

ABOUT

The Yumi Kim fashion brand is influenced by designer and founder Kim Phan's own aesthetics; featuring vintage silhouettes spun with a contemporary urban feminine mystique. The selection is made up of beautiful clothes made to travel and see the world. Yumi Kim has five shops in New York, and wide wholesale distribution in addition to its online store.

CHALLENGE

Priding itself with a personal touch to all of its designs, the company felt it was not able to deliver the same personal touch to the online store. It was hard to target customers personally and properly engage them like they were being engaged in the brick and mortar shops.

WHY NOSTO

Nosto was chosen as the solution provider due to its easy management and flexibility that would allow Yumi Kim to test different variations of recommendations freely without needing a programmer or an agency to manage and set up the system. Another key factor in the final decision was Nosto's transparent commission base pricing that didn't require any upfront costs. "You can test which online recommendations work best and change the factors of the algorithm that go into them to improve the experience."

Customers who clicked Nosto recommendations...

converted

132%

better

had a

12%

higher Average
Order Value

were

160%

more valuable

ROAS on personalized
Facebook ads

25x

in 15 days

SOLUTION

- A top list was added to the front page to immediately showcase Yumi Kim's selection and the hottest trends.
- Automatic cross-sell and up-sell features were added to product pages inspiring customers to shop further, naturally increasing AOV and conversion.
- Personalized recommendations were added to the cart page to remind customers of the items they had shown interest in but not yet added to cart.
- Search and visit related recommendations were added to the search page to enable it as a dynamic facility allowing the customer to find more relevant results.
- All triggered email types; We Miss You, Order Follow Up and Abandoned Cart emails were enabled to entice customers back to the store and increase customer retention and loyalty.
- The Site Abandonment Pop-up was enabled to capture valuable email addresses from new visitors about to leave the site with items in cart.
- Yumi Kim launched personalized facebook ad campaigns such as a Personal Re-engagement campaign targeting women in their core demographic.

RESULTS

- Customers clicking on Nosto's recommendations have converted 132% better and have had a 12% higher AOV than customers who didn't.
- Enhanced navigation has increased the time spent on the site by 44% while customers simultaneously viewed 50% more products and were a whopping 160% more valuable.
- Yumi Kim saw an incredible 25x ROAS on personalized facebook ads in only 15 days.

"Nosto was very easy to implement and has a great live dashboard with reporting to help us learn more about our customers and provide them with a more tailored shopping experience. It has also allowed us to add several new features to our site very quickly, and we are taking full advantage of the new features Nosto launches on almost a monthly basis. It has helped us learn more about how our customers shop and react quickly which has really highlighted how important this full personalization service is for us."

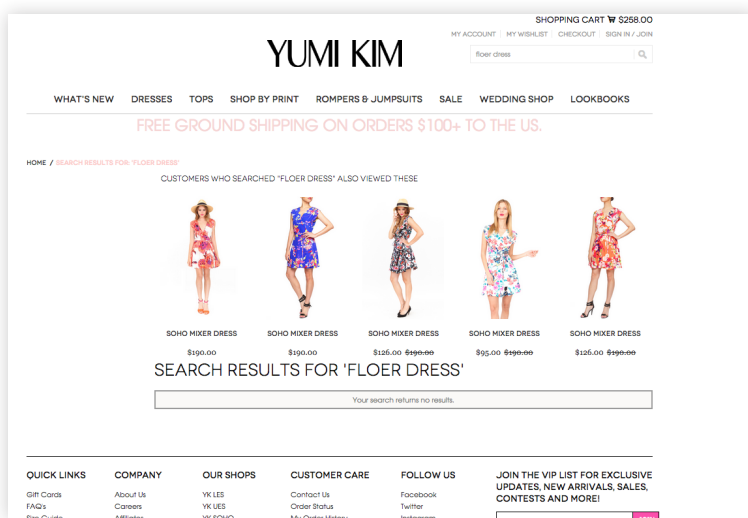
— Alison Sebens, Executive Vice President at Yumi Kim



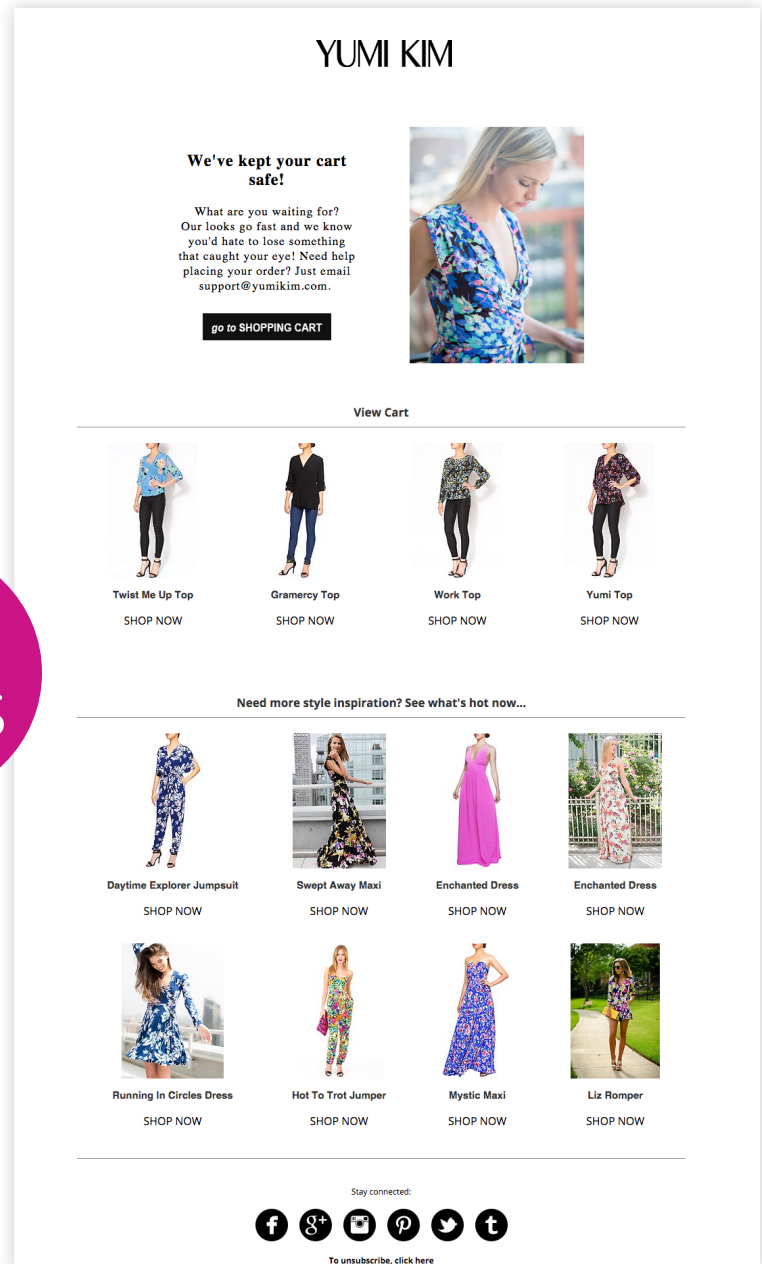
Case study: Yumi Kim

Nosto's recommendations on the Yumi Kim online store converted customers 132% better and Nosto Personalized Facebook ads generated a whopping 25x ROAS in only 15 days.

Search and Visited related recommendations



Abandoned cart email



Personalized facebook ads

