



NOSTO CASE STUDY | VOLCOM

Personalizing the Facebook experience



About Volcom

Volcom is a modern lifestyle brand that embodies the creative spirit of youth culture. Founded on a snowboarding trip in 1991, Volcom became the pioneer for surfing, skateboarding and snowboarding, all brought together under one brand. The company was built on liberation, innovation and experimentation, and today produces quality apparel, outerwear, footwear and accessories that not only exemplify the lifestyle, but also enhance the ability to live it.

Aim

Already live with Nosto's personalized product recommendations and seeing great results, Volcom decided to expand the power of personalization to social media. The lifestyle brand went live with Nosto's dynamic Facebook ads in order to attract key segments amongst Millennials and Generation Z. With Nosto, Volcom would not only be able to attract more quality customers to their store, but increase the conversion rate of this traffic through personalized product recommendations, emails and pop-ups.

Today Volcom not only uses Nosto's Facebook ads to reach back out to customers and deliver an exceptional customer experience, but also leverages Facebook ads as a channel to announce new sales, new collections and other major events.

Solution & results

Since going live with Nosto Personalized Facebook Ads Volcom has seen:

10x

ROAS for Personal re-engagement ads

12x

ROAS for Abandoned cart recovery ads

8x

ROAS for Post-purchase ads



“Nosto makes it effortless to launch and manage dynamic Facebook Ad campaigns. We constantly add products to our catalogue and with Nosto automatically updating our ads accordingly in real-time and delivering each individual the most relevant items - we’re able to effectively streamline our social commerce efforts. We’re also able to easily follow our KPIs and modify campaigns on the fly if needed, which makes Facebook a very effective sales channel for us.”

Matthieu Galtie

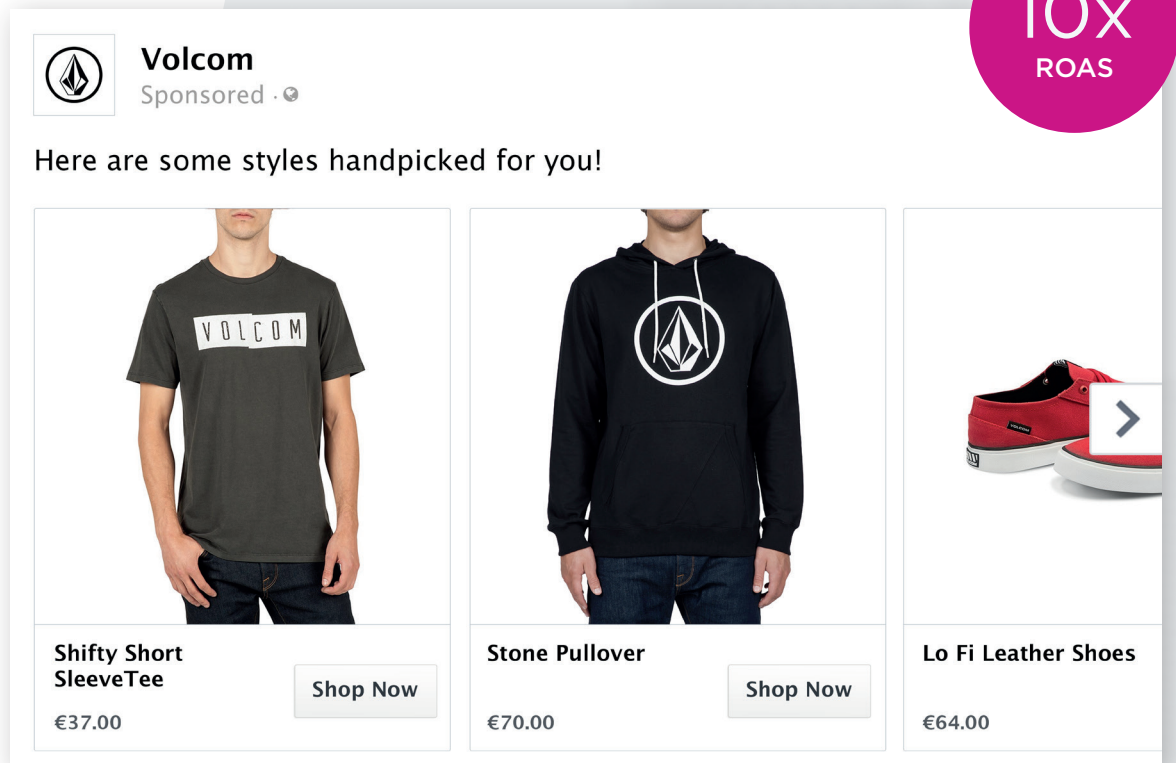
Head of Digital at Volcom Europe



PERSONALIZING THE FACEBOOK EXPERIENCE

Personal re-engagement ads

Volcom is using Nosto's Facebook ads to target customers who visited the site but didn't go on to complete a purchase. Volcom leverages data collected by Nosto, and is automatically able to display products picked out for that particular individual based on their previous shopping behavior - increasing the likelihood of conversion.





A screenshot of a Facebook advertisement for Volcom. The ad features a blue header with the text "Personal re-engagement ads". Below the header, the Volcom logo is displayed next to the text "Volcom Sponsored". The main text of the ad reads "Here are some styles handpicked for you!". Below this text, three product recommendations are shown in a grid. Each recommendation includes a product image, the product name, the price, and a "Shop Now" button. A pink circular badge in the top right corner of the ad area indicates a "10x ROAS".

Product Name	Price	Action
Shifty Short SleeveTee	€37.00	Shop Now
Stone Pullover	€70.00	Shop Now
Lo Fi Leather Shoes	€64.00	Shop Now




Abandoned cart recovery ads

While Volcom is battling cart abandonment with an exceptional onsite experience, some shoppers might not have ample time to complete their purchase or might need another few days to make up their minds. Volcom uses Nosto's Facebook ads to encourage these shoppers to complete their purchases by recommending items they previously left in their cart - effectively cutting through the social media noise.

**Volcom**
Sponsored · 

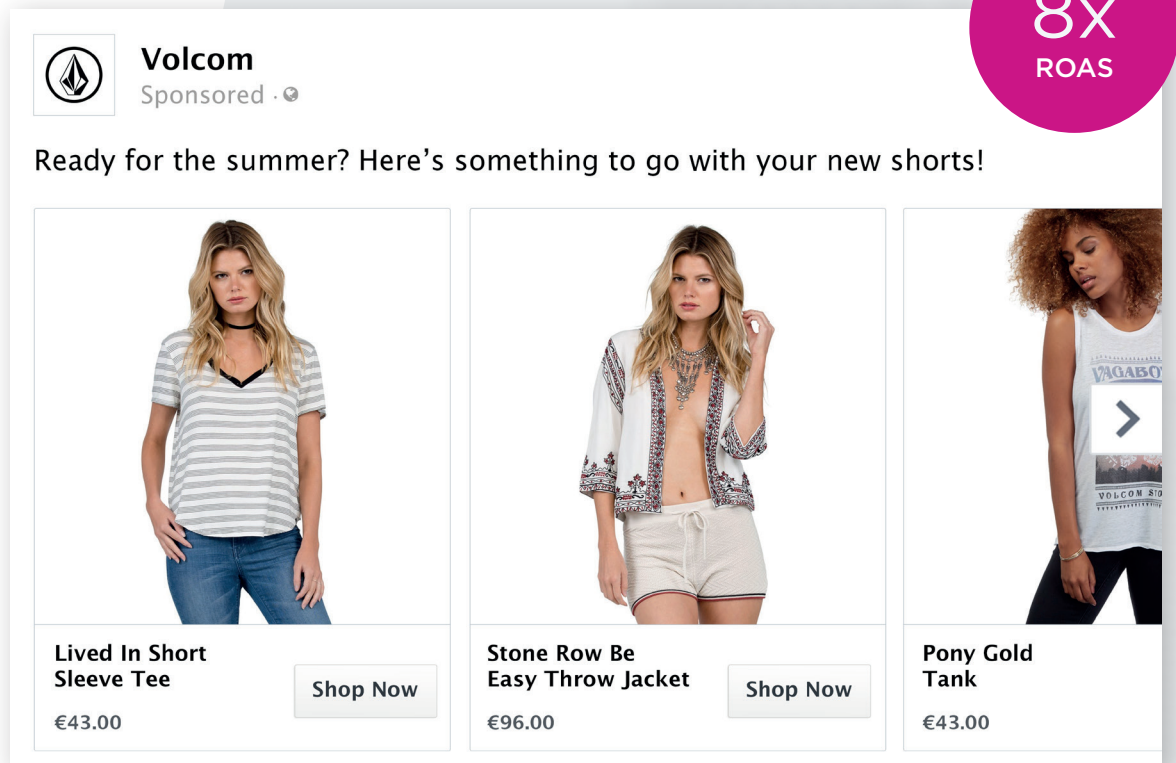
12x
ROAS

You left these items in your cart. Continue shopping now, delivery's on us!

 Stone Row Troublemaker dress €91.00 Shop Now	 Stone Row Troublemaker top €64.00 Shop Now	 Summit Stone Cami €48.00
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Post-purchase ads

Volcom is also targeting customers who've already completed purchases. By suggesting items that are relevant to what the customers have already bought, Volcom is not only able to reach back out offering great customer service, but also increases the customer lifetime value of these customers and is able to increase the number of loyal customers.



Volcom
Sponsored · 🌐

Ready for the summer? Here's something to go with your new shorts!

 <p>Lived In Short Sleeve Tee €43.00</p> Shop Now	 <p>Stone Row Be Easy Throw Jacket €96.00</p> Shop Now	 <p>Pony Gold Tank €43.00</p>
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8x ROAS



Nosto enables online retailers to deliver their customers personalized shopping experiences at every touch point, across every device. A powerful personalization solution designed for ease of use, Nosto empowers retailers to build, launch and optimize 1:1 multi-channel marketing campaigns without the need for dedicated IT resources. Over 20,000 ecommerce professionals in over 100 countries are using Nosto to grow their business and delight their customers. Nosto supports its retailers from its offices in Helsinki, Berlin, Stockholm, London and New York.

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