



## Outnorth

VERTICAL: Sporting goods  
WEBSITE: [www.outnorth.se](http://www.outnorth.se)  
PARTNER: SiteDirect



### ABOUT OUTNORTH

With the vision to deliver the best of Scandinavian outdoor equipment, Outnorth has roots that go all the way back to 1928 and has been delighting its customers online since 2012. Today this leading online destination for Scandinavian outdoor equipment has online stores across the Nordics and employs 55 people.

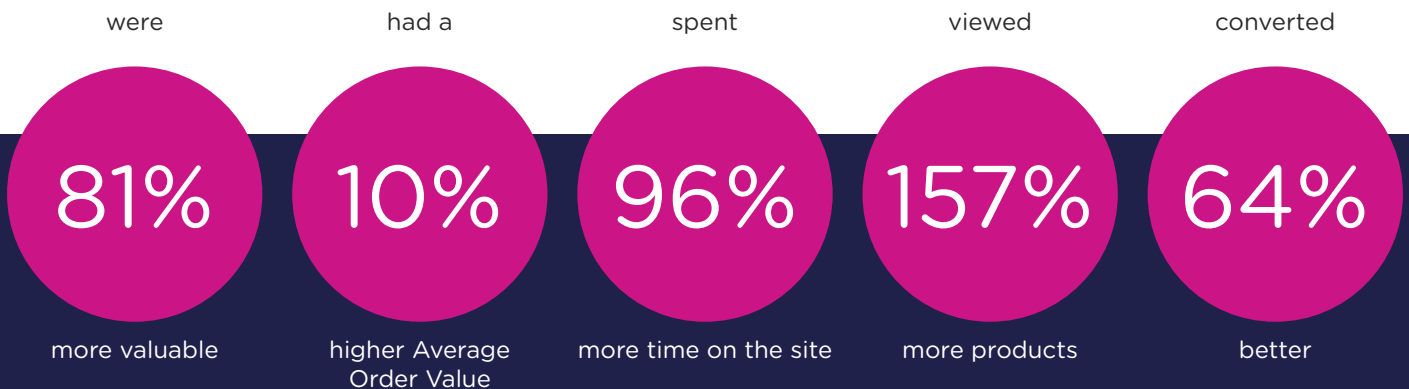
### CHALLENGE

Outnorth was quickly widening its product range and therefore needed to find a highly adaptable personalization solution to help maximize the benefits of a bigger online store.

### WHY NOSTO

In order to maximize the conversion rate and increase customer retention, Outnorth wanted to find a solution that could automatically and in real-time display personalized recommendations to both new and returning customers. Nosto offered the best solution in terms of both functionality, usability and also the ease and speed of implementation.

### Customers who clicked on Nosto recommendations



### SOLUTION

- A list of recently viewed products was added to the homepage to make it easier for returning customers to resume shopping.
- Recommendations with the most popular campaign products were added to category pages to inspire customers to ad hoc purchases.
- Cross- and up-sell recommendations were added to product pages to help customers find additional relevant products.

### RESULTS

- Customers who clicked on Nosto's recommendations converted 64% better and had a 10% higher AOV than customers who didn't.
- The improved navigation on outnorth.se has increased time spent on the site for visitors who clicked on Nosto recommendations by 157% and the number of products viewed by 96%.
- Customers who clicked on Nosto recommendations were 81% more valuable.

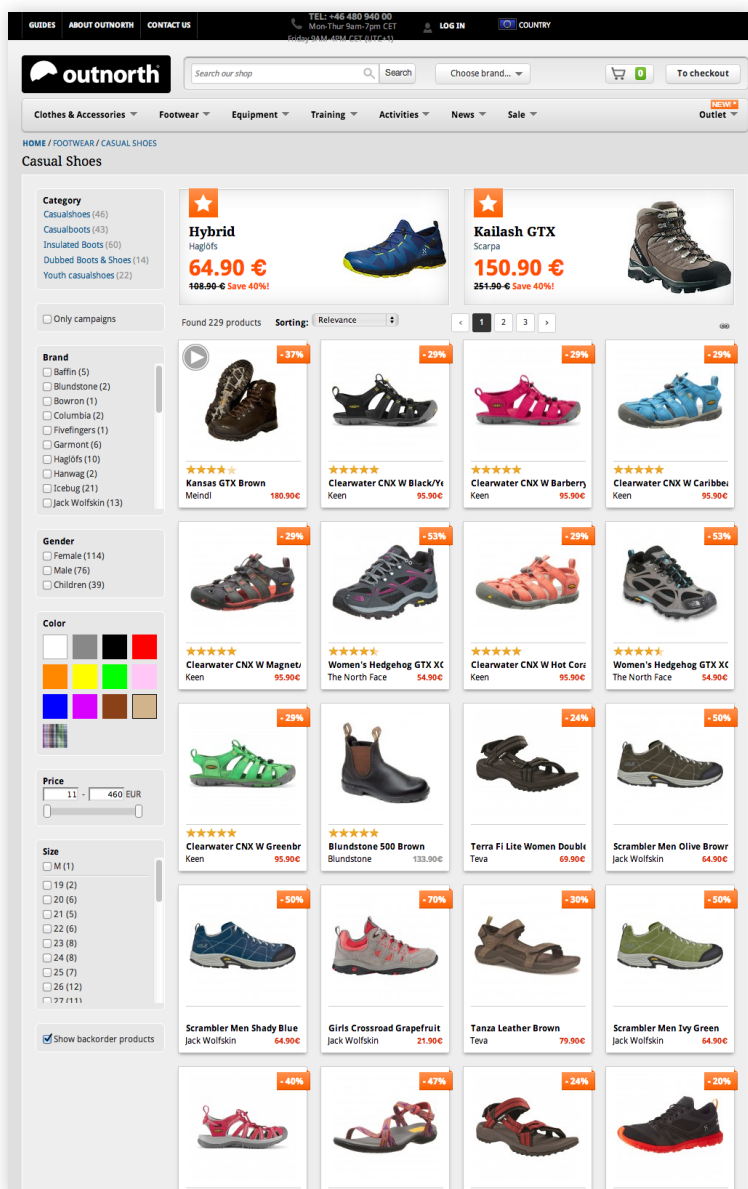
"Nosto offered a solution that was the best fit for us considering functionality, but also considering its usability and its incredibly easy and fast implementation."

— Ola Svensson, Head of Marketing at Outnorth

# Case Study: Outnorth

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Highlighting campaign products on the category page



Cross- and up-sell recommendations on product pages

