

ABOUT

Multi-brand boutique, My Little Square was founded in 2011 to offer premium fashion and homeware products for children. My Little Square offers more than 200 top of the range brands chosen for their quality and originality, and is a source of inspiration for numerous publishers. Through a clean, minimalist design and compelling additional offerings, My Little Square separates itself from the competition by offering a genuine fashion and e-commerce experience.

CHALLENGE

My Little Square was finding it difficult to showcase the true breadth of brands they offered. Customers were tending to visit the most well known brands, rather than discovering other new and exciting designers, something My Little Square was keen to address. Moreover, the online store needed to stay up to date with a rapidly changing selection while ensuring customers didn't end up on product pages of out-of-stock items.

WHY NOSTO

My Little Square wanted to find a solution that would highlight the boutique's core values: allowing customers to discover new trends. By inspiring customers to discover new products and brands throughout their shopping journey with Nosto's recommendations and triggered emails, My Little Square would be able to naturally increase conversion while strengthening its brand.

Customers who clicked Nosto recommendations

Triggered emails



SOLUTION

- Automatic cross- and up-sell features were added to product pages inspiring customers to shop further, naturally increasing AOV and conversion.
- Top lists displaying bestsellers within the same category were added to product pages to enhance navigation and encourage visitors to discover new designers.
- Browsing history recommendations were added to a custom built interactive banner which is displayed across the entire customer journey.
- My Little Square started sending out Abandoned Cart emails to capture otherwise lost revenue.

RESULTS

- 12% of all online revenues have been generated by Nosto.
- Customers clicking on Nosto's recommendations converted 72% better and had a 21% higher AOV than customers who didn't.
- Enhanced navigation has increased the time spent on the site by 44% whilst customers have been encouraged to view 108% more products.
- Abandoned cart emails have had a whopping average \$3.2 return per email sent.

Nosto has provided us with a solution to tackle our essential challenges and its real-time dashboard is a fantastic working tool for our entire team. Visually Nosto has adapted perfectly and effortlessly to our graphic design which is very important for us being very brand focused. Overall we're very happy to have the Nosto team support us in our development.

— Julie Garcia, Co-founder of My Little Square



Case study: My Little Square

Nosto's recommendations on www.mylittlesquare.com converted visitors into paying customers 72% better and had 21% better AOV.

Automated cross- and up-sell recommendations as well as filtered Top lists on product pages

Automatic cross-sell features and personalized recommendations on product page

