

ABOUT

Founded in 2006 Teapigs is on a mission to get the nation drinking real tea! The online store only sells teas of the highest quality i.e. whole leaf tea from selected estates. The hand picked selection offered by Teapigs gives customers the chance to discover the wonderfully diverse world of tea.

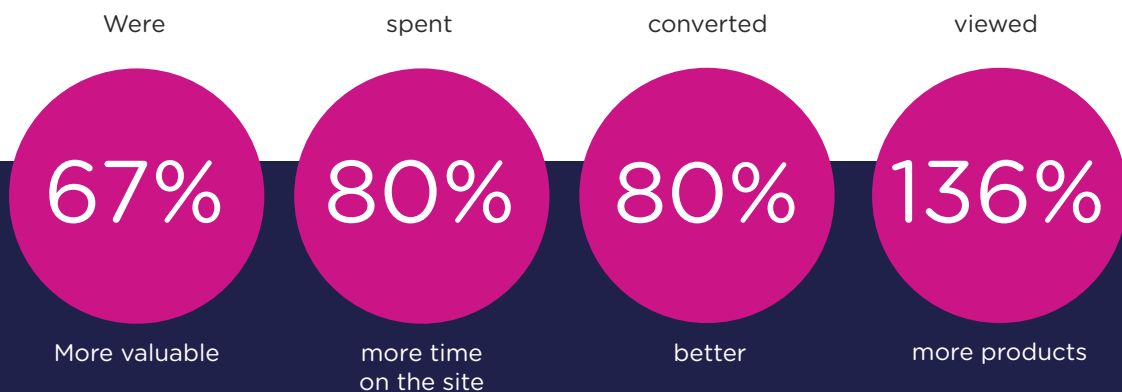
CHALLENGE

Teapigs wanted to better understand their customer behavioral patterns to offer the best eCommerce experience for their customers. They set out to find a solution that wouldn't only improve conversion and sales, but would actually give Teapigs an insight into their customers' preferences and habits in order to tailor shopping experiences throughout the whole customer journey.

WHY NOSTO

Implementing Nosto would allow Teapigs to take a huge step towards making sure their customers' journey from the front page to checkout would be tailored, easy and an overall enjoyable experience. Further more, with no minimum spend or commitments, the pricing model offered by Nosto would ensure that Nosto's success was tied to that of Teapigs' - a risk free opportunity worth exploring!

Customers who clicked Nosto recommendations...



SOLUTION

- A Cross-Selling and Up-Selling recommendation was placed on the product pages to ensure customers find relevant and interesting items. The recommendation is filtered to only display items in other categories than the one currently browsed to inspire customers to explore items across categories.
- Shopping Cart Recommendations were added to the cart page to ensure that customers don't miss out on discovering interesting items that have previously been purchased together with the item(s) in cart.
- Best Sellers and Trending Products were added to the 404 page to ensure that customers never reach a dead end in the store, but always have a convenient way of continuing their shopping. The bestsellers list also nicely displays the selection offered by Teapigs allowing customers to find more interesting items to browse.

RESULTS

- www.teapigs.co.uk is now equipped with mobile friendly personalized recommendations that are updated dynamically and in real time allowing each customer to be greeted like the unique individual they are.
- Customers clicking on Nosto's recommendations have converted 80% better than customers who didn't interact with Nosto recommendations
- Customers interacting with Nosto recommendations were 67% more valuable than customers who didn't interact with Nosto recommendations
- Enhanced navigation has increased the time spent on the site by 80% while customers simultaneously viewed 136% more products during their visit

"My favorite Nosto feature is the live 'Battleships' style reporting and I'm sure I'm not alone on that! The live feed allows us to see in real-time what's happening on the online store, which obviously helps us better understand our clients. Aside from that my favorite general thing about Nosto has to be the ease of integration, it was completely hassle free."

- Reece Downey, E-Commerce Manager at Teapigs



Case study: Teapigs

Nosto's recommendations on Teapigs' online store converted customers 80% better and customers who interacted with Nosto were 67% more valuable.

A Cross-Selling and Up-Selling recommendation on product pages

teapigs. free uk delivery on orders over £35! we also deliver internationally

shop tea matcha teaaware gifts trade subscribe & save

home > shop tea > shop by category > herbal > chamomile tea (1 of 13 results)

chamomile tea
dream on ★★★★★ based on 52 reviews
real whole chamomile flowers [read more](#)

please select an option

qty. 1 [add to my basket](#) don't forget, free delivery over £35! [more details...](#)

tel a friend [add to wish list](#)

SUBSCRIBE and SAVE 33% on every 3rd order now!

you might also like

- jasmine pearls
- green tea with mint
- earl grey strong

louiise the tea taster says
It's long been known that the best chamomile tea comes from brewing the whole flowers. So guess what we sell? That's right, only the whole flowers of the Croatian chamomile bush. You may have noticed most other chamomile teas are made from dusty little bits – this is the crushed flowers, which, in our view, is a plain nasty thing to do. Equally, well known are the medicinal benefits of chamomile, which include sleep-promoting properties, relaxing muscles and soothing anxiety.

how does it taste?
A beautiful yellow cup which gives way to a sweet, surprisingly juicy flavour of chamomile.

good if you're feeling
unable to switch off. One cup of this will calm any incessant mind-whirring, especially if you put your feet up whilst someone else makes it for you.

Sourced from: Croatia

Shopping cart related recommendations on cart page

teapigs. free uk delivery on orders over £35! we also deliver internationally

shop tea matcha teaaware gifts trade subscribe & save

home > my basket

my basket

< continue shopping email your basket for later [proceed to secure payment](#)

Item	options	quantity	unit price	total price
caffeine free cheeky	1x super fruit - tea temples x15 1x rooibos - tea temples x15 1x lemon and ginger - tea temples x15 1x chamomile tea - tea temples x15 1x liquorice and mint - tea temples x15 in stock	1 Update	£17.35	£17.35 Remove

do you have a promotion code? [submit](#) (Gift cards can be redeemed during checkout)

customers who bought these also bought

- pick n' mix sample packs
- liquorice and mint
- matcha green tea
- super fruit

1 of 2

Items sub-total: £17.35
deliver to: Finland
send all packages by: international tracked delivery £11.60
total: £28.95
please note: items in your bag are not reserved until you have completed your payment.

[proceed to secure payment](#)

VISA MASTERCARD AMERICAN EXPRESS PAYPAL

teapigs shop more info stay in the loop

Bestsellers on 404 page

oops...we can't find that page!

most popular products right now



peppermint tea everyday brew mao feng green tea liquorice and mint