



nosto 

NOSTO CASE STUDY | Wakakuu

*Personalized
Emails*

WAKAKUU

Wakakuu is a combined web and showroom shop that sells hand-picked high quality fashion. Working with the best brands in the market that share Wakakuu's core values, each garment in the selection is a personal expression charged with passion. It is the unique combination of the right garments that characterizes Wakakuu; a fashion experience and an extraordinary comprehensive concept.

Results by Nosto's Personalized Emails

27%

Overall CTR

5%

Overall conversion

March 2016



“ We chose to run with Nosto's personalized emails to reconnect with our customers and attract them back to the store. We've been very happy with the results and are continuously optimizing the setup.

Fredrik Säfsten

CTO at European Service Partner AB / Wakakuu

www.wakakuu.com

Hi,

We noticed you placed some items in your cart but didn't complete your purchase. Here's a reminder of what you've left in your cart and some other items we think you'd love.

Best regards,
Wakakuu

YOUR CART



Shorts *Boyfriend*
Current/Elliott

SEK 2299



Jeans *The Stiletto*
Current/Elliott

SEK 2899

POPULAR ITEMS



Jeans *The Dropout*
Mother
SEK 2899



Jeans *The Cropped Straight*
Current/Elliott
SEK 2999



Jeans *Stiletto*
Current/Elliott
SEK 2399



Jeans *Le Original*
Frame
SEK 2999



Jeans *Skin 5 Mid*
Acne Studios
SEK 1499



Jeans *Tambo*
Rag & Bone
SEK 1699

YOU HAVE PREVIOUSLY BROWSED



Jeans *The Stiletto*
Current/Elliott
SEK 2899



Shorts *Boyfriend*
Current/Elliott
SEK 2299



Scarf *Silana*
By Malene Birger
SEK 999



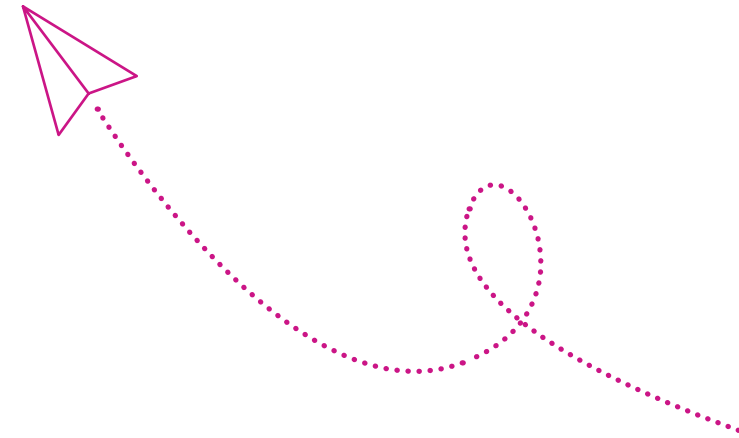
Jeans *Stiletto*
Current/Elliott
SEK 2399



Shorts *Slouchy*
Current/Elliott
SEK 2199



Shorts *Le cut off*
Cuffed
Frame
SEK 1799



ABANDONED CART EMAILS

An item being added to a shopping cart is one of the strongest indicators of product interest, yet a majority of retailers allow customers who have got so far along the buying journey get away.

Wakakuu doesn't - The company sends out an abandoned cart email to customers who've added something to their cart, but left without completing the purchase. The emails are spiced up with bestsellers and the individual browsing history for further inspiration and make it easier for customers to recover their products and complete their purchase.

Nosto's Abandoned cart emails had a 9% conversion rate and 30% CTR for Wakakuu in the spring of 2016.

WAKAKUU

Hi,

You recently completed a purchase at Wakakuu. We hope you've been happy with your new items. Should you have any questions regarding your purchase, feel free to call us at 031 - 754 48 39 or email us at customerservice@wakakuu.com. We'd be happy to help!

If you haven't already fed back to us, we'd very much appreciate your honest opinion of Wakakuu and our service.
[Click here to get to Storebadge.com to leave your review.](#)

Here are some items we think you'd love.
We hope to see you again soon.

Best regards,
Wakakuu

OTHERS EVEN BOUGHT



Wakakuu Totebag
Wakakuu
SEK 99



Sneakers Pureboost
Adidas by Stella McCartney
SEK 1499



Sneakers Pureboost
Adidas by Stella McCartney
SEK 1499



Wakakuu Paraply
Wakakuu
SEK 199

YOU HAVE PREVIOUSLY BROWSED



FOLLOW-UP EMAILS

Wakakuu has set up automatic follow-up emails which include related and relevant product recommendations, sent once an order has been received- enticing those shoppers already in the buying mood to continue their spree!

WAKAKUU

Hi,

Your complete a purchase at Wakakuu a while back. We hope you're happy with your order. Should you have any questions, please contact us at 031 - 754 48 39 or email us at customerservice@wakakuu.com and we'd be happy to help you out.

If you haven't fed back already, we'd very much appreciate your honest opinion of our services.
[Click here to get to Storebadge.com where you can leave a review.](#)

Here are some items we think you'd love.
We hope to see you again soon.

Best regards,
Wakakuu

OTHERS EVEN PURCHASED



Solglasögon Erika
Ray-Ban
SEK 1699



Clubmaster
Ray-Ban
SEK 1499



Round Metal ORB3447
Ray-Ban
SEK 1799



Solglasögon Round Metal
ORB3447
Ray-Ban
SEK 1599

YOU HAVE PREVIOUSLY BROWSED



WE MISS YOU EMAILS

Wakakuu is also sending out automated 'We Miss You' emails to reach back out to customers who've been absent from the store. This not only builds more personal relationships with customers but also entices them back to the store!

EMAIL PERSONALIZATION WIDGETS

Wakakuu is standing out from the crowd by using the intelligence of Nosto to boost the KPIs of their newsletters and seasonal email campaigns. The widgets allows Wakakuu to promote right products to the right audience at the right time.

The widgets can be inserted to any email regardless of ESP - personalizing every email by adding automated product recommendations and trending items in just a few clicks.

A personalized letter
for each and every
customer!

WAKAKUU

HALLOWEEN TREAT

Free delivery and a totebag
on all orders between
Thursday and Sunday!

Get one of these!

TRICK OR TREAT?

Halloween is coming and we have a special treat for you!

The treat is: FREE DELIVERY AND A TOTE BAG on all orders between Thursday and Sunday!

♥ Happy shopping ♥

Find the latest news from Acne Studios, By Malene Birger, Tory Burch, Moncler, Piece of Poetry, Diane von Furstenberg and many more at Wakakuu!

With love, Wakakuu

Sweden - Norway - Denmark - Finland

Personal Recommendations

Halsduk Canada - Acne Studios SEK 1199	Jacka Fabrette - Moncler SEK 11399	Jacka Berre - Moncler SEK 7499



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