

ABOUT

Scarosso, the young Italian Fashion label, was founded in 2010 at the famous Bocconi University in Milan. Since then Scarosso has become the market leader in high quality, Italian-made shoes at an affordable price.

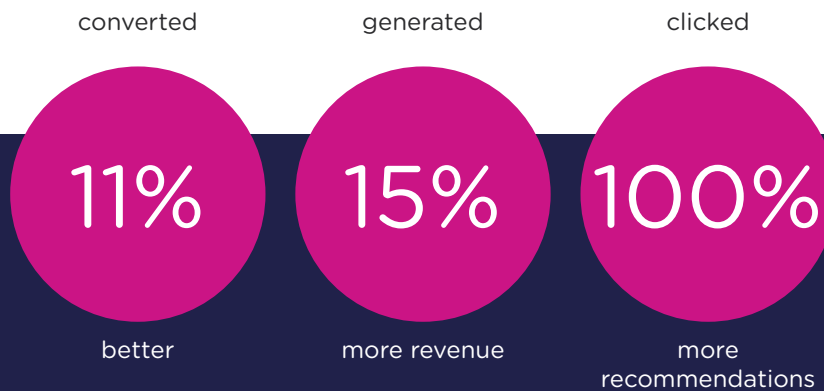
CHALLENGE

Scarosso was spending considerable resources updating each product with the right complimentary products to sell. Additionally, maintaining manual recommendations for stock outages was handled manually.

WHY NOSTO

Nosto delivered an easy integration that is not invasive on Scarosso's website. Conducting several A/B tests validated the effectiveness of Nosto and managed to increase Conversion Rate and avoid long hours of manual work.

Customers exposed to Nosto Recommendations



SOLUTION

- Cross-selling recommendations were added to the product detail page
- Bestseller recommendation from current category were also deployed on product detail page
- An innovative dual upselling approach was implemented on cart page
- Finally browsing history improved the user experience across several page types.

RESULTS

Split Testing validated the performance of Nosto repeatedly delivering:

- An increase of Conversion Rate of more than 11%
- Generated more revenue to the tune of 15% indicating that AOV was much improved
- Improved the User Experience underscored by the increase in valuable clicks by more than 100%

The favorite Nosto feature we have at Scarosso is being able to easily add and remove recommendations within seconds. This gives us a huge amount of flexibility in running and adapting to customer demands. Customer is always king for us and so this is super important in helping us achieve our goals.

— Joe Gemayel (MBA), Head of Project and Product Management (IT)



Case Study: Scarosso

Nosto increased revenue by more than 15% by delivering customers a personalized shopping experience.

Product Page is used to cross-sell relevant complementary items

Cart Page is enhanced by an innovative double upsell recommendation setup

