

Partner Case Study: The Pixel

ABOUT

Bristol based Magento Gold Solution Partner, The Pixel, offers bespoke solutions and hosting for a wide variety of industries, ranging from global brands, traditional retail outlets to startup online enterprises.

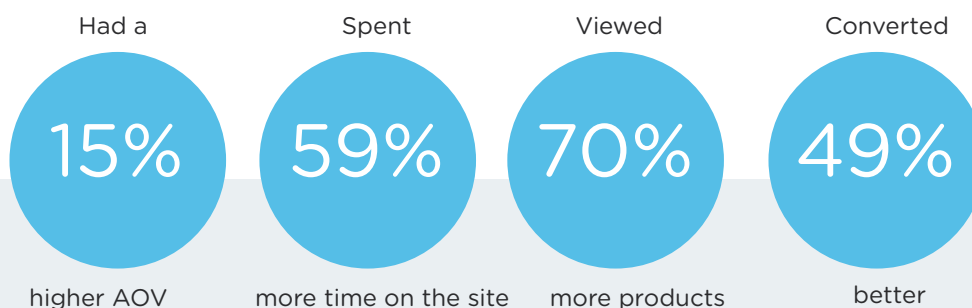
WHY NOSTO

Previous recommendation tools The Pixel has implemented with Magento often resulted in months of development, had lengthy contracts, and were very expensive. Nosto's speed and ease of implementation as well as the pricing model allowed any size clients of The Pixel to achieve great functionality without being tied into lengthy contracts.

PARTNERSHIP

The Pixel commenced a partnership with Nosto in 2013, aiming to further enrich its' clients' e-commerce offerings and increasing their conversion and AOV. The partnership has had a noticeable impact on The Pixel's clients' websites.

Customers who clicked Nosto recommendations



RESULTS

- With a simple plug-and-play implementation, any of The Pixel's retailers can benefit from the power of personalization and behavioural recommendations. The average implementation time for Nosto using the Magento module is less than 1 hour.
- The partnership has had a noticeable impact on The Pixel's clients' websites highlighting usability issues, and helping in identifying areas of improvement for conversion.
- Several of The Pixel's customers have seen record growth in 2014 with Nosto playing a big part in achieving that.
- The Pixel's clients now have access to a Full Personalization Solution with one implementation allowing onsite recommendations, personalized triggered emails and real-time analytics.
- "Having Nosto in our toolset is a clear competitive advantage as it is by far the quickest and most cost effective recommendation tool to implement for Magento, and has a very good interface for customizing recommendations for any size online store." - Duncan Ball, Project Manager at The Pixel

Some of Nosto powered The Pixel stores

Fun4Kids

howies®

DARTINGTON
CRYSTAL

Baker Ross
No.1 for inspiration

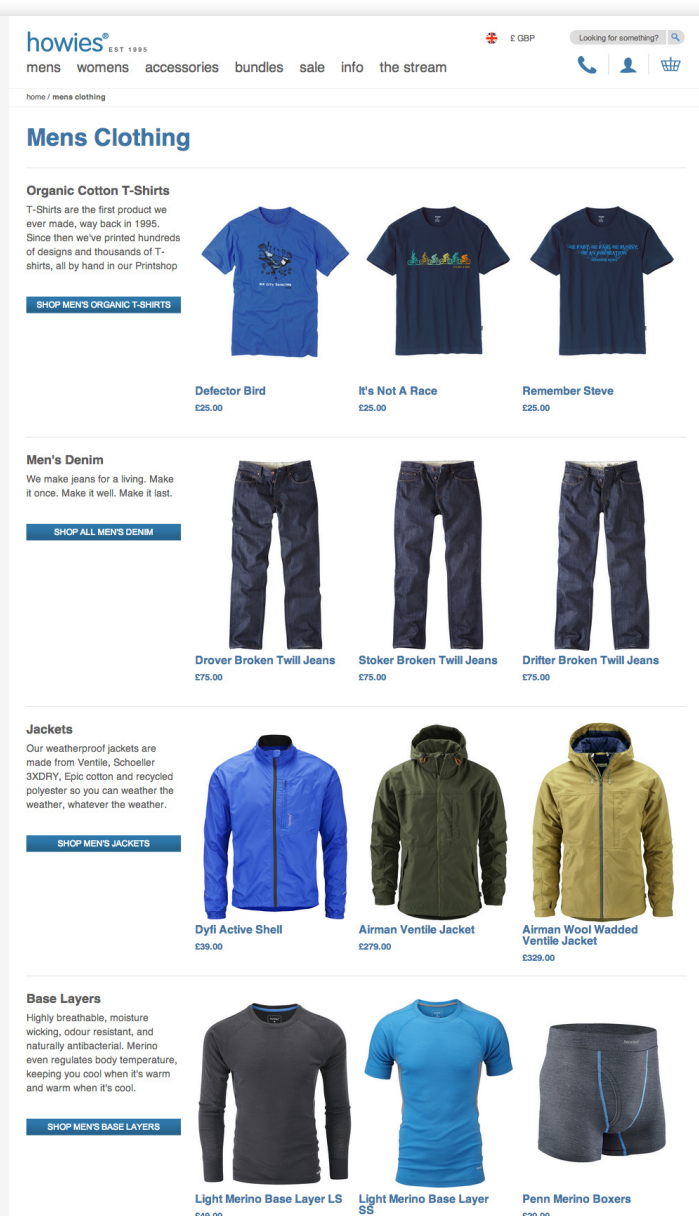
"Nosto is by far the most efficient recommendations tool we have used. The interface allows us to easily create bespoke implementations for each of our clients, that appear almost instantly on site. We've seen great improvements to AOV, increased customer spend and overall traffic improvements with our clients that utilise Nosto."

— Stephen Leyton, Managing Director at The Pixel

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The Pixel has seen an average increase in conversion of 49% and an increase in average order value of 15% for people clicking on Nosto recommendations in The Pixel supported stores.

Short sub-category specific top lists on the main category levels of www.howies.co.uk



Browsing History related recommendations and top lists on the front page of www.dartington.co.uk

