



nosto 

NOSTO CASE STUDY | Red Hot Sunglasses

*Creating a shining
customer journey*



redhotsunglasses.co.uk

Established in 2010 Red Hot Sunglasses is an exclusive online designer eyewear boutique selling a wide selection of luxury, high-fashion designer eyewear for both men and women. Red Hot Sunglasses also stock an extensive range of sports specific eyewear designed to meet the demands of high-intensity outdoor sports.

Challenge

As the majority of online businesses, Red Hot Sunglasses was struggling with the home page bounce rate and were not able to fully utilize the power of search for increased conversion. Nosto was chosen as solution provider due to the tools it would offer to increase sales through channels where Red Hot Sunglasses had not traditionally been strong with.



“ Nosto is a very functional and transparent tool allowing us to switch on and off different overlays seamlessly. The system is very clear and concise, we can track best performing tools and proactively amend different features on the fly.

Philly Blackett

eCommerce Manager at Red Hot Sunglasses

www.redhotsunglasses.co.uk

RED HOT SUNGLASSES - EXCLUSIVE DESIGNER EYEWEAR
 FREE UK NEXT DAY DELIVERY AND FREE RETURNS* | INTRODUCE A FRIEND & RECEIVE 15% OFF | OFFICIAL AUTHORISED ONLINE RETAILER



Shop Now

Live Chat



Most Popular Right Now

<p>Ray-Ban Wayfarer Sunglasses Black Green Lenses - RB30140 9011 50 £85.00 buy view</p>	<p>Ray-Ban Clubmaster Sunglasses Mock Tortoiseshell - RB3016 WD366 51 £85.00 buy view</p>	<p>Ray-Ban New Wayfarer Sunglasses Tortoiseshell Crystal Brown - £80.00 buy view</p>	<p>Ray-Ban Classic Aviator Sunglasses Summer Crystal Green - RB3025 £90.00 buy view</p>	<p>Ray-Ban Clubmaster Sunglasses Mock Tortoiseshell - RB3016 WD366 49 £85.00 buy view</p>
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Products You Recently Viewed

<p>Tom Ford Gold Sunglasses in Gold Dark Havana £185.00 buy view</p>	<p>Alexander McQueen Ghost Skull Wayfarer Style Sunglasses in Grey £180.00 buy view</p>	<p>Ray-Ban Classic Aviator Sunglasses in Matte Gold Orange Mirror £81.00 buy view</p>	<p>Ray-Ban Classic Aviator Sunglasses in Matte Gold Blue Mirror - RB3025 11217 £90.00 buy view</p>	<p>Ray-Ban Aviator Sunglasses in Matte Black Green Mirror £110.00 buy view</p>
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redhotsunglasses
 Red Hot Sunglasses is an exclusive online designer sunglasses fashion boutique for men and women. If you're looking for the latest mens designer sunglasses and womens designer sunglasses from leading brands then Red Hot Sunglasses is the perfect choice for you. All our designer sunglasses are 100% genuine and 100% in-trend; we never sell old styles or cheap imitations. With a variety of colours and styles to choose from, you're sure to find the perfect pair of designer sunglasses to suit your style. Find out more about us or head straight to our full range of sunglasses brands.

FRONT PAGE RECOMMENDATIONS

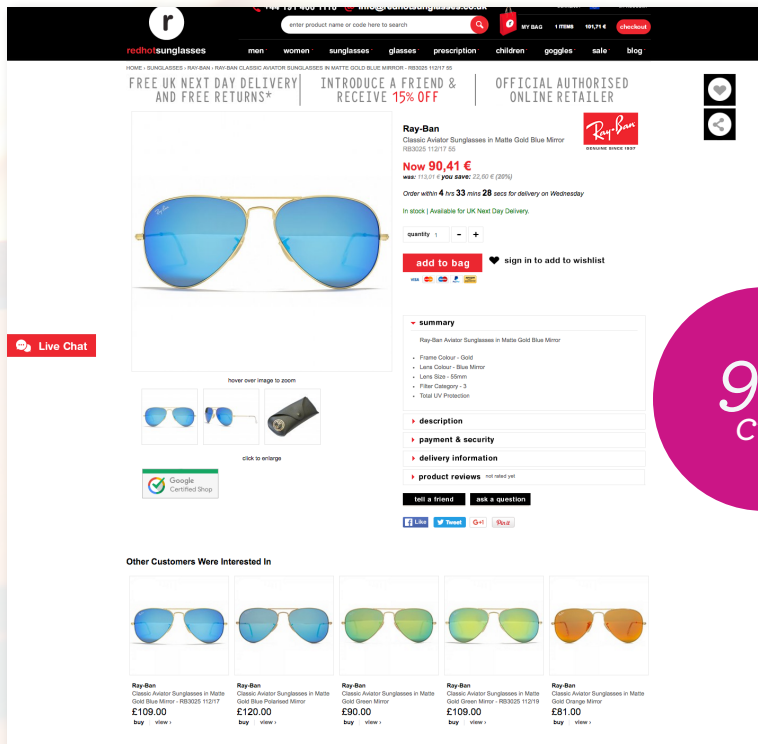
The home page is by far the most common landing page for all visitors and thus has the most significance reducing the bounce rate and enticing customers to browse further.

Red Hot Sunglasses showcases automatically and in real-time updated **bestseller lists** with across the store to inspire visitors with trending items. This not only increases conversion but reduces bounce and works as a great welcome!

Browsing history recommendations were added to allow easy and visualized back and forth browsing enhancing the overall browsing experience for customers with a previous browsing history.

10% Conversion

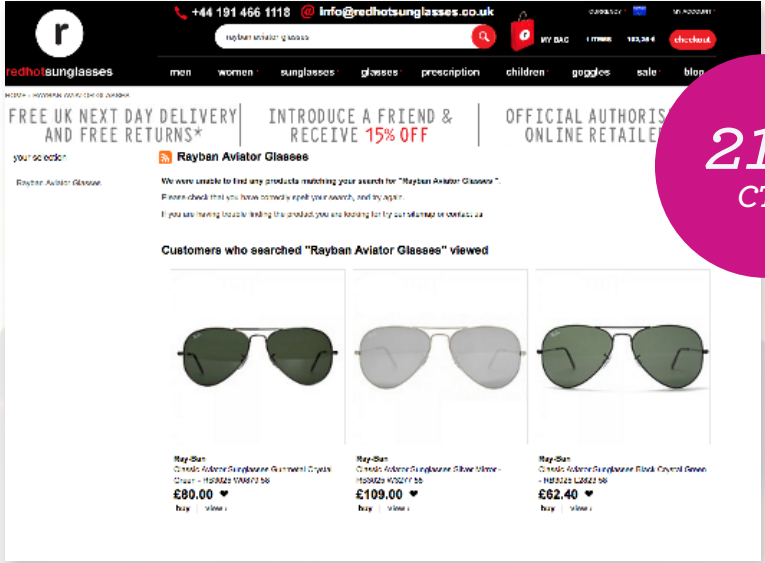
Nosto's browsing history recommendation is generating a whopping 10% conversion on the front page.



9%
CTR

PRODUCT PAGE CROSS SELLERS

Red Hot Sunglasses recommends additional and complementary items to the product currently being browsed, making it easier for visitors to find exactly what they are looking for. The product based cross selling recommendation is filtered by category, ensuring only items in the same category are displayed.



21%
CTR

SEARCH PAGE RECOMMENDATIONS

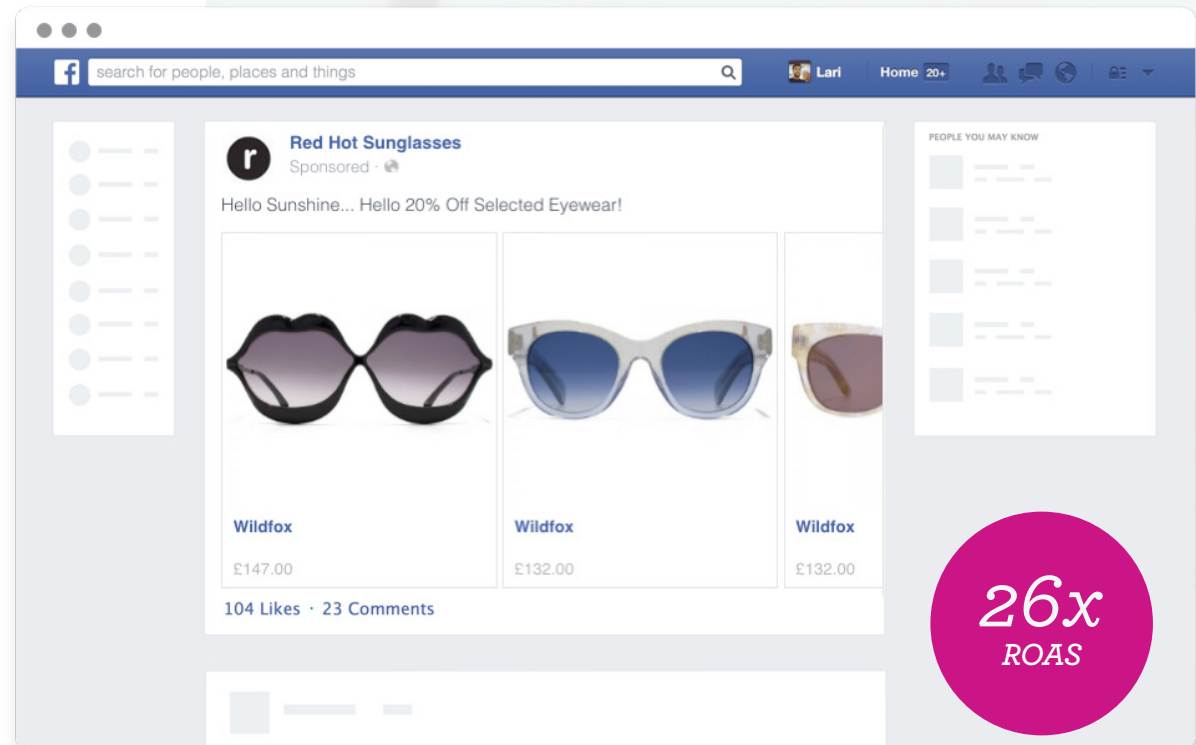
Don't let typos spell disaster for your business! Red Hot Sunglasses anticipates common misspellings by suggesting products that others have purchased following similar erroneous searches, keeping shoppers on their way to the till whatever their spelling.

RETARGETING THROUGH FACEBOOK ADS

Red Hot Sunglasses is using **Personal Re-engagement ads** to target customers who visited the online store previously but didn't go on to purchase anything. By recommending products picked just for them based on their previous shopping behavior, Red Hot Sunglasses is able to easily entice customers back to the store.

Red Hot Sunglasses encourage shoppers who added items to cart but didn't quite make it to checkout, to complete their purchases using **Abandoned Cart Recovery ads**.

Red Hot Sunglasses is generating a 26x ROAS with Abandoned cart recovery ads!



The image shows a screenshot of a Facebook advertisement for Red Hot Sunglasses. The ad is titled "Red Hot Sunglasses" and is marked as "Sponsored". The main text of the ad says "Hello Sunshine... Hello 20% Off Selected Eyewear!". Below this text, there are three product cards for Wildfox sunglasses. The first card shows a pair of black sunglasses with a price of £147.00. The second card shows a pair of white sunglasses with a price of £132.00. The third card shows a pair of brown sunglasses with a price of £132.00. Below the product cards, it says "104 Likes · 23 Comments". On the right side of the ad, there is a section titled "PEOPLE YOU MAY KNOW" with several placeholder icons. In the bottom right corner of the screenshot, there is a pink circular badge that says "26x ROAS".



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