

ABOUT

Opticalling is a leading eye care and eye health company formed by expert Optical Opticians and Optometrists to give the maximum importance and care your eyes deserve and the best solutions our knowledge and expertise can provide.

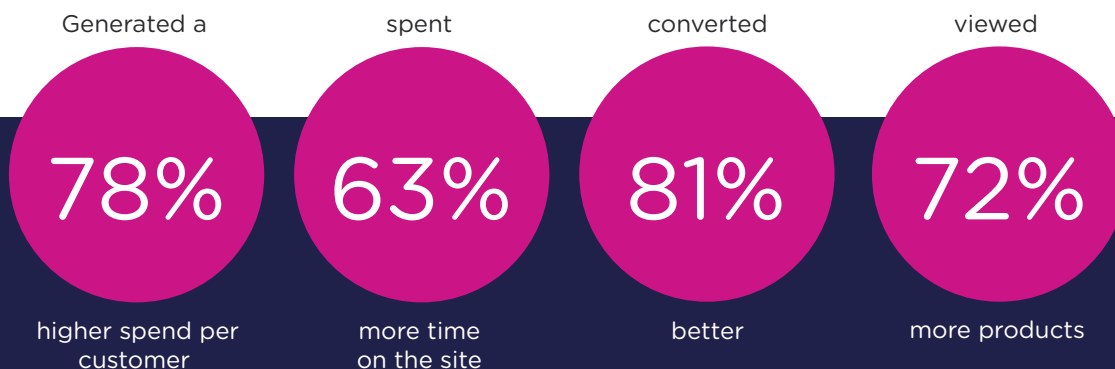
CHALLENGE

With a growing selection of eyewear Opticalling was looking for an automated solution to better highlight the most relevant items for each visitor and enhance navigation on the site to increasing conversion and AOV. This would not only ensure an exceptional shopping experience and increased online sales, but happy returning customers.

WHY NOSTO

Nosto became the go-to solution for Opticalling due to several factors. The powerful algorithms would ensure enterprise-level recommendations, the integration would be seamless and fast while blending in with the site design perfectly, and the success based pricing model clearly indicated trustworthy solution provider.

Customers who clicked Nosto recommendations...



SOLUTION

- Most viewed items were added as a top list on the front page to attract the attention of visitors to the hottest products.
- Cross-Selling and Up-Selling recommendations were added to the product page to ensure the customer finds what they are looking for within the selection
- Shopping Cart Recommendations were placed on the cart page to display items that other customers when on to purchase with the same items in cart
- Best Sellers and Trending Products were added to display items within the same category being browsed on the category page
- Bestsellers were also added to 404 pages to allow a convenient path back to the wide range of eyewear in Opticalling's selection
- Personalized Recommendations were added to product and cart pages to remind the customer of previous interests.
- Personalized Recommendations were added on landing pages displaying previous considerations should a customer be returning to the store. This element is hidden from new visitors.
- Nosto's Abandoned cart emails were enabled to send visitors a kind reminder of items that they've placed in their cart, but not purchased before leaving the store

RESULTS

- Customers clicking on Nosto's recommendations have converted 81% better and generated a 78% higher spend per customer than customers who didn't interact with Nosto recommendations
- Enhanced navigation has increased the time spent on the site by 63% while customers simultaneously viewed 72% more products during their visit
- www.opticalling.com is now fully automated to always reflect in real-time stock availabilities and current trends.
- Abandoned cart emails are generating a 70.7% open rate and a 11.3% conversion

"Our definite favorite is the triggered emails and the abandoned cart email that not only allows us to increase the number of returning customers, but enables us to deliver better customer service delighting our customers. We've also been super happy with Nosto's support that has been committed to help us to go live, improve our set up and improve our business results."

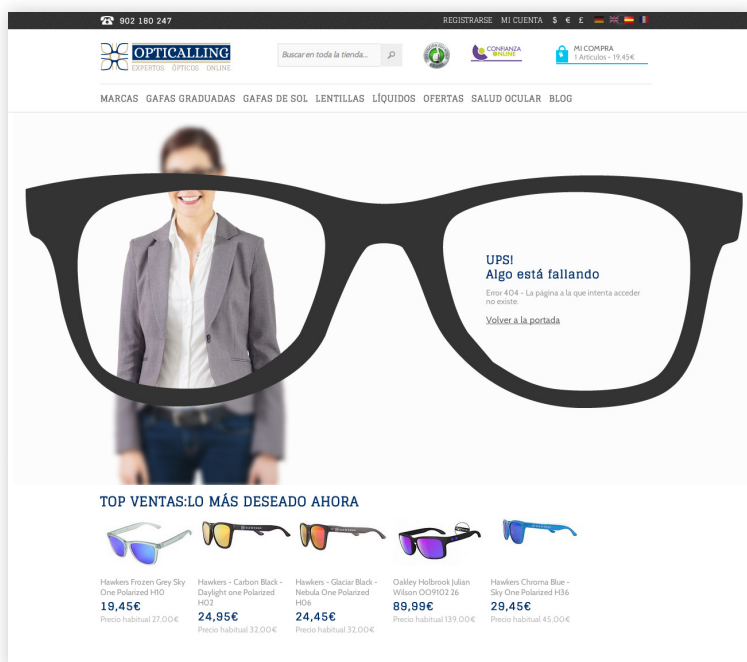
— Juanma Botías, Marketing Director at Opticalling



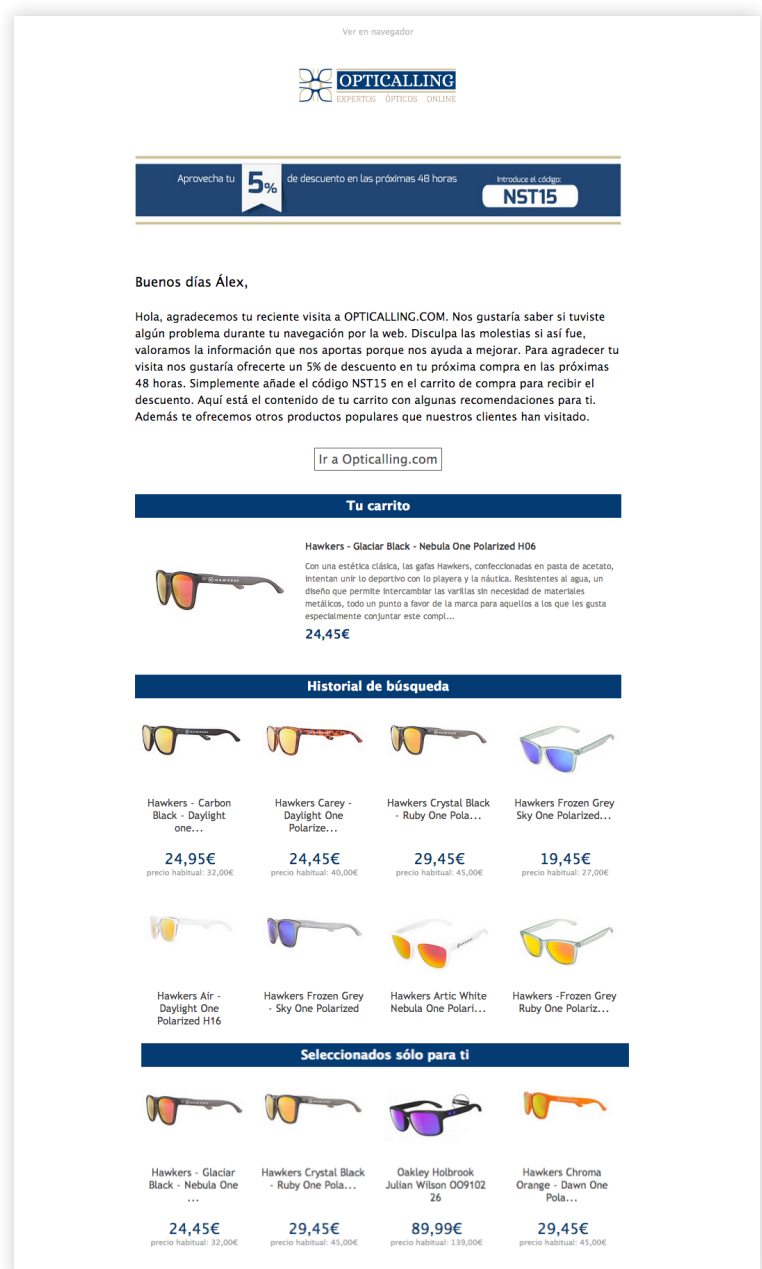
Case study: Opticalling

Nosto's recommendations on the Opticalling online store converted customers 81% better with a 78% higher spend.

Bestsellers on 404 pages



Homepage with Bestsellers, Browsing History related Recommendations



Cross- and upsell recommendations on product page

