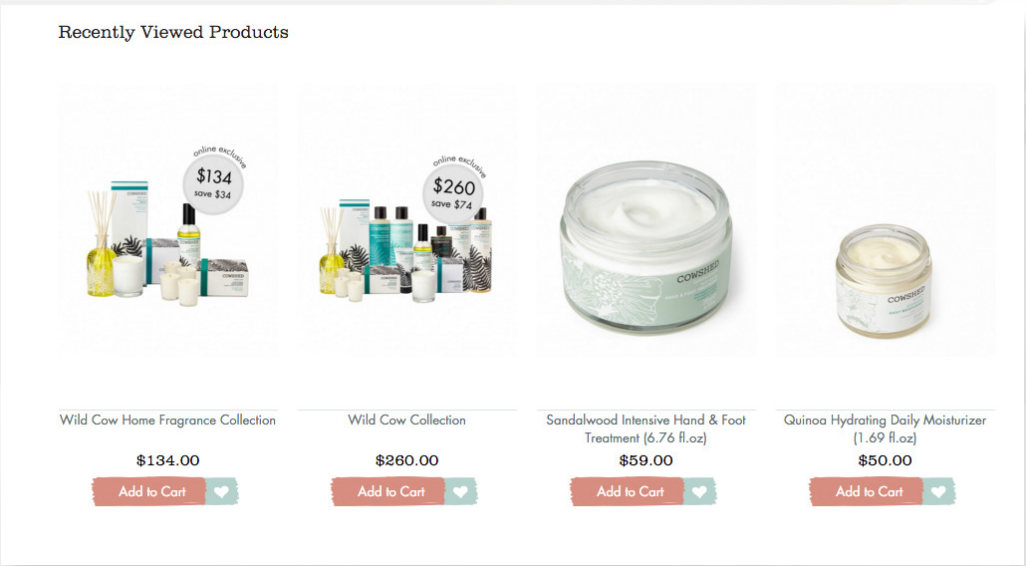## LIVE SHOPPING ON THE HOMEPAGE

Luxury retailer **NET-A-PORTER** displays a scroller on the homepage- this time, however, reflecting what other customers are currently buying. By inspiring customers with what others are currently buying NET-A-PORTER automatically and immediately catches the attention of customers who arrive in the store. With limited real-estate on a home page this setup allows a store to give an inspiring insight into the inventory of the store, according to the logic of the crowd- reflecting current trends. This also ensures that the shopping experience is different each time the customer returns to the store.

With limited real-estate on a home page this setup allows a store to give an inspiring insight into the inventory of the store.

Recently Viewed Products

Wild Cow Home Fragrance Collection
$134.00
Add to Cart

Wild Cow Collection
$260.00
Add to Cart

Sandalwood Intensive Hand & Foot Treatment (6.76 fl.oz)
$59.00
Add to Cart

Quinoa Hydrating Daily Moisturizer (1.69 fl.oz)
$50.00
Add to Cart

'ADD TO BASKET' BUTTON ON ALL RECOMMENDATIONS

Cowshed, offering award-winning bath, body and skincare products, have crafted a website with great usability. They save clicks and lowers friction by allowing customers to add items to their cart straight from a recommendation element, without having to navigate to the product page of the item. The 'add to cart' button populated in the recommendation itself ensures a smooth shopping experience that allows the customer to immediately and conveniently (after adding an item to cart) continue their shopping. This setup works best for stores offering "one-size" items, but is also achievable for those retailers with multiple sizes This type of online experience replicates the easiness of an off-line luxury service where the customer representative makes it very comfortable for the customer to find the right size and proceed to purchase.

'SHOP THE LOOK' POSSIBILITY AND RECOMMENDED SIMILAR LOOKS

Big Nordic luxury fashion brand **Filippa K** allows customers to easily 'shop the look' by itemizing in recommendations what the model is wearing, but also combining this with a recommendation element that suggest other alternative complete looks should what they are looking at now not be quite right. This is a great way to offer a 5* customers service in a discreet way and offer alternative and complementary items on the product page with full outfit curation. Filippa K prove that merchandising doesn't have to be pushy and can align very nicely with the brand to generate an effective product page and an enjoyable shopping experience.
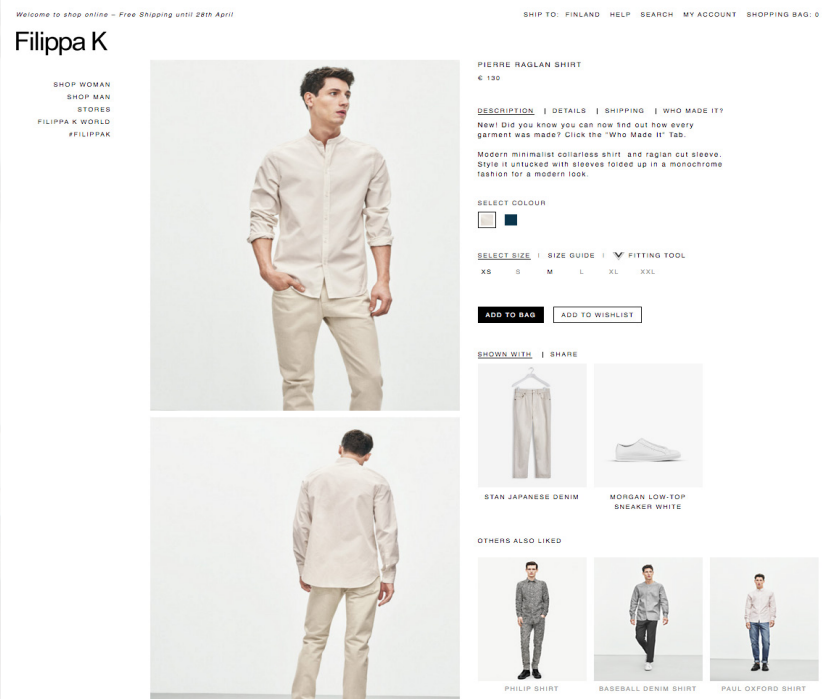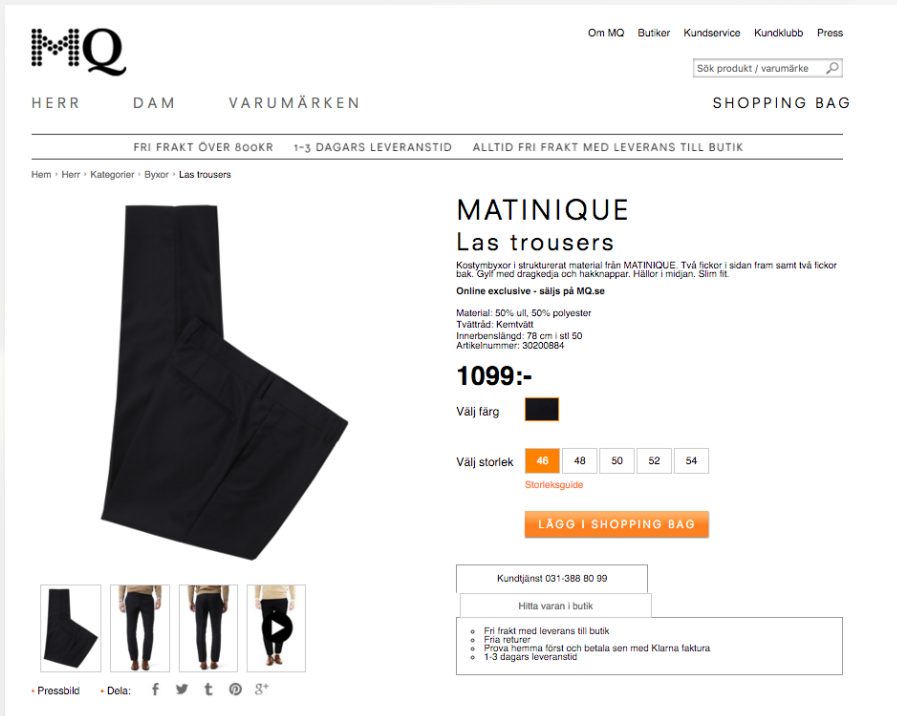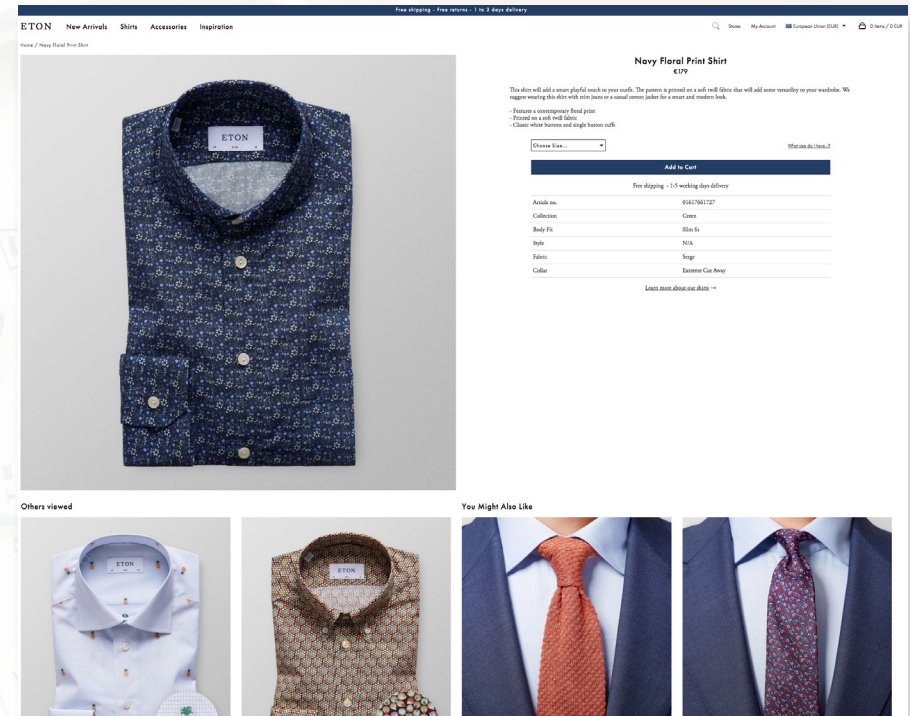
'STYLE WITH' CROSS SELLER

In addition to homepage best sellers, **MQ** also offers customers the possibility to imagine the item they are currently browsing together with other items in their selection. They do this by using dynamic filtering (choosing which ranges they want to recommend with selected ranges) in their up- and cross-selling recommendations, allowing them to display complementary items which 'complete the look'. This not only offers a great customer experience but naturally increases average order value.

PRODUCT PAGE CROSS SELLERS

The product pages of this Swedish fashion store are a great example upselling done with style! **Eton** not only allows the customer to see alternative items, but also efficiently make use of dynamic filters to promote a wider range of accessories with main ranges (for example, suggesting pocket squares with shirts). This is truly a best practice example when it comes to up- & cross-seller combinations as it allows the customer to find exactly what they are looking for thus enhancing the customer experience and increases your sales!

Increasing customer acquisition and retention

In an industry where customers might need some time to consider their purchase it is very important retailers focus on attracting and retailing quality traffic to their site to increase conversion and AOV.

PROSPECTING FACEBOOK ADVERTISING

Eton tempts new customers away from their Facebook conversations and to their online store by displaying high quality personalized Facebook ads that highlight real-time trending items. These 'Best Seller' product-level ads can be targeted towards lookalike audiences or by demographic. The ads are automatically and constantly updated to show the most popular items in the store and are therefore most likely to convert when reaching the eyes of Eton's ideal customers. Ads are populated based on real-time user behavior, as well as stock levels – meaning an out-of-stock product is never shown.
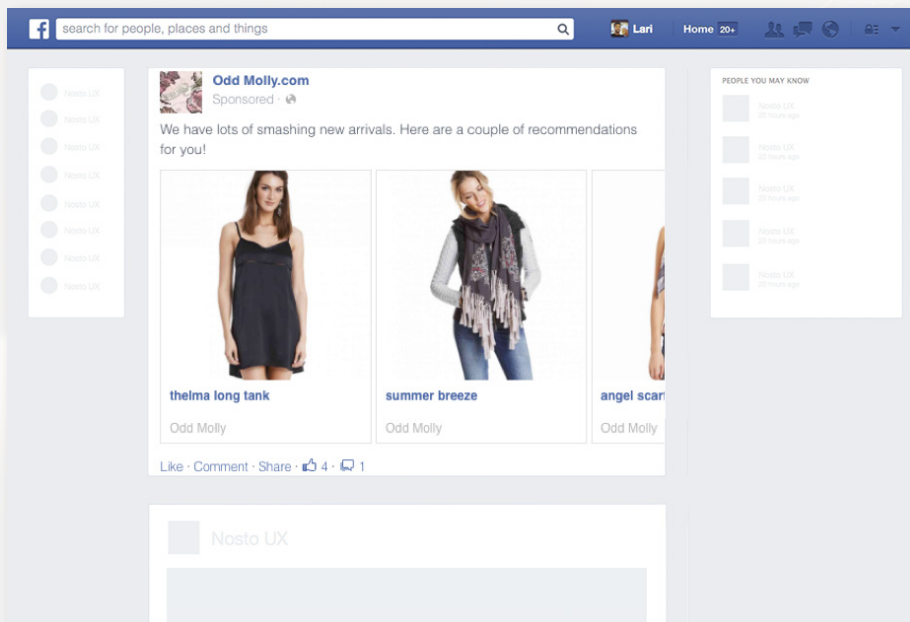
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nosto VERTICAL CASE STUDY: LUXURY

RETARGETING FACEBOOK ADVERTISING

While post-purchase promotions should be a given, this is something many retailers unfortunately neglect. It's easy to either set up automated personalized follow-up emails or, like **Odd Molly**, a nordic fashion retailer, have these recommendations show up on Facebook to a pre-defined customer group. Not only is it great customer service, offering items highly related to those the customers have already purchased, it's a great way to reach back out and entice previous customers back to shop with you.
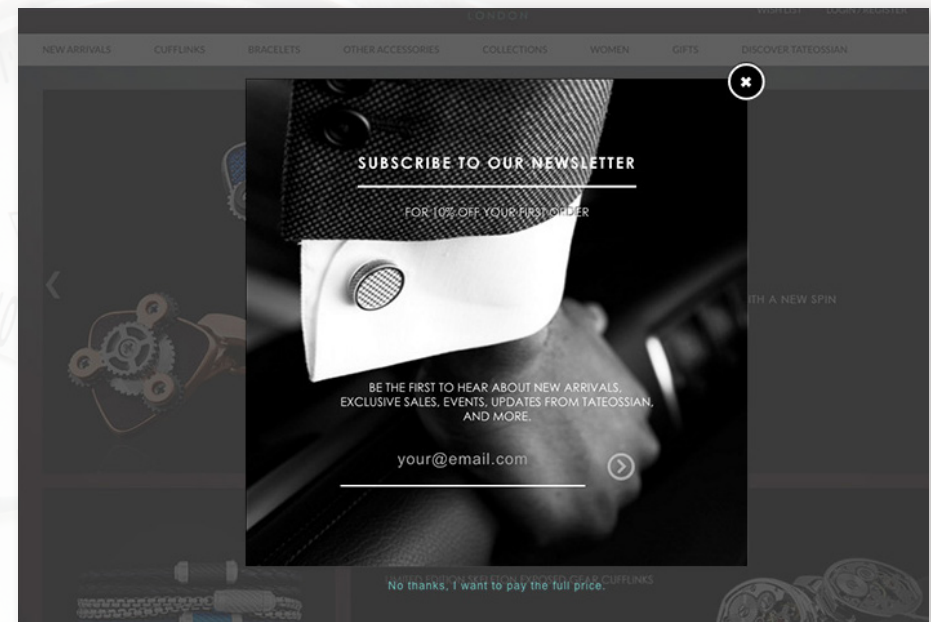
CAPTURING EMAIL ADDRESSES FOR RETARGETING

Jewelry high-end retailer **Tateossian** has implemented a great strategy to welcome new visitors and capture their email addresses, allowing Tateossian to nurture them with tailored content and then retain them later. Tateossian uses a behavioural pop-up to offer new visitors 10% off their first purchase in exchange for a newsletter subscription. This allows the company to delight new customers, inspires action and capture potential shoppers' details.

OKA

RETURN TO YOUR BASKET ▸

DID YOU FORGET SOMETHING?

HONEYCOMB CUSHION COVER

Last time you shopped with us, we noticed you left something behind in your basket. To save you the trouble of finding these items again, **we'll keep them in your basket for 48 hours.**

RETURN TO YOUR BASKET ▸

We're sorry if you encountered an issue whilst shopping with us. Should you need assistance, please feel free to get in touch with our very friendly Customer Service team by underline clicking here or calling 0844 815 7380.

YOUR SHOPPING BASKET

PRODUCT	DESCRIPTION	QUANTITY	PRICE
	Langham Throw - Grey/Ink Blue/Lime	1	£79.00

WE THINK YOU'LL LOVE

Plain Velvet Cushion Cover, Small	Radnor Wood Bedside Table	Beauvais Wood Bedside Table with Storage	Gustavian Bedside Table
£39.00	£195.00	£235.00	£139.00 (£199.00)
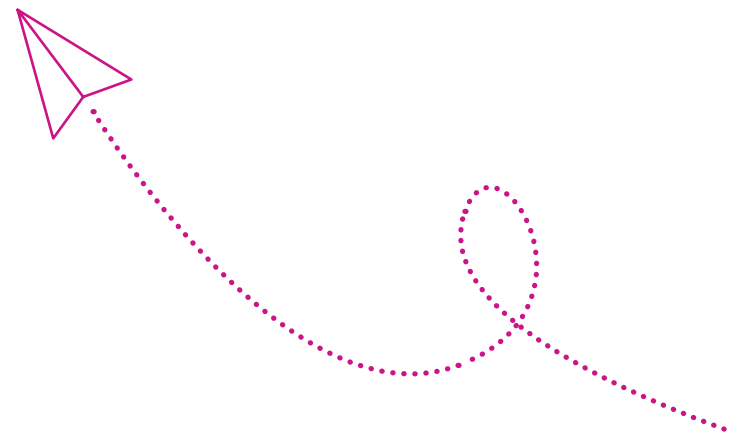
ABANDONED CART EMAILS

From capturing email addresses to actually re-targeting - **OKA Direct** sends out Abandoned Cart emails that are boosted by Nosto's personalized recommendations. Nosto's personalized email widgets can be used in any email type, regardless of ESP, to boost conversion and offer an individual approach to marketing emails. Leveraging big data, Nosto can populate otherwise relatively static emails with suggestions directed at the individual such as in the example below.

Nosto's personalized email widgets can be used in any email type, regardless of ESP

MELVIN & HAMILTON
Handcrafted pieces of emotions.

Hello susanne!

We added a lot of new styles on our store. Here is a selection of recommended products that you might like, especially made for you!

Shop now! ▶

Customers also bought

You might like these products

SHOETREE||IN CEDARWOOD
29,90 €

AMELIE 17|CLASSIC WOOD WINTER ORANGE TAN ASH DA...
118,93 €

JEFF 14|CRUST TAN LS
159,90 €

Items you were interested in

You checked out these items last times you visited our store. Still interested?

KATE 5|WOVEN OAK LS
139,90 €

HOLLY 10||INFANT ORANGE WL RED
149,90 €

LUCY 10|SALERNO BLACK HRS
114,95 €

MELVIN & HAMILTON
Handcrafted pieces of emotions.

Hi, erin!

We havn't seen you on our store for a long time now & we wish to see you again very soon! You'll find some personal recommendations we've done for you, based on some styles you were interested in last time you visited us. We look forward to seeing you soon!

Go shopping ▶

Personal recommendations

Based on your browsing history, we think you'll love the following items:

AMELIE 3 ||INFANT NAVY WL RED
149,90 €

AMELIE 11|CLASSIC NAVY ASH COGNAC RED STRAP ASH LS
169,90 €

AMELIE 10||INFANT BOSCO TAUPE BOSCO TAUPE WL GREEN
104,93 €

Popular styles

Our hottest products right now

OSKAR 7|CRUST ELECTRIC BLUE LS
159,90 €

JEFF 14|CRUST TAN LS
159,90 €

AMELIE 17|CLASSIC WOOD WINTER ORANGE ...
118,93 €

FOLLOWING UP ON SALES

Luxury shoe retailer **Melvin & Hamilton** is sending out an order follow-up email that is triggered by successful check-out. The email goes out 30 days after a purchase and offers a great opportunity to re-engage customers with relevant content.

ENTICING CUSTOMERS BACK

Melvin & Hamilton is also sending out 'We Miss You' emails to reach back out to customers who've been absent from the store for 90 days or more. By displaying both personal recommendations and hot items in the store right now, customers are sure to get the most relevant reminder of what the store offers.

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