

ABOUT

UK Tool Centre offers a large range of over 28,000 products online for both DIY and trade customers. They aim to offer a 5 star service and many items are available for next-day delivery.

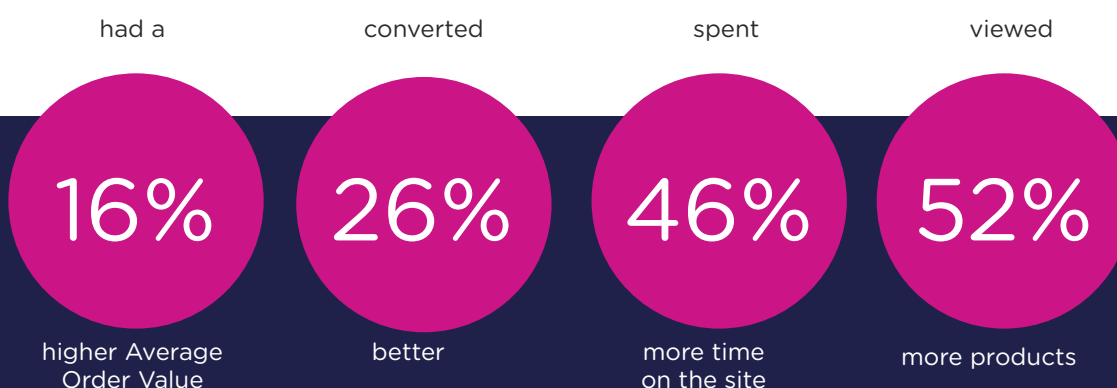
CHALLENGE

With a huge selection of over 28,000 SKUs UK Tool Centre was spending a lot of time and resources trying to update recommendations and top lists manually. Keeping up with up- and cross-sell recommendations was virtually impossible, and a scalable way to automate recommendations as well as display relevant items was required.

WHY NOSTO

UK Tool Centre chose Nosto as solution provider due to the easy setup and convenient management which would not only automate displaying recommendations but also make the site updated in real-time according to concurrent user behavior. Customising the logic of automated recommendations through Nosto's advanced filtering could be done within a simple admin panel in a few minutes - enabling UK Tool Centre to highlight the right products more effectively than ever before.

Customers who clicked Nosto recommendations...



SOLUTION

- Top lists with the most bought items was placed on the front page and category pages to showcase the store selection and capture the attention of new visitors.
- Browsing history recommendations were added to category pages and product pages to aid store navigation and make it easier to browse back and forth in the store.
- Up- and cross-sell recommendations were placed on the product and cart pages to inspire and help visitors find alternative and complementary products for a more confident purchase.
- UK tool Centre also activated automated triggered abandoned cart emails to decrease their abandoned cart rate and increase customer loyalty and retention.

RESULTS

- Customers who clicked on Nosto's recommendations had 16% better AOV than customers who didn't.
- Enhanced navigation through top lists and cross- and up-selling recommendations has increased the time spent on the site by 70% for customers clicking on Nosto's recommendations while they simultaneously viewed 103% more products.
- Triggered emails have generated a 7% CTR and a whopping 78% open rate driving traffic back to the store for additional purchases.

“We couldn't be happier with the results we've seen after implementing Nosto! With automatic and intelligent recommendations we're not telling our customers what to buy, they are telling each other what to buy adding trust and loyalty towards our online store.”

— Ewan Rayment, E-Commerce Manager at UK Tool Centre



Case Study: UK Tool Centre

Nosto's recommendations on www.uktoolcentre.com converted visitors into paying customers 26% better and had 16% better AOV.

Browsing history and up- and cross-sell recommendations on product pages

Black & Decker 18V EGBL18K Lithium Lion Drill Driver Plus Kit Box

★★★★★ (1 review rated 5/5)

RRP: £69.99
£59.95 inc VAT + FREE UK delivery
Save: £10.04 (13% Off)

In Stock Qty: 1

Description | Returns | Deliv

Description
Black & Decker EGBL18K-GB Lithium Ion Drill Driver
The power to drill into wood, metal and all screwdriving tasks torque settings for perfect screwdriving into a variety of materials. Lithium battery technology which holds 80% of its charge whilst for up to 90 days and with spring loaded battery pack system is very quick and easy to change. Anti slip soft grip for extra comfort using the drill.
EGBL18K-GB
Ref: 99453 - Code: EGBL18K-GB

Other Customers Were Interested In

- Set of 41 Screwdriver Bit & Socket Set - £11.99
- Junior Saw Horse Twin Pack - £28.38
- 167pc General Purpose Tool Kit - £79.95
- Drill & Bit Set In Case 102 Piece Set - £12.95
- N66C-2-E Variable Depth Control Coil Nailer - £12.99
- Black Hols - £34.98

You Might Also Like

- EGBHP188K 18V High Performance hammer Drill - £89.95
- PSB 1800 LI-2 Lithium-ion cordless two-speed combi Drill - £86.95
- STC1815 18 Volt Strimmer & 1.5Ah Battery - £69.95
- BL1518L Li-Ion Battery 18.0v - £29.95
- KC 18DKL Combi+ Impact Driver 18 Volt 2 x 5.0Ah LI-Ion - £315.00
- DV18DSDL Combi Drill 5.0Ah LI-Ion - £249.00

Your Recent History

- [Image of product]
- [Image of product]
- [Image of product]
- [Image of product]
- [Image of product]
- [Image of product]

Shopping cart recommendations on product page

UKTOOLCENTRE Enter Product Name or Part No. **MONEY BACK GUARANTEE**

DECORATING | AUTOMOTIVE | GARDEN | HAND TOOLS | HOME & LEISURE | LIGHTING & ELECTRICAL

Your Shopping Basket

Product Information

EGBHP188K 18V High Performance hammer Drill

Delivery:

Customers Were Also Interested In

- 18V EGBL18K Lithium Lion Drill Driver Plus Kit Box - £59.95
- PSB 1800 LI-2 Lithium-ion cordless two-speed combi Drill - £86.95
- BL1518L Li-Ion Battery 18.0v - £29.95
- DCK290M2 XRP Premium Combi Drill & Impact Driver Kit 18 V-Ion - £319.95

Other items you may like

- 331 Bowsaws - £11.72
- Screw Eyes, Zinc Plated, Bagged - £0.45
- HP1 Focusing LED Torch - £14.95
- Less Mess Fence Care - £8.25