

ABOUT

In 1988, Rajab Choukair created the label Melvin & Hamilton for young men who were just discovering the art of business look. Today his sons, Karim & Olivier imagine, design & produce high quality leather shoes with a unique design, for men & women. Two years ago, Melvin & Hamilton created its own shop to directly ship its creations all over Europe.

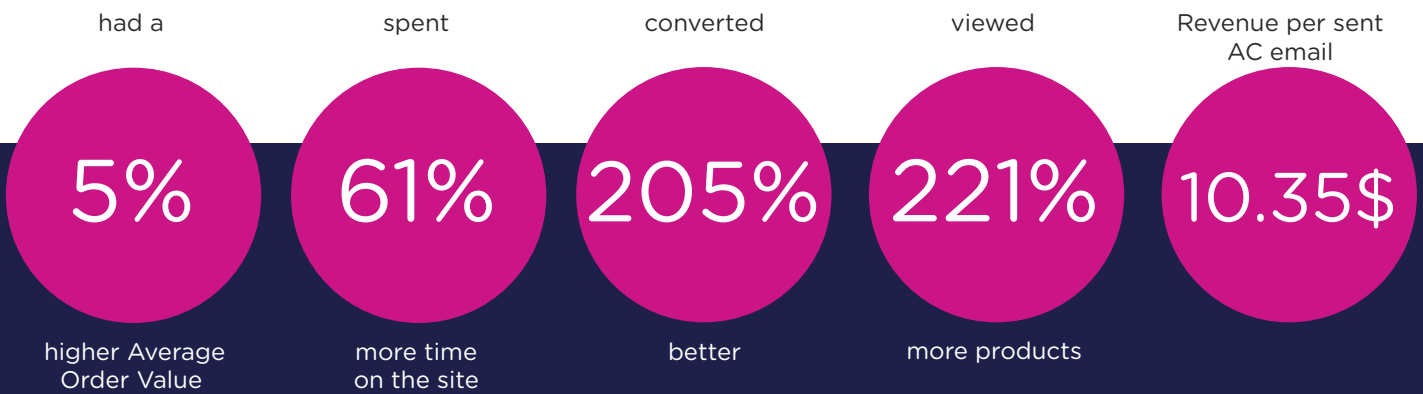
CHALLENGE

With a catalogue increasing with over 600 items a year, Melvin & Hamilton needed to make sure each customer immediately met the most relevant items when arriving on the page, in order to reduce bounce rate and increase conversion. Melvin & Hamilton have a German, a French & an English storefront offering the same items, but with highly different customer behaviour in each market MH wanted to ensure that the habits and preferences of each market were highlighted in the respective stores.

WHY NOSTO

Melvin & Hamilton chose Nosto due to its comprehensive feature set, easy setup and success based pricing model. Nosto's ability to automatically display the most appealing items to customers in different regions in real-time would make a big difference to conversion while triggered emails would allow the store to entice customers back and increase customer retention and loyalty.

Customers who clicked Nosto recommendations...



SOLUTION

- Top lists were added to the front page, category pages and 404-pages to immediately display the most popular products in the store right now and enhance the browsing experience by showcasing the selection in each category
- Browsing history recommendations were added to category and product pages to allow easy and visualized back and forth browsing enhancing the overall browsing experience.
- Top lists were also added to product pages but filtered to display only bestsellers in the category of the item being browsed.
- Cross- and Up-selling recommendations were added to product pages to display only items in custom selected categories.
- Shopping Cart Recommendations were added to the cart page to display items with the highest relevancy to the ones in cart.
- Browsing history recommendations were also added to the cart page to remind the customer of earlier interests.
- The abandoned cart popup was enabled to start collecting emails addresses of unidentified or first time visitors to retarget with abandoned cart emails.
- All triggered email types; We Miss You, Order Follow up and Abandoned cart emails were enabled to entice customers back to the store and increase customer retention and loyalty.

RESULTS

- First-time visitors find what they are looking for faster and get a clear view of the store selection
- Customers clicking on Nosto's recommendations have converted 205% better and have had a 5% higher AOV than customers who didn't interact with Nosto recommendations
- Enhanced navigation has increased the time spent on the site by 61% while customers simultaneously viewed 221% more products during their visit
- Nosto abandoned cart emails are generating a whopping 15,6% conversion and revenue per Abandoned Cart email sent is 10.35 USD
- "Nosto fits wherever you want to put it and it gives great results for retailers!"
- Lucie Piriou, Communications and Business Development Manager at Melvin & Hamilton

"We've seen great results with Nosto and especially with the email campaigns Nosto provides! We're able to get unidentified new customers back to the store and get them shopping with great incentives such as coupon codes and displaying new items. The abandoned cart email, for instance, is something that every retailer needs and which converts brilliantly! Nosto is surely a non-invasive tool for customers and a win-win relationship for us!"

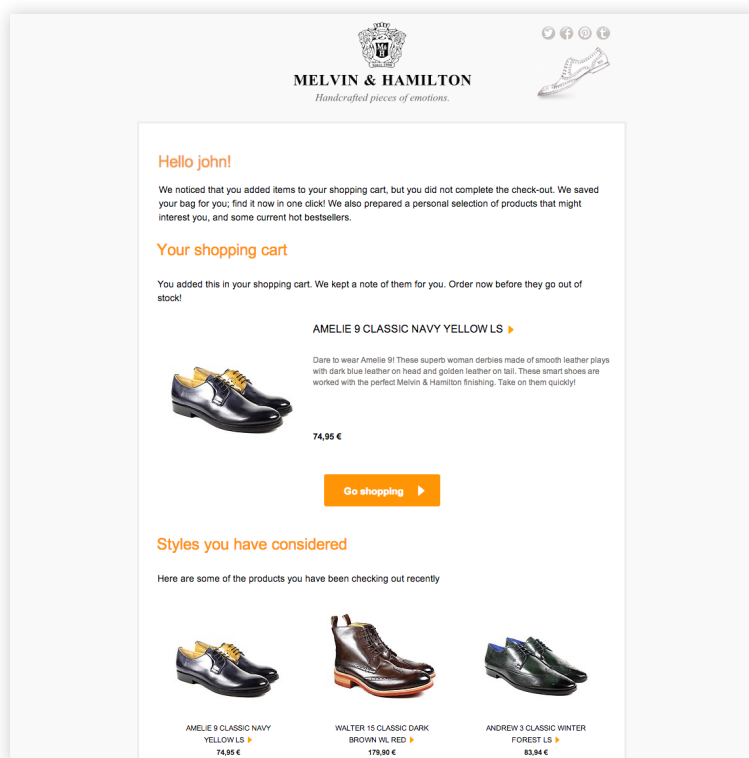
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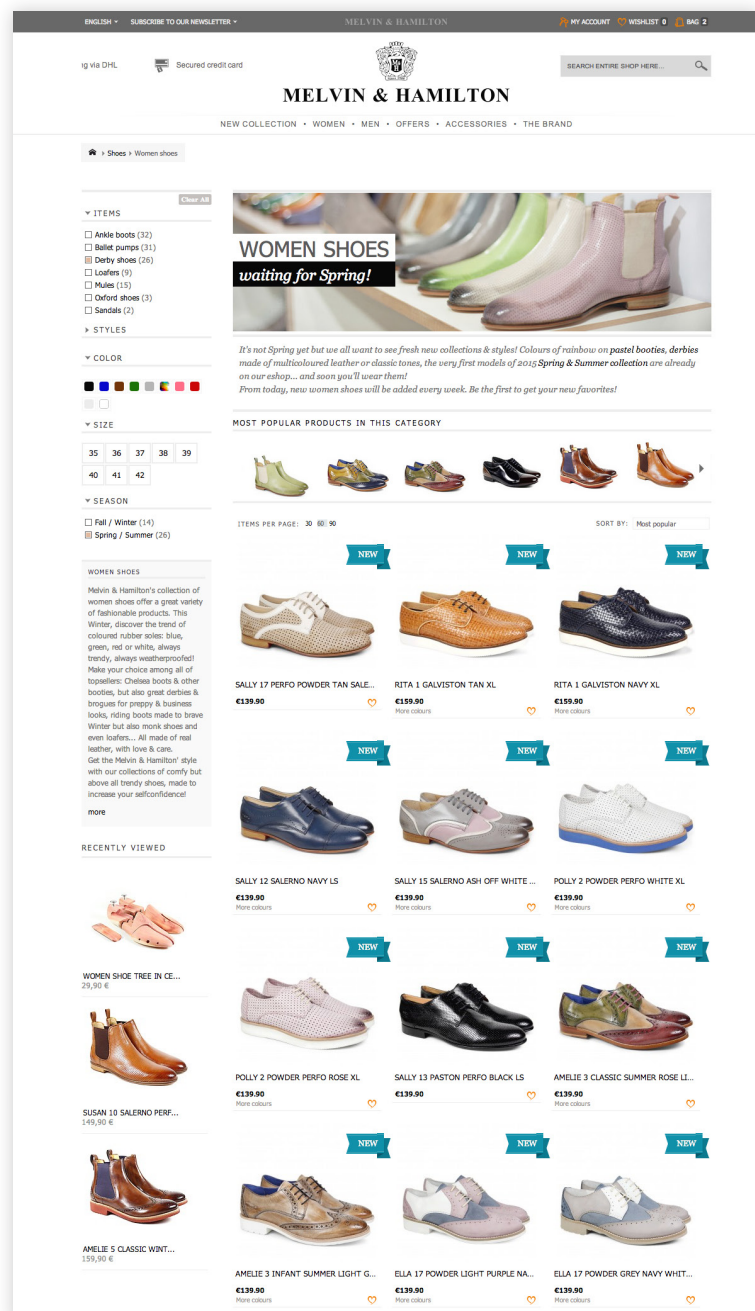
Case study: Melvin & Hamilton

Nosto's recommendations on the Vitafy online store converted customers 205% better with a 5% higher average order value.

Abandoned Cart Email



Category specific toplist and browsing history recommendations



Abandoned Cart pop-up

