

### ABOUT

MADLADY was founded in 2011 by two imaginative minds who wanted to put all their ideas into action. The goal was to create a individual company, by offering unique clothes and accessories that can not be found anywhere else in the Nordic market. MADLADY is proud to offer products with a style and culture that every girl should take note of! In 2015, MADLADY won Boutique of the Year in the Finest Awards.

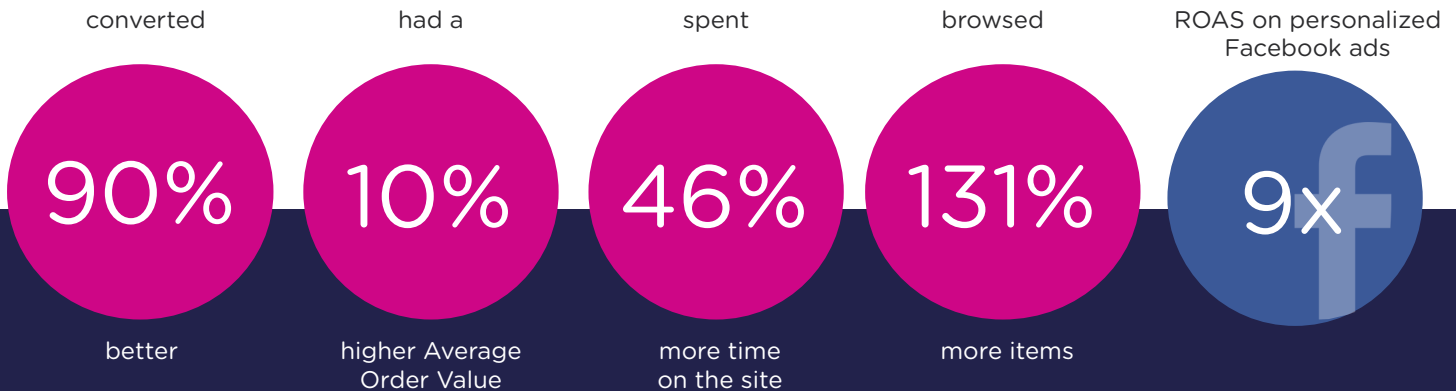
### CHALLENGE

The challenge they had was how to make the website more vibrant and personalized. When they looked at other e-commerce sites they lacked these personal touches and usually consist of simple static elements which are identical for every user. MADLADY wanted to recreate the feeling of being in a store where customers are greeted by staff, where customers are treated as individuals and are made to feel comfortable with their purchases.

### WHY NOSTO

The lack of dynamic content on the page was a high priority for MADLADY to solve. They were very happy to fix this issue in just 2 weeks. However, it emphasized that the personal touch was also missing on other platforms they use such as Instagram, Facebook, and newsletters.

### Customers who clicked Nosto recommendations...



### SOLUTION

- Best sellers and personalized recommendations were added to front and category pages to enhance navigation and inspire customers to further purchases.
- Browsing history recommendations were added to category and product page to allow easy and visualized back and forth browsing enhancing the overall browsing experience.
- Automatic cross-sell and up-sell features were added to product pages inspiring customers to shop further, naturally increasing AOV and conversion.
- Out of stock and 404 pages were enhanced by displaying personalized recommendations to allow customers a convenient way to resume shopping should they end up on these pages.
- Personalized recommendations were added to the cart page to remind customers of the items they had shown interest in but not yet added to cart.
- Search and visit related recommendations were added to the search page to enable it as a dynamic facility allowing the customer to find what they are looking for even if they should misspell the term.

### RESULTS

- Customers clicking on Nosto's recommendations have converted 90% better and had a 10% better AOV.
- Enhanced navigation has increased the time spent on the site by 46% while customers simultaneously viewed 131% more products during their visit.

"Nosto is really a Plug-n-Play solution; within a few clicks you can add or modify elements and experiment with the conversion of these. Apart from the simple technical implementation, Nosto are constantly delivering new features to increase the conversion using personal recommendations on different platforms."

Ilia Komorin, Co-founder at Madlady

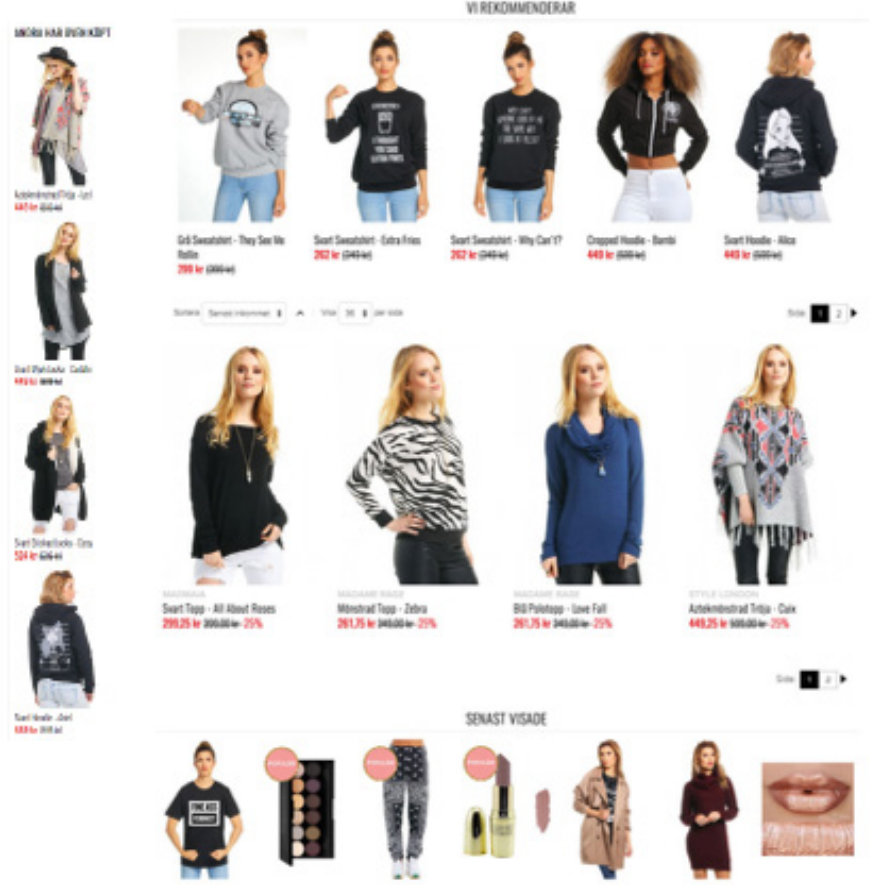
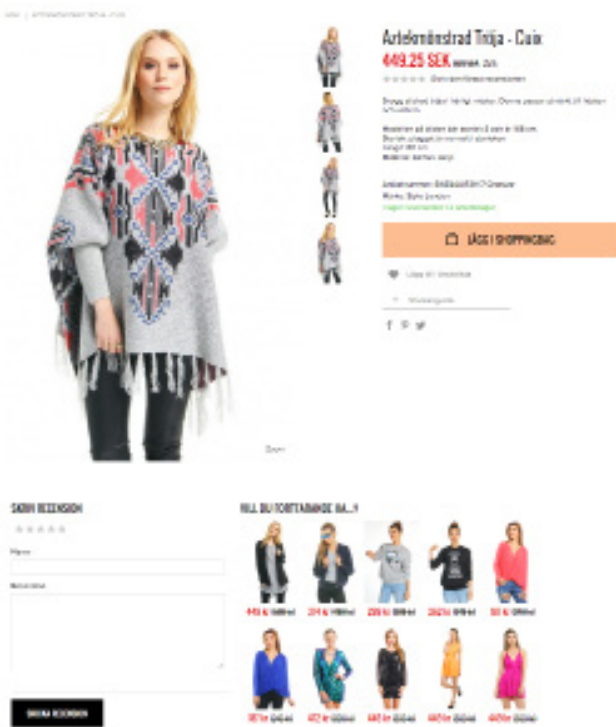


### Case study: Madlady

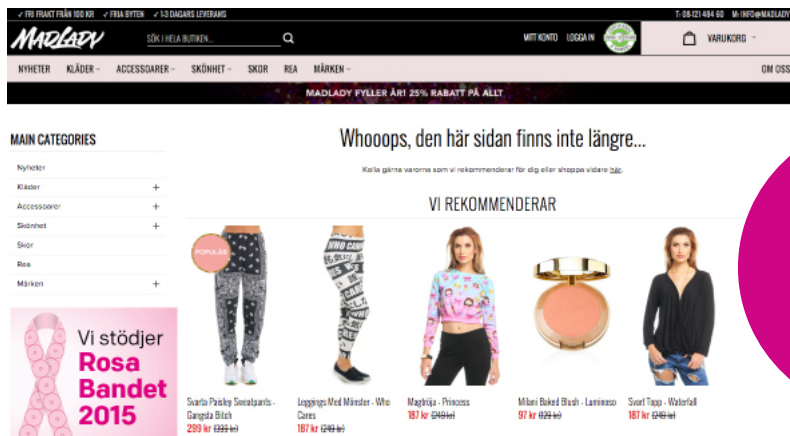
Nosto's recommendations on [www.madlady.se](http://www.madlady.se) converted visitors into paying customers 90% better and had a 10% better AOV.

Dynamic cross- and up-sell recommendation on product pages

Top List and Browsing History on category page



404 page  
 Customers browsed



131%  
 more items