

A muscular man with a tattoo on his chest is shown from the chest up, looking directly at the camera. He is surrounded by a spray of water, suggesting a workout or a shower. The background is dark and out of focus, with some gym equipment visible.

nosto 

NOSTO CASE STUDY | Proteinbolaget

*24 x ROI from Nosto
product recommendations*



About Proteinbolaget

Proteinbolaget is one of Sweden's leading retailers in dietary and health supplements, workout clothes and exercise accessories. The company not only offers products from the biggest global brands in its online store, but it also launched their own dietary supplement brand in early 2014 - Gaam Nutrition.

Challenge

Proteinbolaget needed a way to offer a highly personalized service as this was increasingly expected by their customers. With a wide selection of complementary and similar products, it was also hugely important that each customer could find exactly what they were looking for.

With Nosto Proteinbolaget would be able to deliver highly targeted product recommendations based on the brands and categories their customers love, as well as the individual shopping behavior. By delivering the most relevant customer experience for each customer, Proteinbolaget would be able to naturally increase sales and conversion.



“ We decided to try Nosto because today customers expect to be met with more personalized content than simple segmentation allows. With Nosto's self-learning algorithms, we knew we'd be able to automatically deliver the right items to the right people at all times - generating the best possible experience on our online store. The results have been great - we are generating more money with Nosto and we're looking forward to getting started with more Nosto features!

Mårten Åkeson

Co-founder / Sales Director | proteinbolaget.se

Solution & results

A/B testing conducted in the beginning of 2016 showed that overall Nosto's product recommendations increased Proteinbolaget's sales by 11% and generated a whopping 24x ROI.

11%

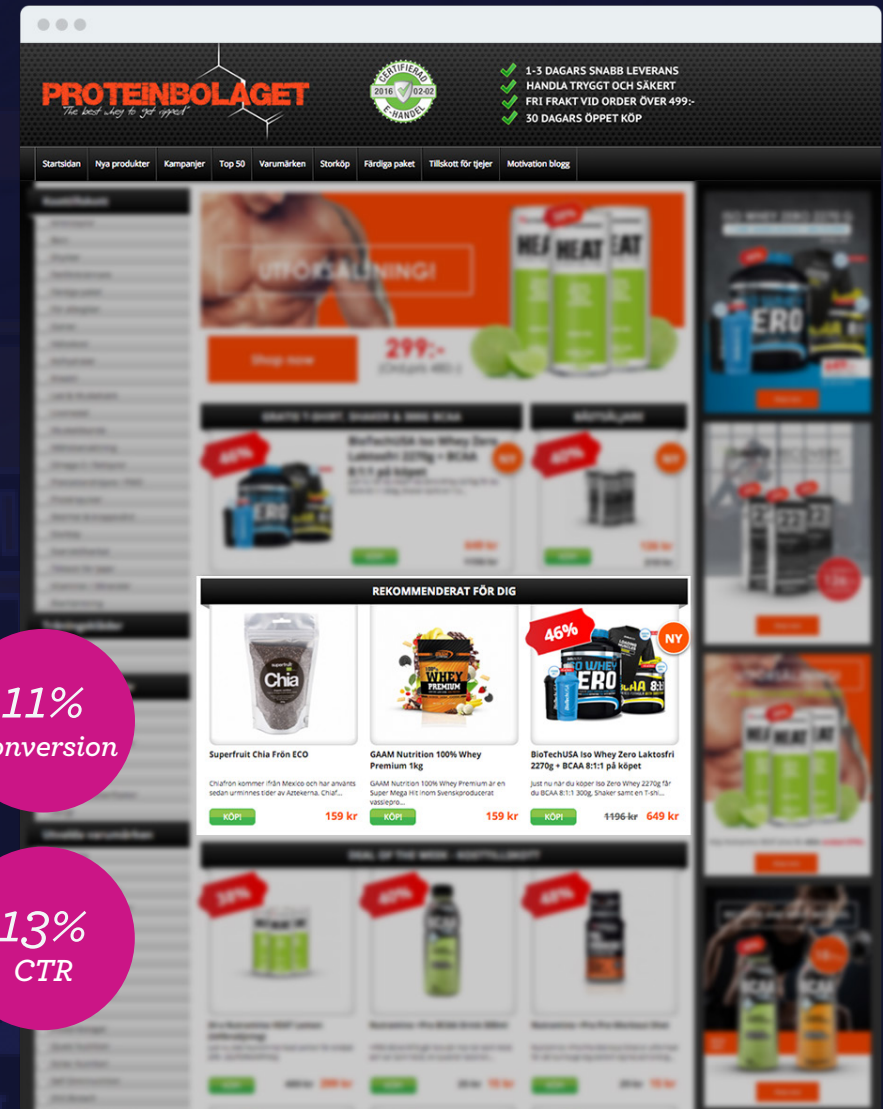
Increase in sales
A/B split tested result

24x

Return on Investment

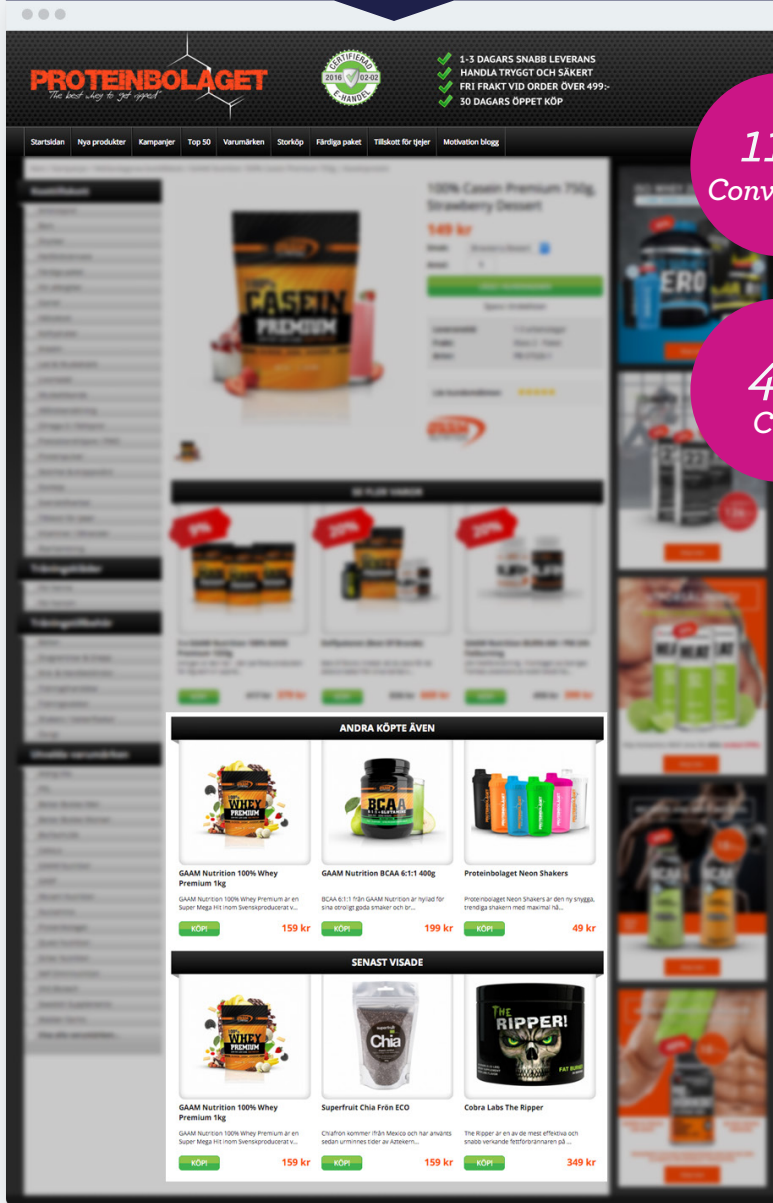
11%
Conversion

13%
CTR



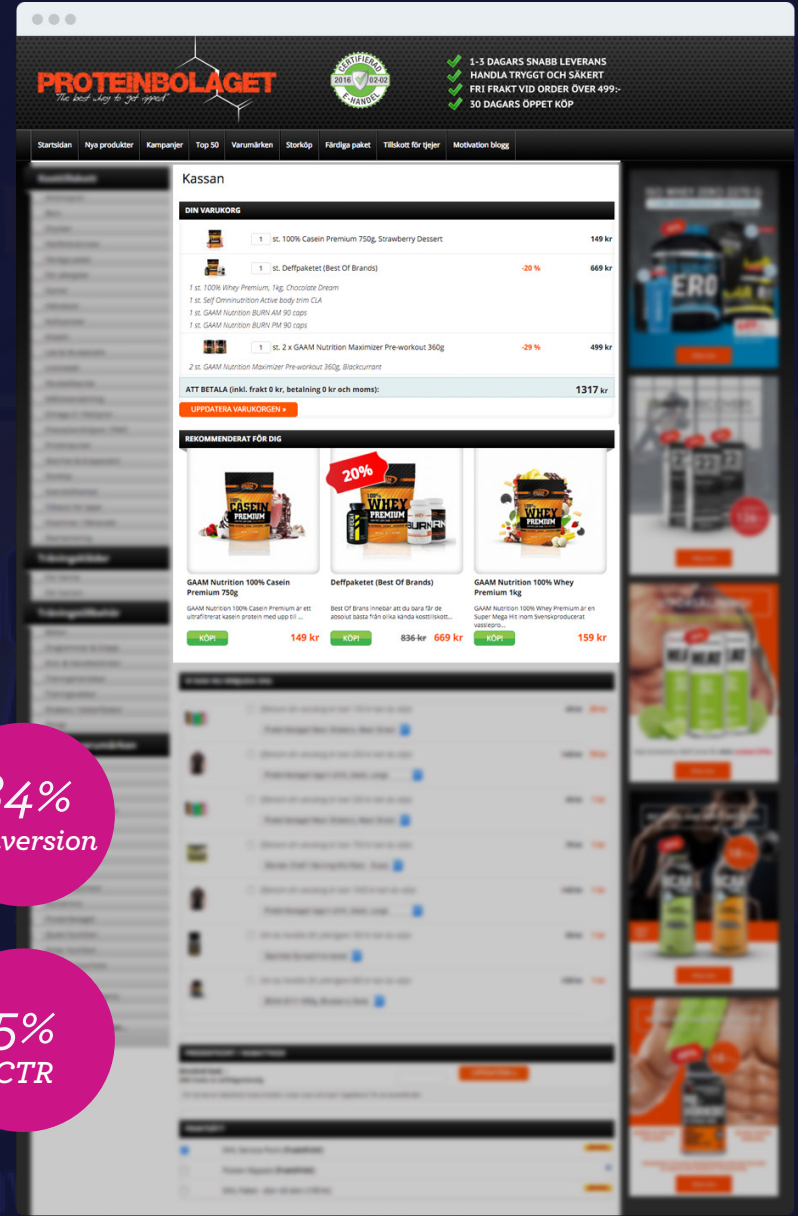
Personalized recommendation on the frontpage

Cross- and up-selling recommendations & browsing history recommendations on the product page



11%
Conversion

4%
CTR

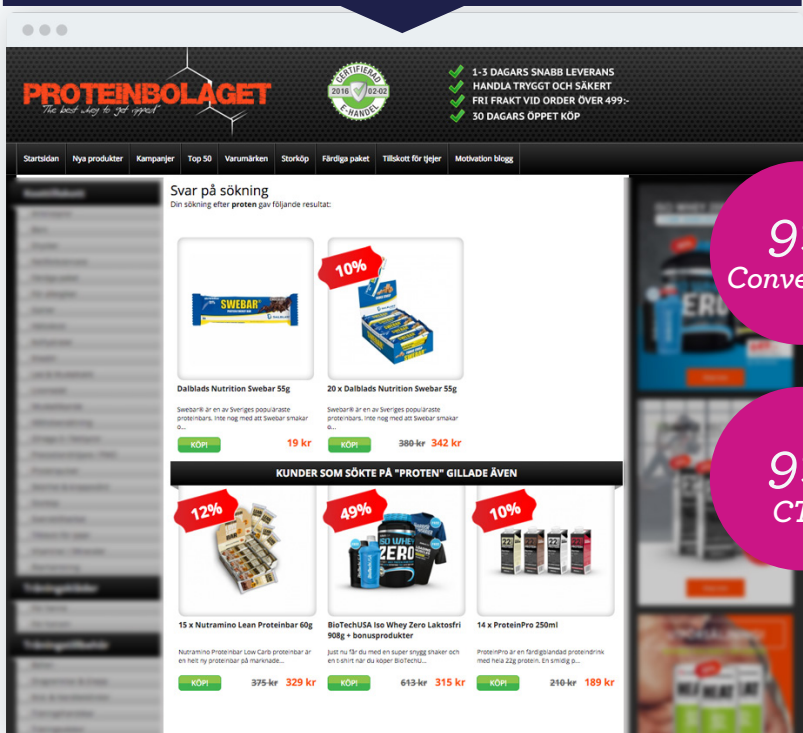


84%
Conversion

5%
CTR

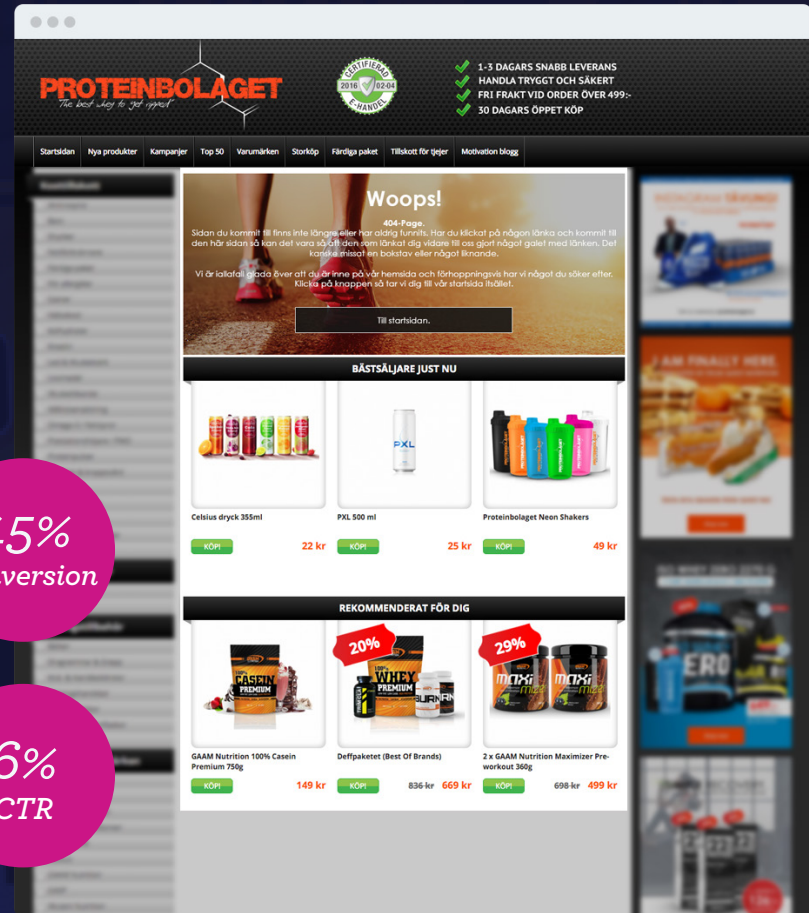
Personalized recommendations on the cart page

Search and visit related recommendations on the search page



9% Conversion

9% CTR



45% Conversion

6% CTR

Top trending items and personalized recommendations on the 404 page



USA

205 E 42nd Street - 20th Floor
New York, NY 10017

Germany

Winsstraße 62-63
10405 Berlin

Sweden

Regeringsgatan 25
111 53 Stockholm

Finland

Aleksanterinkatu 15 A
00100 Helsinki

UK

26-28 Hammersmith Grove
London, W6 7BA



@NostoSolutions



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NostoSolutions

sales@nosto.com
www.nosto.com