

ABOUT

www.sarahraven.com was established in 2008 to sell the very best of the plants that Sarah Raven the garden expert, writer and television broadcaster grows at Perch Hill. The company prides itself on the quality of their products as well as the comprehensive range of seeds, seedlings, plants, and gardening and floristry kits offered through the online store.

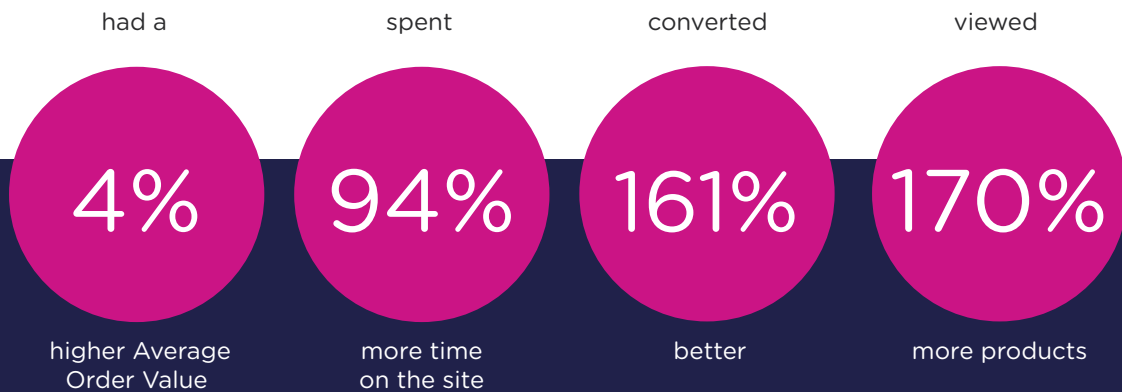
CHALLENGE

The online store was out to find new ways to capture the attention and inspire especially new visitors and amateur gardeners who didn't necessarily know where to start browsing within the wide selection offered. To reduce bounce rate, the team behind the online store set out to find a personalization solution that would always display the most relevant items to each individual visitor. Due to the heavy impact of seasonality on demand of different items, any recommendations displayed would have to be automated to always reflect the seasonality of products so customers would know what buy and plant at any given point in the year.

WHY NOSTO

Nosto was chosen by the ecommerce team of www.sarahraven.com as solution provider because Nosto's mobile friendly onsite recommendations would always take into consideration seasonality and due to its automatic nature it would significantly reduce the amount of work required to manually cross and upsell alternative and complementary items. One of the most interesting features for the ecommerce team was Nosto's ability to showcase in real-time the most popular items in each category, giving a nice overview of the wide selection of products in stock.

Customers who clicked Nosto recommendations...



SOLUTION

- A top list with the most purchased items over the previous week, filtered to display only products within selected categories, was added to the front page to inspire customers to browse further and to showcase the most popular products within selected categories.
- Top lists were also added to category pages to display the most viewed items within that category, giving an overview of what's hot right now and giving customers a tangible place to start exploring the categories further.
- Shopping Cart Recommendations were added to the cart page to ensure the customer finds the most relevant, complementary products to the ones in cart.

RESULTS

- First-time visitors find what they are looking for faster and get a clear view of the store selection being guided by Nosto's automated real-time recommendations
- Customers clicking on Nosto's recommendations have converted 161% better and have had a 4% higher AOV than customers who didn't interact with Nosto recommendations
- Enhanced navigation has increased the time spent on the site by 94% while customers simultaneously viewed 170% more products during their visit
- The click-to-buy rate on shopping cart related recommendations element on the cart page is a whopping 23%.

The shopping cart recommendations on the cart page have shown us the most impressive results, with recommendations for complementary items based specifically on the products the customer has shown an interest in. Before these recommendations were implemented we wouldn't have seen additional items added to cart at this stage in the buying process, so any sales from these recommendations are truly incremental.

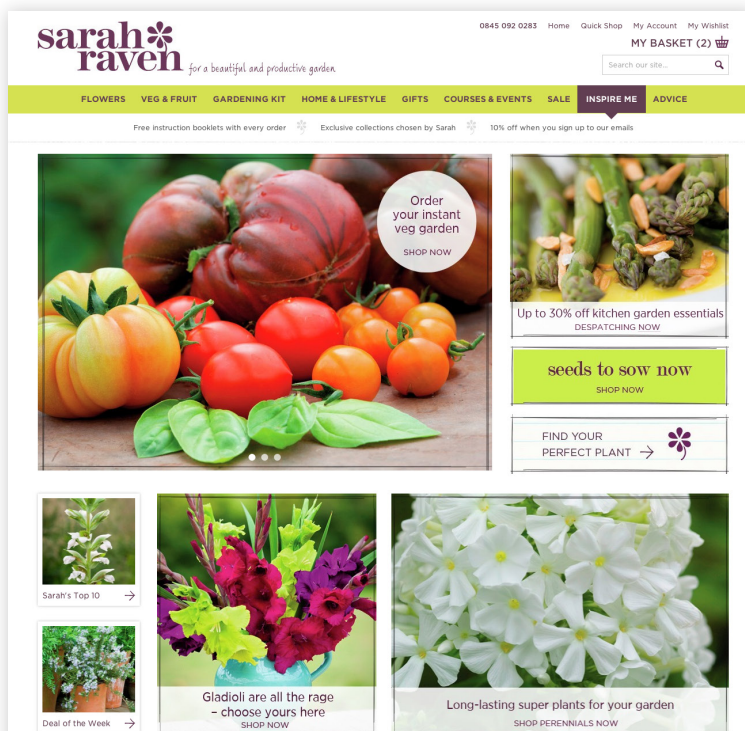
– Sian Lloyd Jones, Marketing Manager at www.sarahraven.com



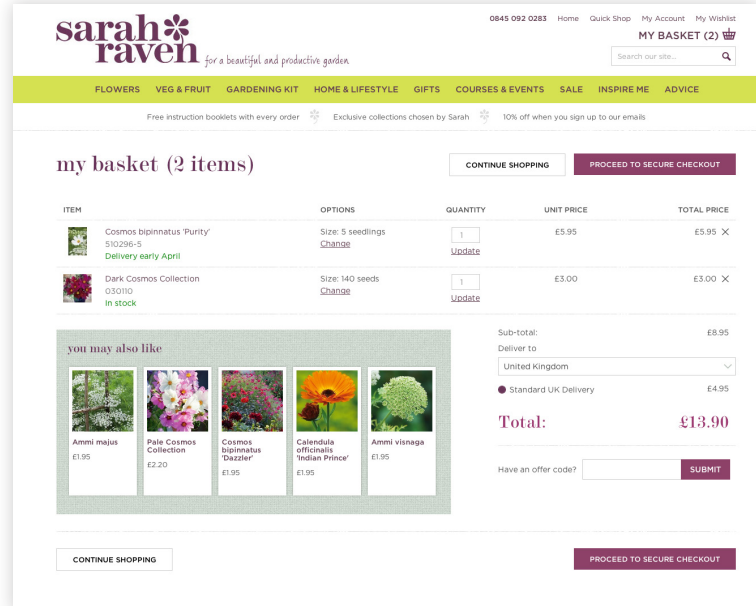
Case study: Sarah Raven

Nosto's recommendations on the Sarah Raven online store converted customers 161% better with a 4% higher average order value.

Top list on front page



Shopping cart related recommendations on cart page



Category specific top list on category pages

