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Using personalization to go for gold

Typical challenges in the sports industry

Optimizing for seasonal trends and unique customer preferences

The sports industry is heavily seasonal with occasionally expensive stock (e.g. skis, bicycles etc.) which are annually or bi-annually replaced with new models. It's important to sell these, and other items, during the right season so not to have to discount the items later on.

Solution: Enable real-time product recommendations - both 'Best Seller' recommendations, that automatically factor in changes of season and trends, and 1:1 personalized recommendations that take into account personal preferences - to offer the right customer the right item at the right time.

Encouraging new buyers to complete their first purchase

With definite peaks and troughs in the sales of sports gear it is important that merchants sell the relevant goods at the relevant time. For example, If it is ski season then you have a limited time to sell skis- this means that you want to keep the decision making process of potential shoppers as short as possible, encouraging conversion as quickly as you can.

Solution: Enable personalized, time-limited discounts available in Behavioral Pop-ups to increase urgency, convert hesitant buyers and beat the competition.

Maximizing offline purchases through online channels

The sports industry is dominated by big retailers with a strong offline presence. However, with mobile browsing increasing in popularity, customers are comparing prices and features online while shopping offline.

Solution: Optimize your page for mobile, enhance site navigation, automate up- and cross-selling and display best sellers to showcase your selection most efficiently. This will allow customers to get an understanding of your selection immediately, preventing them going elsewhere - both virtually and physically. Improving the overall customer experience.
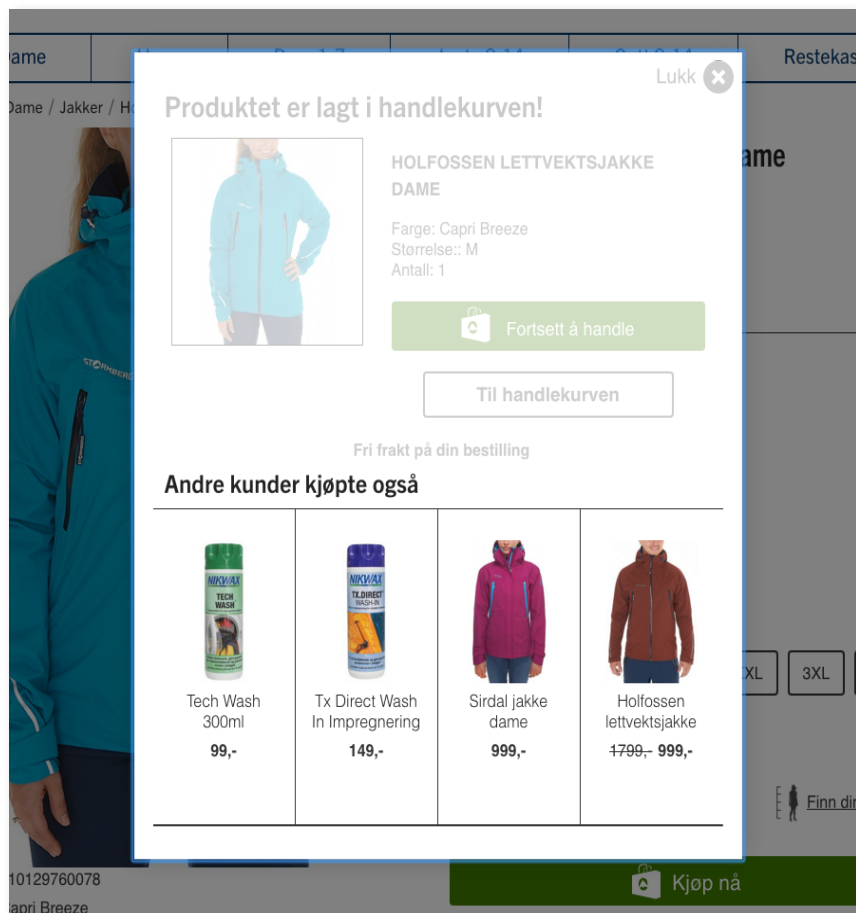
Product Recommendations

Display the most relevant products across your site in real-time and make the shopping journey more personal and more inspiring. Happier customers mean more repeat visits, higher order sizes and, most importantly, more sales.

## Homepage recommendations by Golf Discount

Golf Discount has a homepage, which suits every imaginable appetite. Some best practice examples include displaying both personalized recommendations i.e. the pieces most likely to convert according to the buying and browsing behavior of that individual, and best seller recommendations i.e. pieces most likely to convert according to crowd logic, allowing shoppers a convenient way to start browsing the offering of the online store.

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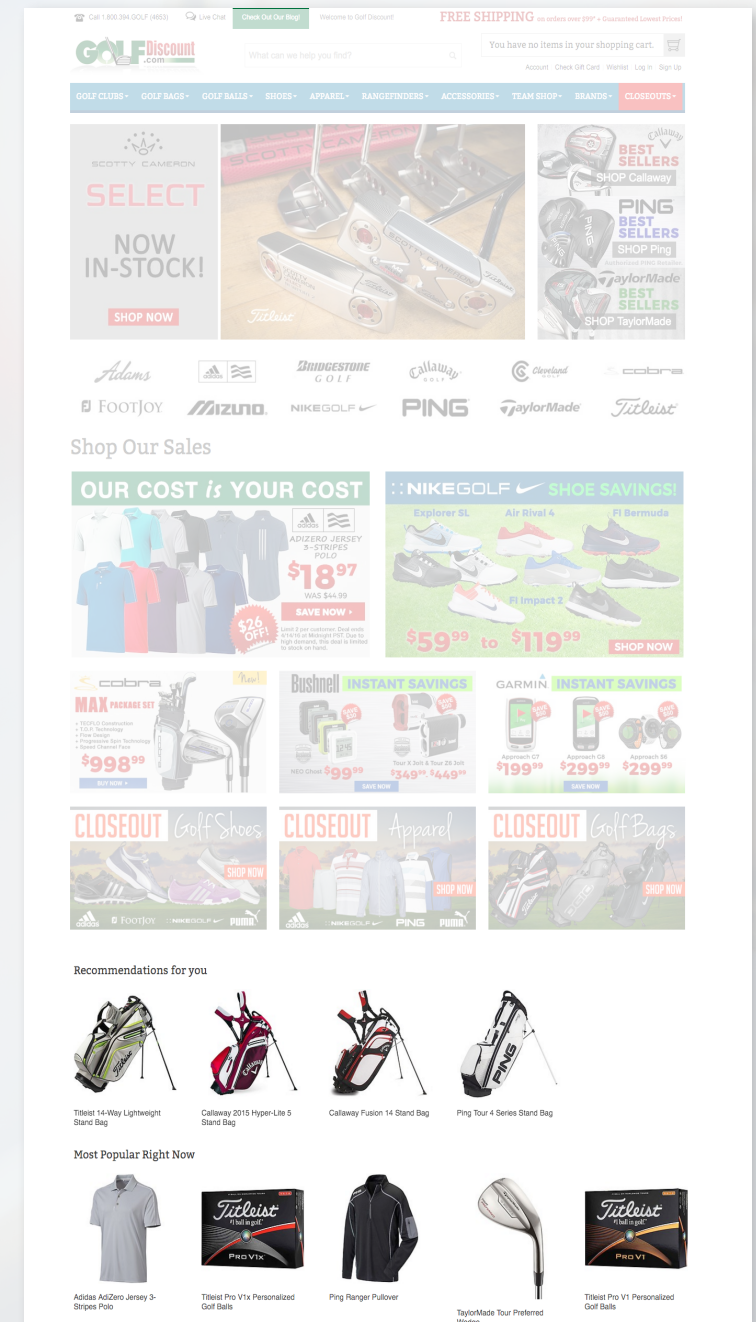
Add to cart recommendation by Stormberg

Stormberg leverages behavioral and cart data to increase basket size and AOV when a customer adds an item to cart. How? By using that action to trigger a modal overlay that not only confirms that the item was indeed added to the cart, but also takes the opportunity to suggest other items that go well with that item.
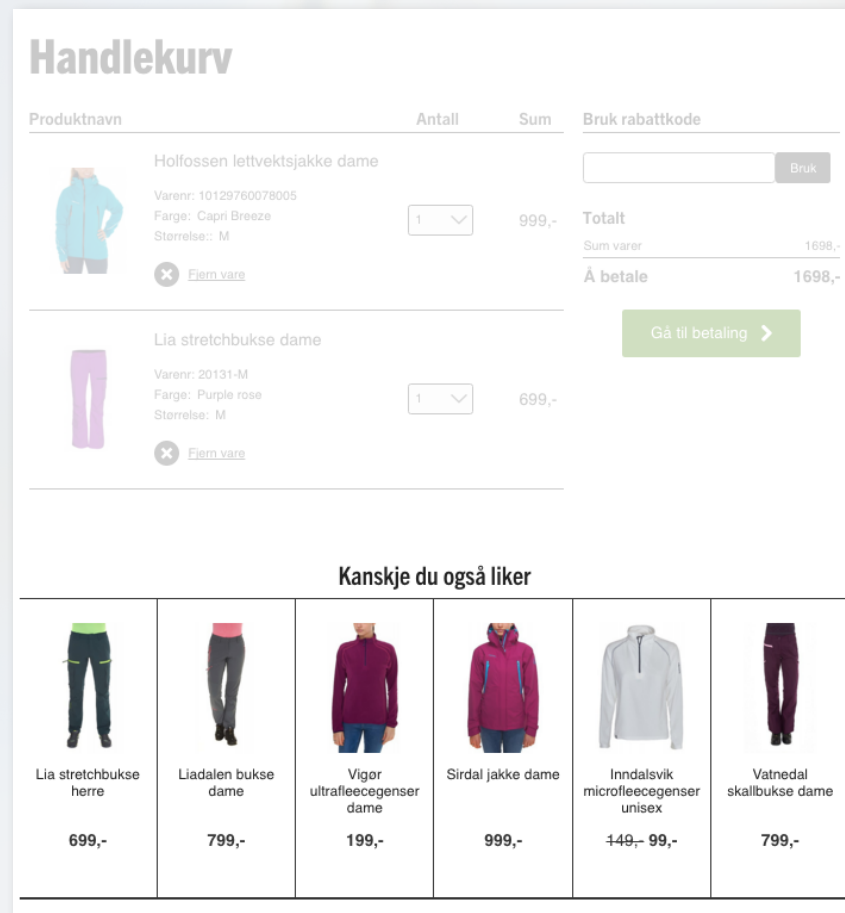
Shopping cart recommendations by Stormberg

Stormberg displays recommendations based on a shopper's cart content so that items that are repeatedly purchased with the products selected are suggested as accompaniments. For example, the more items in cart the higher the relevancy to recommended product become as there are more data points to compare.
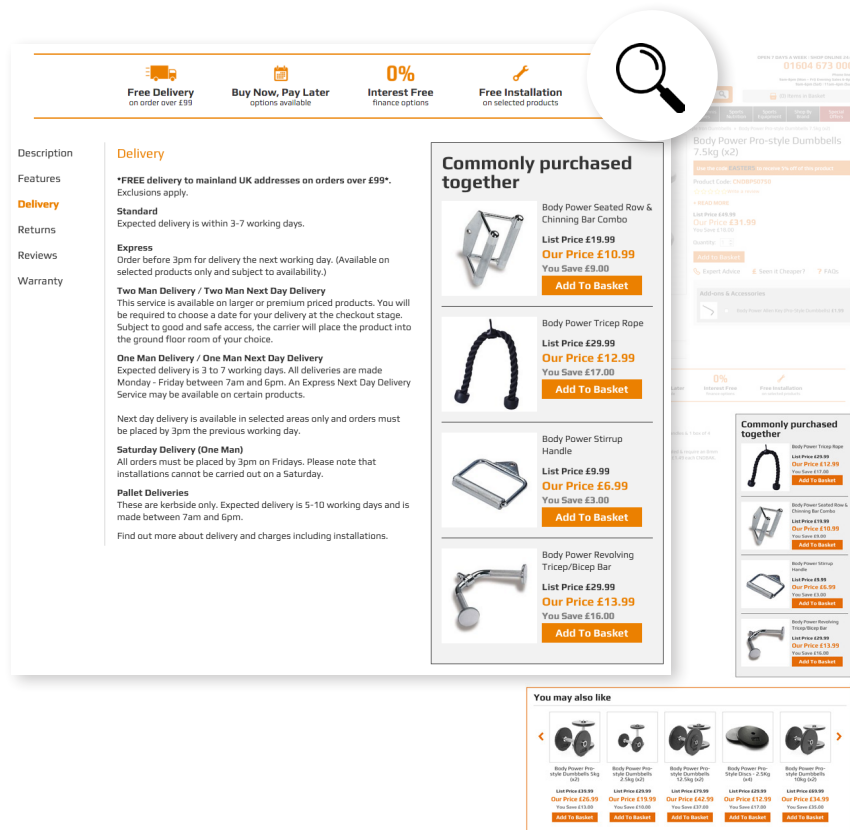
Cross-sellers by Fitness Superstore

Fitness Superstore makes clever use of the space on their product page to draw attention to their alternative product recommendations. Using alignment and whitespace to draw the eye from the main product to both a vertical and then horizontal recommendation slot. Another interesting thing to note is that since most of the items offered by Fitness Superstore come in one size only, the company allows for a direct "Add To Basket" button. This automatically adds the item to the shopping cart without sending customers to the product description page of the item in question.
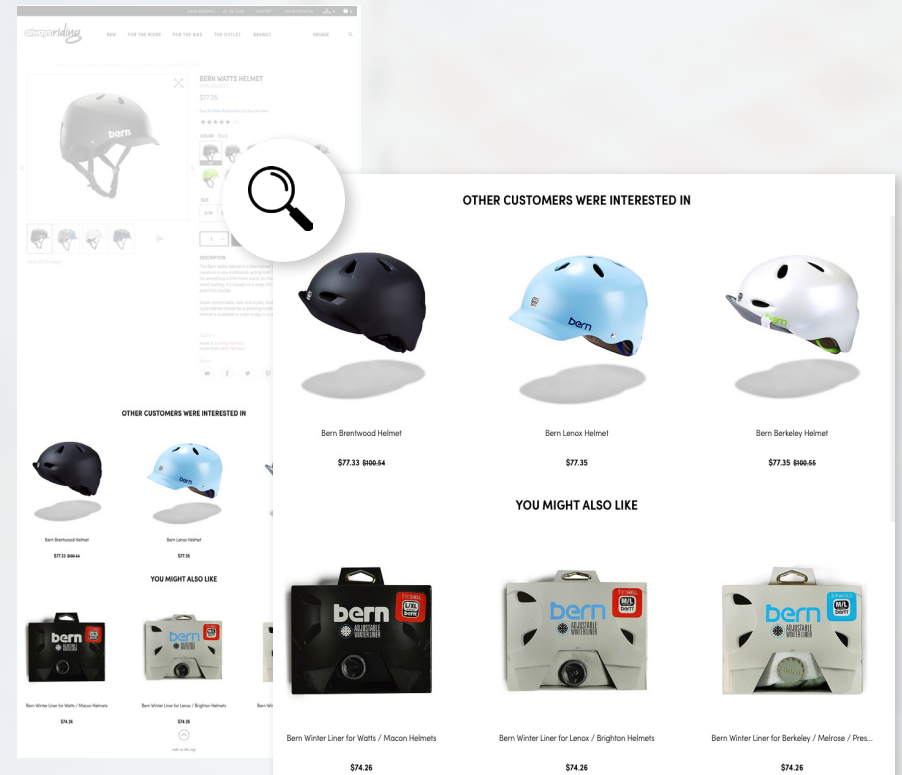
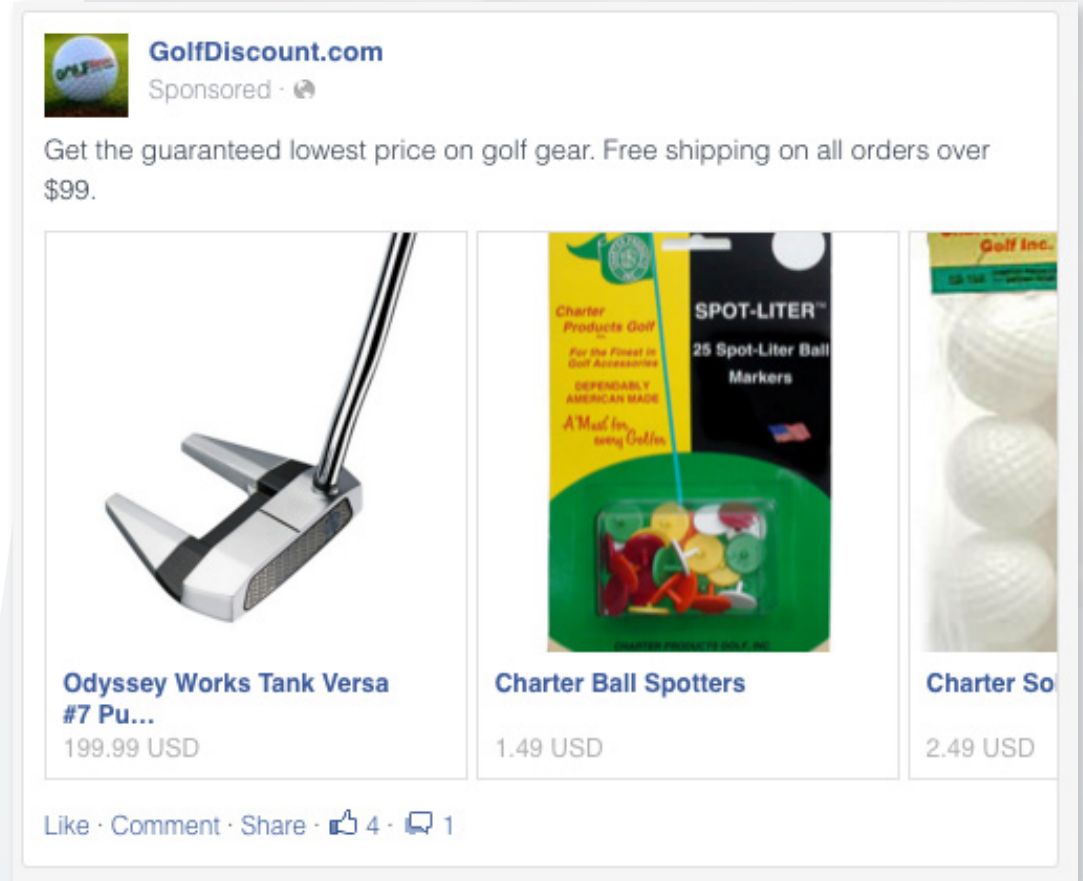## Cross-sellers by Always Riding

Always Riding has set up an excellent product description page powered by automated real-time recommendations. Not only does Always Riding offer alternative products ensuring each customer finds what they are looking for, the company also offers complementary items. So if a shopper is viewing a helmet but decides it is not the right one for them they can easily continue their shopping journey by clicking one of the substitutes being suggested. If they decide that it is the right product then they may chose to continue their shopping journey by looking at the suggested accessories, such as helmet covers.

Personalized Facebook Ads

Especially during sporting events, fans take their enthusiasm to social media exchanging views with each other. Take your store and offering right to the heart of that social media conversation, with timely relevant products recommendations that are automatically tailored according to users' past browsing and buying behaviour - and delivered directly into their news feed. Consider running campaigns especially at a time of excitement e.g. during big sporting events.

Personalized re-engagement ads by Golf Discount

With shoppers in the sports industry prone to extensive site and price comparison, retargeting is a must. Golf Discount uses Nosto's personalized re-engagement ads on Facebook that not only target customers who've previously added something to their cart, but also those shoppers who recently visited the site but browsed items. These indicators of interest affect the ads in real-time and populate product recommendations accordingly.
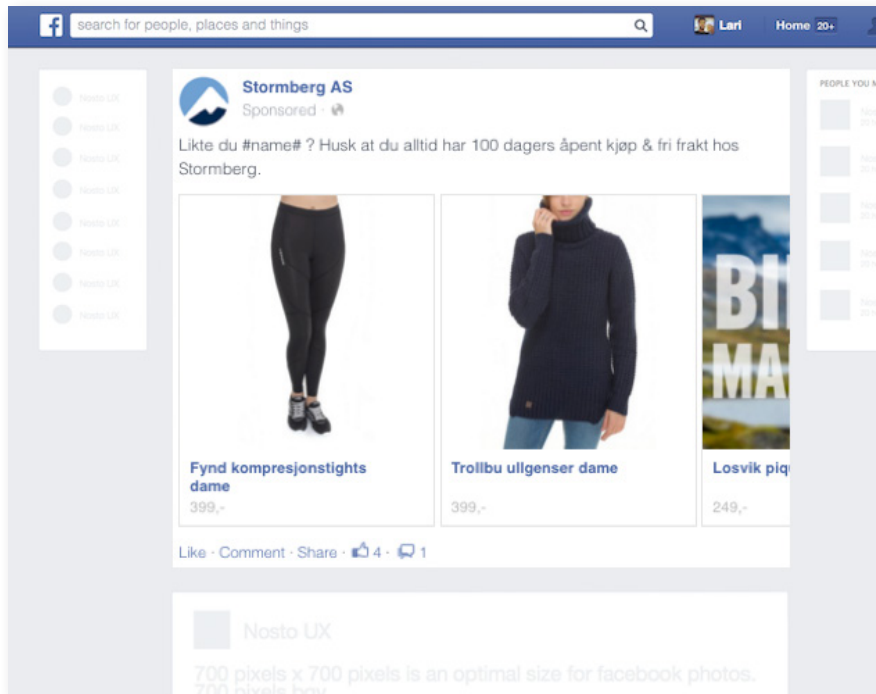
Abandoned cart recovery Ads by Stormberg

Stormberg focuses its efforts on re-targeting those visitors who showed enough interest in an item to add it to their cart, but not quite enough to go on to complete the purchase. By reminding customers about their previous interactions and considerations Stromberg is nudging customers towards a conversion.
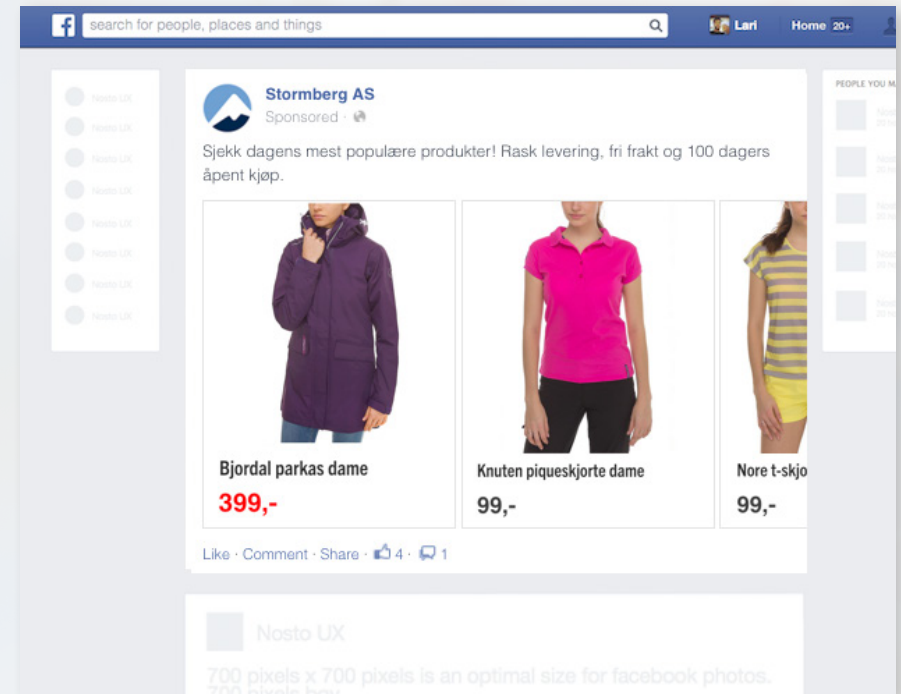

Best seller product ads by Stormberg

Stormberg displays prospecting best seller ad campaigns to a predefined demographic in their Facebook feeds. By showcasing their most popular items to new customers most likely to be interested in Stormberg's offering, the company is effectively driving more quality traffic to their store and maximizing their ad spend.

Personalized Behavioral Pop-Ups

Create time-limited special offers and one-time discounts to create a sense of urgency and encourage customers to act now.

Welcome new customers pop-up by Bodybuilding Warehouse

Bodybuilding Warehouse greets new visitors by offering a 10% discount on their first order. This allows BBW to reduce their bounce rate and increase the chance of converting new visitors into customers. The discount is given in exchange for a newsletter subscription, which allows BBW to grow their email database. Using this method BBW has manage to capture 6% of what would otherwise be lost email addresses for retargeting purposes.
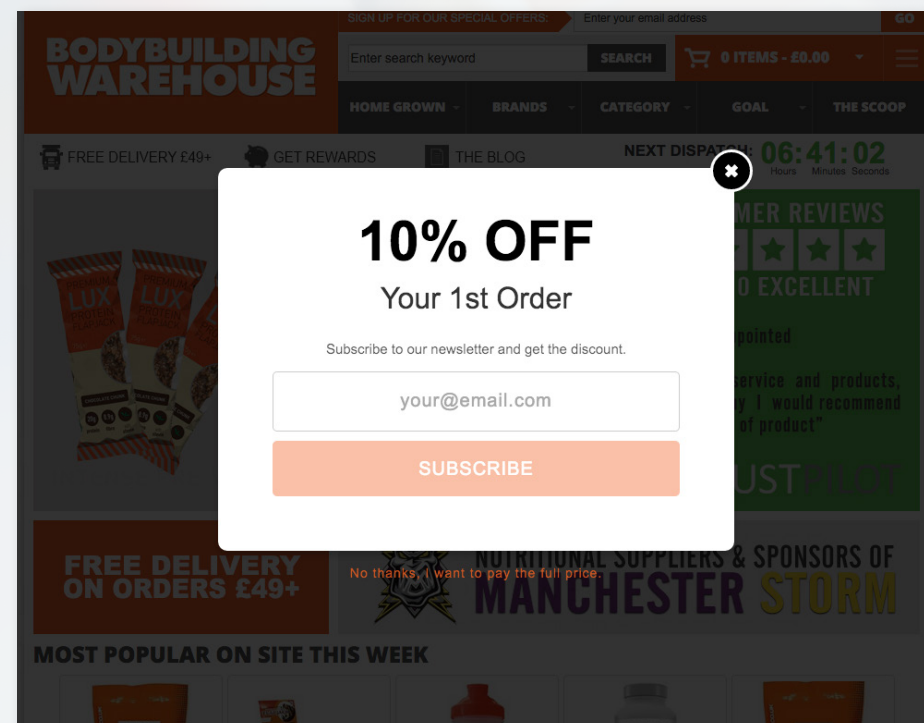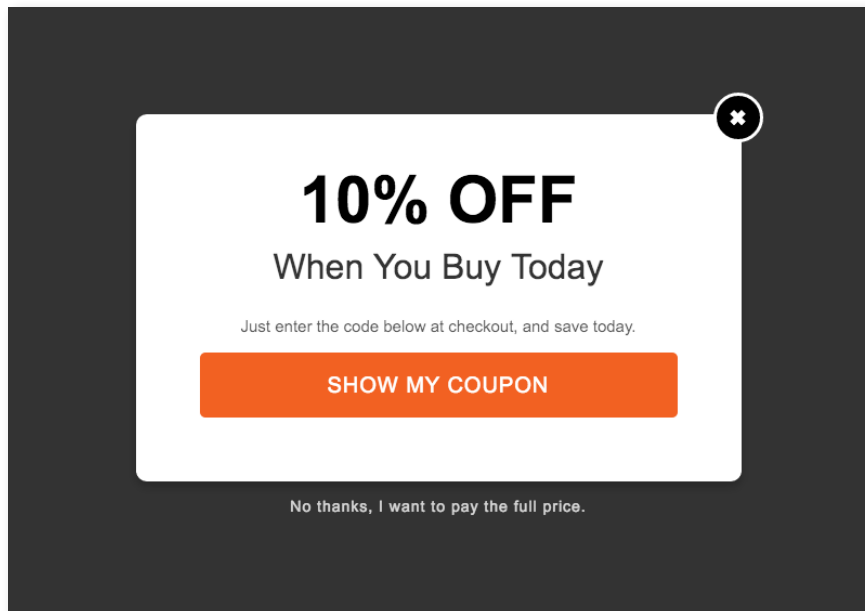
On-exit pop-up by Bodybuilding Warehouse

Bodybuilding Warehouse re-engages visitors as they are about to leave the store by displaying a pop-up offering a discount code. This is a great way to create a sense of urgency and entice customers to complete a purchase during the same session.
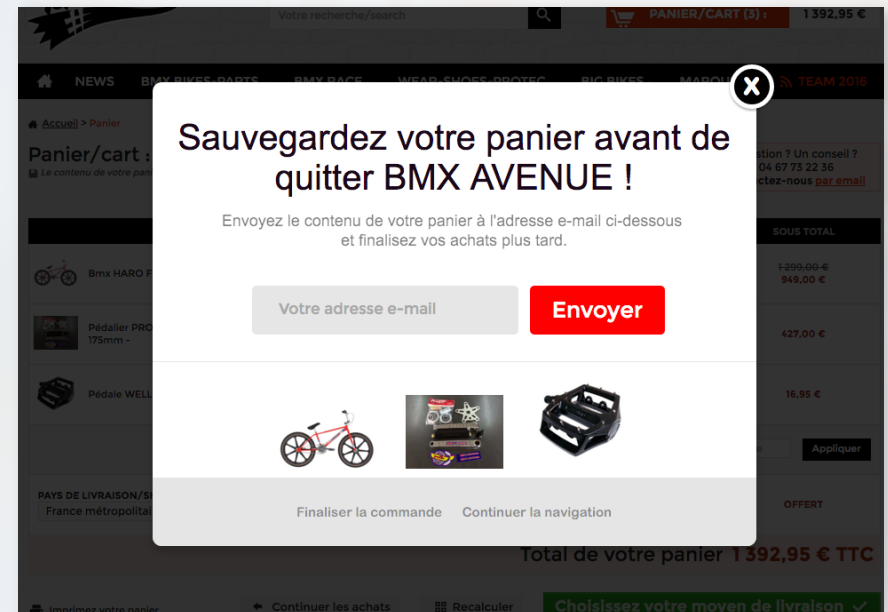
Cart abandonment pop-up by BMX Avenue

A pop-up tied to an abandoned cart email is a great way to enable re-engagement possibilities! BMX equipment can be expensive so impulsive first-stop purchases can be rare on the BMW Avenue site. Which is why they are choosing to fight cart abandonment by offering to send a shopper's cart contents to their email inbox. This allows them to collect a new email address, to which they can dispatch an abandoned cart email and allows the customer to conveniently resume shopping at a later stage.

Personalized Emails

Automate the delivery of personalized emails to your customers, recommending highly relevant products to inspire return visits to your online store. This will allow you to support your seasonal messages with 1:1 product recommendations and real-time automated trending products - giving your campaigns a stronger ROI.

Abandoned cart emails by Bodybuilding Warehouse

Bodybuilding Warehouse are making it easier for customers to recover their products and complete their purchases by sending out abandoned cart emails, providing a more personalized service and in turn inspiring further shopping. Like the previously

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BODYBUILDING WAREHOUSE

Your Shopping Cart

Hi there james

Thank you for visiting us! We love our customers, and we love saving you time. We saw you didn't have chance to complete your order before so we've saved your cart below for your convenience.

Complete Your Order

Your Shopping Cart

CNP Pro-Flapjack - 24 Bars

Pro-Flapjack high protein bars are not your typical high fat, high sugar flapjacks found in most stores today.

Pro-Flapjack high protein bars have been specifically designed for the health conscious individual and is a delicious way of providing quality protein (micellar casein, collagen, sodium caseinate, whey protein concentrate) and comple...

16.95

Customers Who Bought These Also Bought

Premium Protein Flapjacks x 24 Bars	Pure Whey Protein Concentrate 80	Premium Protein Pancakes	Performance Protein Powder	CNP Pro-Bar XS - 12 bars	Premium LUX Protein Flapjacks
17.99	8.99	1.99	8.99	20.98	14.99

Products You Have Considered

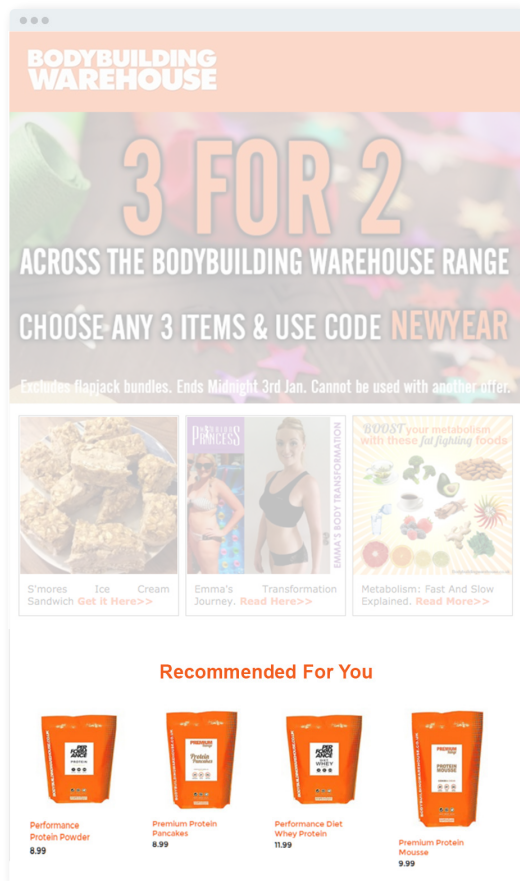| CNP Pro-Flapjack - 24 Bars	Pure D-Aspartic Acid (DAA) Powder	Premium 100% Whey	Premium Protein Pancakes	Performance CHARGE Pre-Workout - 40 S...	Pure Creatine Monohydrate Powder
16.95	5.95	11.99	1.99	19.99	3.99

If You Don't Want to Receive These Emails Anymore, Please Click Here

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Email Widgets by Bodybuilding Warehouse

Bodybuilding Warehouse display dynamic product recommendations in their dotmailer email marketing, using Nosto's email personalization widgets. The widgets can inserted into any email and highlights offers relevant to a shopper based on their individual user behavior. Bodybuilding warehouse displays browsing history recommendations in their widget, offering customers a convenient way back shopping in the store.
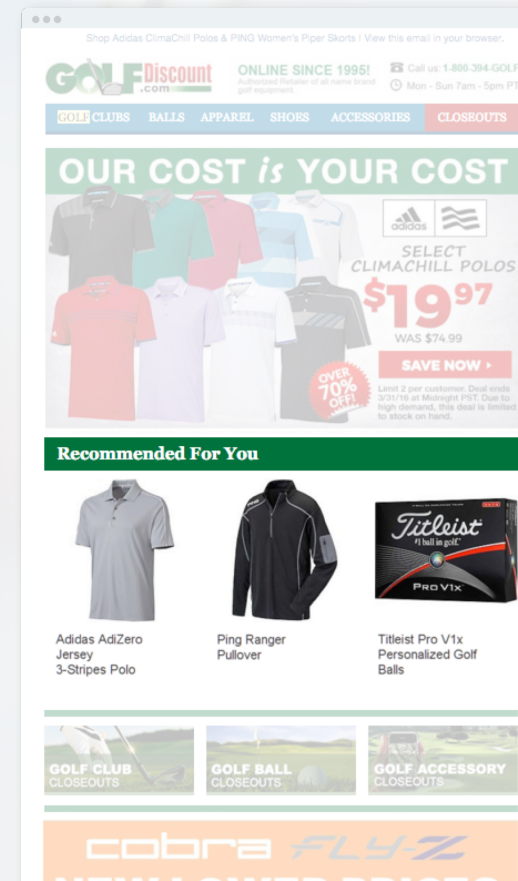
Email Widgets by Golf Discount

Golf Discount is using two email widgets to personalize their email marketing efforts on Mailchimp. The easy integration between Nosto and Mailchimp allows for a drag-and-drop personalization widget to be inserted to any email, offering the most relevant recommendations in real time to each individual email recipient. Golf discount is enticing customers back to their store by displaying personalized recommendations (example) in one widget and best-sellers in another.

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