

Outnorth

VERTICAL: Sporting goods WEBSITE: www.outnorth.se PARTNER: SiteDirect

nosto

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 outnoth.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.

lin

"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

sales@nosto.com

Nosto is an ecommerce software company providing a SaaS solution that transforms online shops from one-size-fits-all offerings to relevant, personalized experiences, updated dynamically and in real-time. www.nosto.com



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Case Study: Outnorth

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	Highlighting campaign products on the category page CTUS TEL: +46 469 560 00 MonThile Same Time Complexity (Structure Same Time Complexity) CTUS TEL: +46 469 560 00 MonThile Same Time Complexity				Cross- and up-sell recommendations on product pages		
ES ABOUT OUTNORTH CONT					P outnorth	Search our shop	Q Search Choose brand •
outnorth	Search our shop	Q, Search	Choose brand 👻	To checkout	Clothes & Accessories 👻 Fr	ootwear - Equipment - T	Training 👻 Activities 👻 News 👻 Sale 👻
thes & Accessories 🔻 🛛 Fe	ootwear = Equipment = T	Fraining 👻 Activities 👻 I	News 🔻 Sale 👻	NEW* Outlet 👻			anning Activities Hensi Suite
FOOTWEAR / CASUAL SHOES					HOME / EQUIPMENT / CAMP & SLEEP /	STAIKA	
al Shoes							
ategory	*		*	-			998.90€ Stock situation:
sualshoes (46) sualboots (43)	Hybrid		Kailash GTX	Cal			In stock!
sulated Boots (60) ubbed Boots & Shoes (14)	Haglöfs		Scarpa	A COR			Color
uth casualshoes (22)	64.90 €		150.90 €				÷
	108.90 € Save 40%!		251.90 - Save 40%!				Quantity
Only campaigns	Found 229 products Sorting:	Relevance 🗘	< 1 2 3 >	60			1 BUY »
nd	-37%	- 29%	- 29%	- 29%	4		
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Sowron (1)							
olumbia (2) ivefingers (1)	Br. Cr.	C. H. C.					
iarmont (6)							
laglöfs (10) lanwag (2)	****	****	****	****			
ebug (21)	Kansas GTX Brown Meindl 180,90€	Clearwater CNX W Black/Ye Keen 95.90€	Clearwater CNX W Barberry Keen 95.90€	Clearwater CNX W Caribbea Keen 95.900			
ck Wolfskin (13)							Läs mer om Staika från Hilleberg på svenska
der	- 29%	- 53%	- 29%	- 53%	Hilleberg Staika - ID: 12111		Footprint included for
emale (114) Aale (76)			and a	3.52			
hildren (39)		A		5 38 A	Also available: Images		
						5	
or							MORE INFO RATINGS SIZE GUIDE EN
	**** Clearwater CNX W Magnet/	★★★★★ Women's Hedgehog GTX XC	***** Clearwater CNX W Hot Cora	★★★★★ Women's Hedgehog GTX XC		5 M	More about Staika fror
	Keen 95.90¢	The North Face 54.90€	Keen 95.90€	The North Face 54.90¢			
					ACCESSORY		Easy to pitch and fully able to handle h admirably in both exposed and/or abo
	- 29%	0.0	- 24%	- 50%			fround, in any and all weather condition
1	0 80				HILLEBERG Footprint Stai	HILLEBERG Hilleberg V-pe	door/two vestibule design and exceller
	- 115		COMP.		98.90€	24.90€	base camp tent, where users will leave periods of time.
e 11 - 460 EUR	1 and 1				****	*****	
0							The Staika is all about simple - but simp "sparse." Easy to pitch, immensely stab
	****	****					light, the Staika is an excellent "go to" to
(1)	Clearwater CNX W Greenbr Keen 95.90C	Blundstone 500 Brown Blundstone 133.90€	Terra Fi Lite Women Double Teva 69.900	Scrambler Men Olive Browr Jack Wolfskin 64.90C	OTHER CUSTOMERS WERE INTERES	TED IN	the high priority.
9 (2)					HILLEBERG	HILLEBERG	We originally designed the Staika for pa stable, fully free standing tent for hand
0 (6)	- 50%	- 70%	- 30%	- 50%	Allak	Staika	then, it has garnered a large, loyal follo
1 (5) 2 (6)		(a)	60		968.90 €	998.90 €	other adventurers: mountaineers, pola supremely stable base camp tent in all
3 (8)	ex Alexan			Star 1			simplicity and completely free standing
4 (8) 5 (7)				A	HILLEBERG	HILLEBERG Tarra	backpackers find great comfort in its ro well as in its strength and stability.
5 (12)					559.90 €	1 098.90 €	,
							Features: The Staika's dome design is complet
how backorder products	Scrambler Men Shady Blue Jack Wolfskin 64.90€	Girls Crossroad Grapefruit Jack Wolfskin 21.90€	Tanza Leather Brown Teva 79.90€	Scrambler Men Ivy Green Jack Wolfskin 64.90€			 The Starka's dome design is complete included in the self-supporting structure
							clip system construction, same length p
	- 40%	-47%	- 24%	- 20%	OTHERS ALSO BOUGHT		make for simple and quick set up. Its d footprint without sacrificing interior ro
	9 er	018			HILLEBERG		 Kerlon 1800 outer tent fabric and thr
					Footprint		configuration make for an exceptional
					194.90 €		load handling capability. Pitching requires no pegs, but 16 peg
							stability: six loops at each pole end, one
							outer tent panels, and six double guy li

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