THE ICONIC

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VERTICAL: Fashion
WEBSITE: www.theiconic.com.au

nosto

ABOUT

Founded in late 2011, THE ICONIC is Australia's leading online fashion retailer. Customers can choose from more than 700 brands and over 45,000 products. THE ICONIC sets the bar in Australian online retail, offering its customers free overnight shipping to Australia and New Zealand, 100 day free returns, and 3 hour delivery in Sydney and Melbourne.
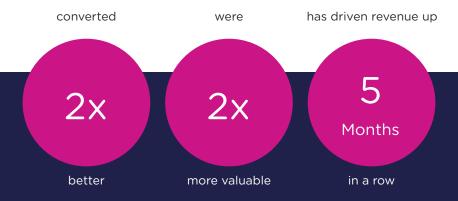
CHALLENGE

THE ICONIC was looking for the best-in-class recommendation solution to improve the overall user experience by highlighting the most revelant products across the entire customer journey. With a massive catalogue of 45K products only a scalable solution could be considered.

WHY NOSTO

THE ICONIC chose Nosto recommendations for the very easy implementation, support from the team and the excellent documentation: "Getting Nosto installed was a breeze. Once we added the code snippets we started seeing data feeding into the system right away. We were really happy with the quality of the recommendations" - Aaron Weatherall, Senior Software Engineer at The Iconic

Customers who clicked Nosto recommendations...

converted

2x

better

were

2x

more valuable

has driven revenue up

5
Months

in a row

SOLUTION

- THE ICONIC deployed category bestseller recommendations across the site to aid navigation through their catalogue of 45.000+ items
- To give relevant fashion advice, a cross-selling recommendation based on behavioral data was implemented on product page
- Understanding the shifting role of the cart page, THE ICONIC implemented a shopping cart recommendation featuring relevant additional items.

RESULTS

- Customers who click at least one Nosto recommendation have a two times higher conversion rate
- Customers who click at least one Nosto recommendation spend twice as much money on the website
- Revenue generated through Nosto has been steadily increasing over five months
- Cross & Up selling recommendations on product pages are one of the best performing campaigns in terms of revenue

"Overall, Nosto is an excellent product and from a developer perspective, I've found the team invaluable in helping us get the best out of the product. I would have no hesitation recommending the system to other eCommerce providers."

— Aaron Weatherall, Senior Software Engineer at The Iconic

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Case Study: THE ICONIC

Nosto has increased the ICONIC's revenue five months straight by delivering customers a personalized shopping experience.

Category page recommendations aid navigating the amazing catalogue of 45K+ products on THE ICONIC

Product Page is used to cross-sell relevant alternatives and complementary items