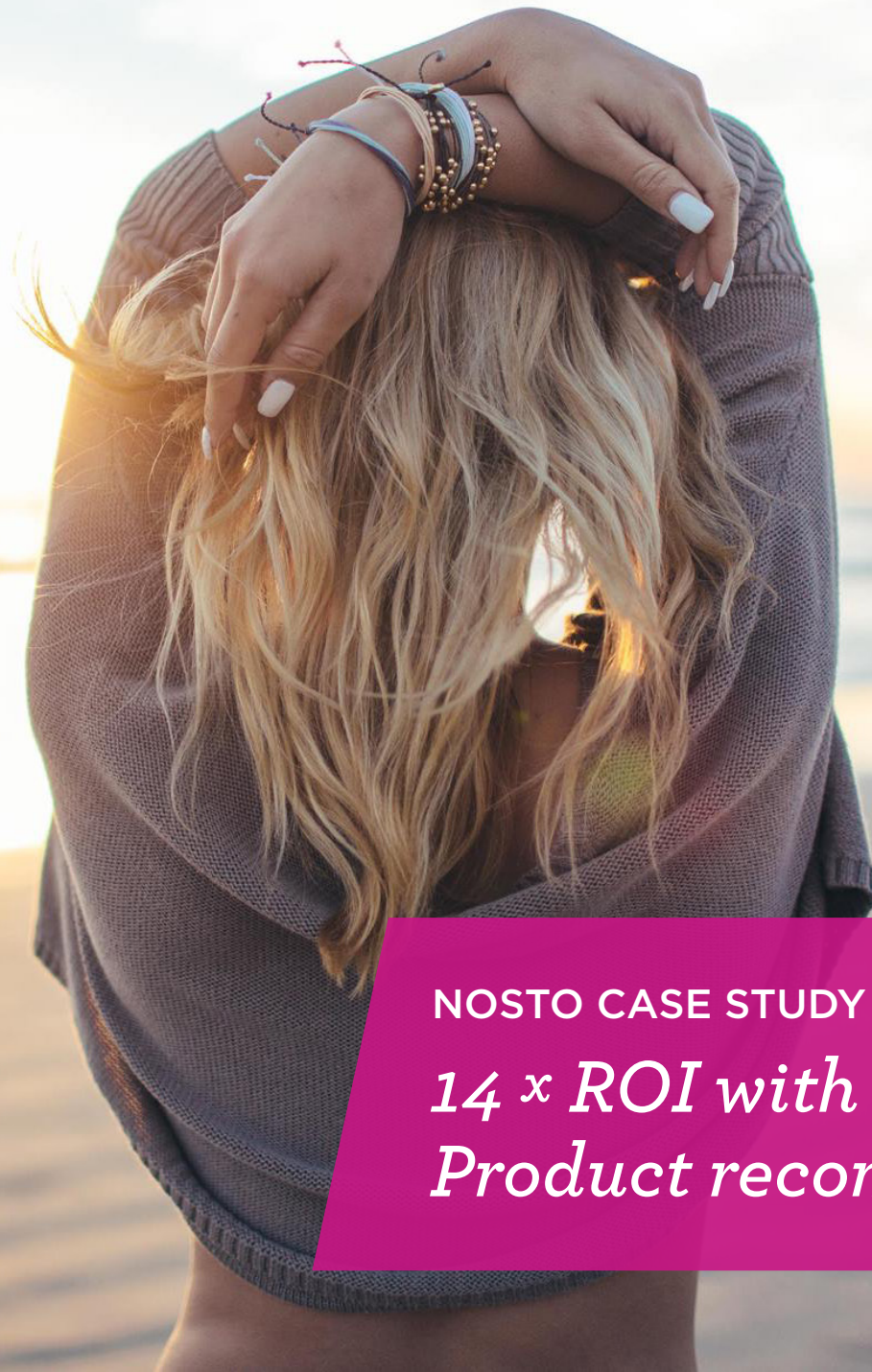


nosto 



shopify *plus*



NOSTO CASE STUDY | Pura Vida Bracelets

*14 x ROI with
Product recommendations*

puravida

bracelets

The idea behind Pura Vida Bracelets was born on a 5-week post-graduation surfing trip to Costa Rica, when Griffin Thall and Paul Goodman met Jorge and Joaquin, two Costa Rican artisans selling bracelets on the street.

Pura Vida soon became a thriving business with a commitment to giving back to the community. Every bracelet purchased helps provide full-time jobs for local artisans in Costa Rica. In fact, today Jorge, Joaquin, and 100+ of their amigos hold full-time jobs thanks to Pura Vida Bracelets.

Challenge

With a rapidly widening selection of bracelets and other accessories, Pura Vida Bracelets needed a way to automate the otherwise very laborious task of offering product recommendations. Displaying automated personalized recommendations would ensure an enjoyable customer experience and allow each customer to walk away happy and more likely to return shopping again.



“ Nosto truly makes integrating and managing product recs on your site easy and seamless, and they work beautifully across any device.

I highly recommend Nosto to anyone who is looking to increase online sales through personalization!

Griffin Thall

Co-founder of Pura Vida Bracelets
www.puravidabracelets.com

Solution & results

Pura Vida Bracelets implemented Nosto to enhance the customer experience, to increase CLTV and boost online sales. Results show...

14x

Return on Investment

9%

Overall CTR of product recommendations

6%

Overall conversion of product recommendations

Best seller product recommendations

9.7%
CTR

The screenshot shows the Pura Vida Bracelets website interface. At the top, there's a navigation bar with links like 'OUR STORY', 'SHOP', 'CHARITY', 'GET INVOLVED', 'CLOTHING', and 'SALE'. A search bar is also present. The main banner features a 'NEW' tag and the word 'glitters' in a script font, with a sub-headline 'ADD A TOUCH OF SPARKLE TO YOUR WRIST THIS SPRING WITH OUR NEW CRYSTAL FLAT BAR.' and a 'SHOP IT OUT' button. Below the banner is a 'BEST SELLERS' section displaying a grid of 20 different bracelet products, each with its name, price, star rating, and number of reviews. A pink arrow points from the text 'Best seller product recommendations' to this grid. At the bottom of the page, there's an Instagram gallery titled 'Shop Our Instagram #PuraVidaBracelets' showing various photos of people wearing bracelets. Below the gallery is a 'JOIN THE PURA VIDA MOVEMENT!' section with an email sign-up form and a 'JOIN' button. To the right of the sign-up form are links for 'About Pura Vida', 'Need Some Help?', and other site navigation options.

5.7% Conversion

YOGA GIRL PACK

\$65.00

★★★★★ 612 Reviews

1 ADD TO CART

FREE SHIPPING ON ALL U.S. ORDERS OVER \$25

You Will Earn: 650 Pura Vida Points For This Item

Show off your wrist with style with this custom style pack!! Wear them all together or mix and match your favorite combinations. Every bracelet is 100% waterproof. Go surf, snowboard, or even take a shower with them on. Wearing your bracelets every day only enhances the natural look and feel. Every bracelet is unique and hand-made therefore a slight variation in color combination may occur.

Pack Includes:

- Seafoam Braided
- Beach Life Original
- Cold Feather Strawberry
- Solid Neon Pink
- Flat Braided Pacific Blue

Cross-and Up-Selling recommendations

OTHER CUSTOMERS WERE INTERESTED IN

<p>Friendship Pack (10 Bracelets) \$45.00 ★★★★★ 398 Reviews</p>	<p>The Salty Pineapple Pack \$70.00 ★★★★★ 48 Reviews</p>	<p>Shore Break Pack \$52.00 ★★★★★ 240 Reviews</p>	<p>Desert Dunes Pack \$82.00 ★★★★★ 192 Reviews</p>	<p>Endless Summer Pack \$52.00 ★★★★★ 119 Reviews</p>
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Reviews by 68

WRITE A REVIEW ASK A QUESTION

612 Reviews

★★★★★ (560)

★★★★☆ (36)

★★★☆☆ (15)

★★☆☆☆ (1)

★☆☆☆☆ (0)

Reviews (612) Questions (18)

Sort: Select

Stephanie A. Verified Buyer 04/18/16

Love!
Love every bracelet and the colors are perfect!

Was This Review Helpful? 0 0 0

Laura B. Verified Buyer 04/18/16

love purvida!
Got my order and I'm ready to get more!

Was This Review Helpful? 0 0 0

Search and visit related recommendations

EARN FREE BRACELETS FREE SHIPPING ON U.S. ORDERS OVER \$25 LOGIN / REGISTER TRACK MY ORDER CHAT WITH US!

puravida bracelets OUR STORY SHOP CHARITY GET INVOLVED CLOTHING SALE

Customers who searched "pinepple pack" viewed

<p>The Salty Pineapple Pack \$70.00 ★★★★★ 48 Reviews</p>	<p>Shore Break Pack \$52.00 ★★★★★ 240 Reviews</p>	<p>Yoga Girl Pack \$65.00 ★★★★★ 612 Reviews</p>	<p>Friendship Pack (10 Bracelets) \$45.00 ★★★★★ 398 Reviews</p>	<p>Sun and Snow Pack \$50.00 ★★★★★ 20 Reviews</p>
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SEARCH RESULTS FOR "PINEPPLE PACK"

Sort by...

SHOP BY CLEAR ALL FILTERS

COLOR

- Neons (1)

METAL

- Pura Vida Points (8)
- Silver (6)
- Mixed Metal (5)

CATEGORY

- Style Packs (39)
- Charity (14)
- Pura Vida Points (14)
- Hair Ties & Headbands (6)

CHARITY

- Animal Awareness (5)
- Enviro Causes (5)
- Cancer Awareness (3)
- Conditions (3)

<p>Windansea Pack \$45.00 ★★★★★ 203 Reviews</p>	<p>Sun and Snow Pack \$50.00 ★★★★★ 20 Reviews</p>	<p>Moonlight Point Pack \$66.00 \$38.00 ★★★★★ 25 Reviews</p>
<p>Freshly Squeezed Pack \$62.00 ★★★★★ 222 Reviews</p>	<p>Golden Coast Pack \$68.00 ★★★★★ 166 Reviews</p>	<p>Tropical Sunset Pack \$87.00 \$66.00 ★★★★★ 100 Reviews</p>
<p>Coco Ho Pack \$50.00</p>	<p>Silver Lining Pack \$67.00 \$46.00</p>	<p>Kino Yoga Pack \$72.00 \$54.00</p>

Hey! Welcome back to Pura Vida! How can I help you today?

10% Conversion



USA

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New York, NY 10017

Germany

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10405 Berlin

Sweden

Regeringsgatan 25
111 53 Stockholm

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