

Partner Case Study: WeMakeWebsites

ABOUT

Number 1 Shopify Experts in the UK, WeMakeWebsites is an UK e-commerce agency designing and building beautiful and effective Shopify websites for design-led retail businesses. Through its website projects and design and consulting services, WeMakeWebsites has helped over 100 online retailers launch and grow their ecommerce business.

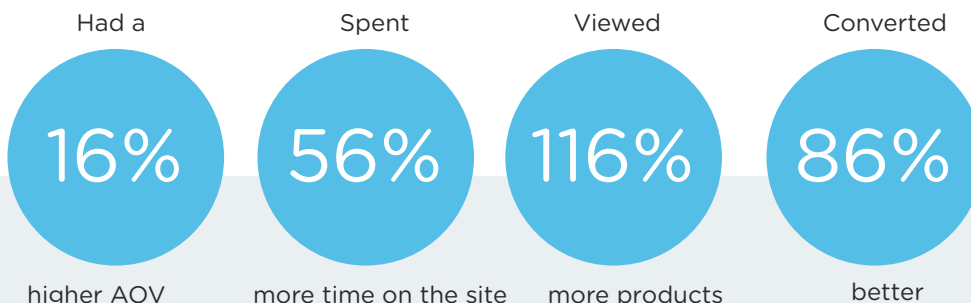
WHY NOSTO

Concentrating on building beautiful and effective Shopify stores, WeMakeWebsites was on the lookout for a fast and easy to implement solution with the ability to display highly automated professional looking recommendations that would fit the look and feel of every individual client's store. Nosto was a clear choice as displaying recommendations would only require a few lines of code on the clients website. The commission model of Nosto was also one of the key factors in the choice for WeMakeWebsites.

PARTNERSHIP

Fast and simple implementation enabled WeMakeWebsites to go live with Nosto recommendations in its clients' stores within weeks after launching the partnership in 2013.

Customers who clicked Nosto recommendations



RESULTS

- By easily installing Nosto for Shopify any of WeMakeWebsites' retailers can now benefit from the power of personalization and behavioural recommendations.
- The analytics dashboard for each client gives WeMakeWebsites a concise overview of how the recommendations and remarketing emails are performing.
- WeMakeWebsites has noticed a clear increase in basket size and overall revenue as a result of using Nosto on their clients' sites.
- Customers on these stores find the products they want faster and are able to make more confident purchases.
- All parties are enjoying increased ROI

Some of Nosto powered WeMakeWebsites stores



We have found the Nosto partner model brilliant for contributing to our recurring revenue, which as an agency is a key goal and notoriously tricky! Our clients have also seen significant increases in AOV and conversion, and couldn't be happier with the look and feel of the automated Nosto recommendations.



— Alex O'Bryne, Director and Co-Founder of WeMakeWebsites

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WeMakeWebsites has seen an average increase in conversion of 86% and an increase in average order value of 16% for people clicking on Nosto recommendations in WeMakeWebsites supported stores.

Cross- and Up-selling recommendations on the product pages of www.organicssurge.com

Shopping cart recommendations, bestsellers and Browsing history related recommendations on the cart page of www.toyshades.com

