



nosto



Personalisation; *the key to* *success* *this Q4*

How to tailor the
customer journey for
more successful
seasonal shopping

Today we will look at how
to...



Boost customer acquisition through targeted advertisements and promotions



Increase conversion rate and average order value with relevant product recommendations



Improve customer retention with personalised communications

A little bit about us...



Helsinki, 2011 - Founded by retailers for retailers.



A Team of 54 people with 19 nationalities



Offices in New York, London, Berlin and Helsinki



Fastest-growing personalization solution in the world



Nosto makes it easy for online retailers to deliver their customers personalized shopping experiences wherever they are.

10,000 RETAILERS IN OVER 00 COUNTRIES

Over 5 billion personalised
recommendations generated

LUSH
FRESH HANDMADE COSMETICS

THE ICONIC

 outnorth

HOM


MELVIN & HAMILTON

jane
norman


VOLCOM

JUNIQE


Vivienne
Westwood

BJÖRN BORG 



**Facebook
Ads**



Prospective and
retargeting
campaigns



**Product
Recommendations**



Personalization for
the whole
customer journey



**Behavioral
Pop-ups**



Acquire new
leads and capture
lost revenue



**Triggered
E-mails**



Triggered
e-mails personalized
for every shopper



**Real-time
Analytics**



Monitor and
optimize
performance

***Personalised shopping experiences.
Wherever your customers are.***

Tip 1

Leverage the data you have already collected to convert hesitant buyers

Did you know?

Less than 15% of users buy on first contact with your site.

18%

Amazon
Conversion
Rate



Conversion
Average Order Value
Customer Retention



Isaac's Amazon experience



The screenshot shows Isaac's Amazon homepage. The top navigation bar includes the Amazon logo, a search bar, and links for 'Shop by Department', 'Isaac's Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. On the right, it says 'Hello, Isaac', 'Your Account', 'Try Prime', and 'Wish List'. Below the navigation is a 'Recommendations for You' section with four product cards: a red and white patterned baby bodysuit, a yellow baby onesie, a blue and pink baby bodysuit, and a grey baby onesie. A 'More Colors Available' link is visible under the grey onesie. At the bottom, a 'Your Amazon.com' section features a 'Prime' logo and navigation links. A personalized recommendation for 'Gerber Baby-Girls' Newborn House Sleep N Play Bodysuit Two Pack, 6-9 Month by Gerber' is shown, priced at \$7.99 - \$12.97 with Prime shipping. It includes a 'Learn more' button and an 'Add to Wish List' button. A pink circular icon with a computer monitor is overlaid on the right side of the page.



Lottie's Amazon experience



The screenshot shows Lottie's Amazon homepage. The top navigation bar is similar to Isaac's page but says 'Hello, Lottie'. The 'Recommendations for You' section displays four product cards, all featuring women's dresses in various colors: light green, pink, yellow, and grey. At the bottom, a personalized recommendation for 'Jessica Simpson Women's Sleeveless Fit an...' is shown, priced at \$148 with Prime shipping. It includes a 'Learn more' button and an 'Add to Wish List' button. A pink circular icon with a computer monitor is overlaid on the right side of the page.

Tip 2

Generate Traffic by Promoting Sales

Include personalized recommendations in emails promoting upcoming seasonal sales so that every customer is greeted with items they have previously browsed that will soon be discounted.

Did you know?

Cyber Monday 2013 was the biggest online shopping day in US e-commerce history with sales of \$1.74 billion USD.

15% OFF - FREE DELIVERY FREE RETURNS | To view this email online [click here](#)
Add jewellery@newsletter.astleyclarke.com to your safe sender list so you don't miss out on the latest news

ASTLEY CLARKE

L O N D O N

[NEW IN](#) [SHOP](#) [DESIGNERS](#) [LEARN](#) [WORLD OF](#) [CHRISTMAS](#)

THE TIME IS NOW

Guaranteed Christmas Delivery

Order by 12pm Friday 21st December
for guaranteed Christmas delivery



[SHOP MOST POPULAR GIFTS >](#)

Vous savez que vous ne pouvez pas passer à côté de l'envie de succomber à LA marque de luxe qui n'a d'égale que son perfectionnisme et son charisme. À l'évocation de son nom c'est simple, vous ne vous posez même pas la question : il vous les faut tous. Ou au moins un : le modèle de sac ou d'accessoire qui soulignera le chic qui signe votre style. On vous rassure de suite, aujourd'hui vous avez l'embarras du choix !



—
Votre première course offerte
en chauffeur privé U B E R

- 1 TÉLÉCHARGEZ L'APPLICATION UBER
- 2 ENTREZ LE CODE PROMO DE 15€ : INSTANTLUXE

INSTANTLUXE

Tip 3

Increase the ROI of your PPC campaigns with Landing Page Recommendations

Add landing page recommendations on your site, so customers arriving through a certain PPC AD are recommended items other customers have gone on to look at or buy when using the same search term.

Did you know?

Landing page recommendations have
a CTR of 5%

Tip 4

Increase AOV by offering alternative and complementary products

Did you know?

Shopping Cart Recommendations are one of the most powerful cross-selling



Automatically recommend alternative, more expensive products and more profitable in-house brands to help you boost average order sizes and increase profit margins.



Suggest products that other customers have typically purchased with the items in your buyer's cart, highlighting complementary pieces means you are making it easier for visitors to find related items and are more likely to increase the order value.



CART 0 items - £0.00



[SHOP BY BRAND](#) [SHOP BY DEPARTMENT](#) [SHOP BY OCCASION](#) [PERSONALISED](#) [GIFT EXPERIENCES](#) [CLEARANCE](#)

FREE UK DELIVERY ON ORDERS OVER £49.99* [FULL DETAILS](#)

[Home](#) » [Frozen Snack Container](#)

[« Return to Previous Page](#)



[ZOOM IMAGE](#)



Disney Frozen Snack Container

Be the first to review this product

£2.50

Availability: In stock

Gift Options

Gift Wrap +£2.95

Quantity:

+

[ADD TO CART](#)

[+ Add to Wishlist](#)

[+ Email to a Friend](#)

[+ 0](#)

[Like Disney? Click here to view the entire range.](#)

Turn your purchase into a gift with...

GIFT WRAP

£2.95



UK STANDARD DELIVERY FREE

ORDERS OVER £49.99 (exclusions apply)



[Read More](#)

[PRODUCT DESCRIPTION](#)

[REVIEWS](#)

[DELIVERY & RETURNS](#)

Disney's Frozen Snack Container

Make lunchtime fun with this Frozen themed small snacks container.

The small plastic pot features a winters scene with Elsa, Anna and Olaf around the outside and Anna and Elsa again on the lid. The small size makes it perfect for storing your favourite snacks and with its screw top lid it will keep everything secure and fresh.

Ideal for journeys out in the car, lunchboxes, in the pushchair, shopping, days out, in fact anywhere, even just around the house.

Food safe, Dishwasher safe, not suitable for microwaves, recommended for ages 3+, BPA Free

Additional Information

Brand	Disney
Product	Storage Box
Material	Plastic
Colour	Blue, White
Height (cm)	6

Our Brands ▾

Choose Country ▾

Login or Signup

My Wishlist

COWSHED

Search 🔍

[bath & body](#) [skincare](#) [handcare](#) [home](#) [travel](#) [gifts](#) [mother & baby](#) [moods](#) [men](#) [offers](#) [CHEEKY](#) [our spas](#)

Buy an E-Gift Card

Award-Winning Handcare

FREE UK Delivery on Orders Over £40

Cart



Free UK Standard Delivery on Orders Over £40

< Continue Shopping

Proceed to Checkout (£16.00)

COWSHED

Quantity

Price



Dirty Cow Freshening Hand Wash (300 ml)

1 x £16.00 £16.00 ×

< Continue Shopping

Clear Cart

Update Cart

Subtotal = £16.00

Total = £16.00

Delivery

STANDARD UK	5 - 7 working days	£2.99 // FREE on all orders over £40
NEXT WORKING DAY	Next Working Day if order is placed before 12pm GMT	£6.95
IRELAND, HIGHLANDS & ISLANDS	5 - 10 working days	£14.95

Enter a promo code

Apply Promo Code

Proceed to Checkout (£16.00)

Checkout with **PayPal**

Tip 5

Increase conversion by enhancing search capabilities

Add search related recommendations to your site, displaying a “people who searched for (search term) went on to buy...” suggestion to your search page.

Did you know?

Customers who search for products on your site convert 3 times better than customers who do not search.

FREE UK DELIVERY SPEND OVER £25



posters for teens



View Basket

0 Items
£0.00

Movies & TV

Music

General

Kids

More

Posters

Frames

Merchandise

Exclusive Prints

More

Home > Search

Search Results for "posters for teens"

There were no results for your search.

Customers who searched "posters for teens" viewed



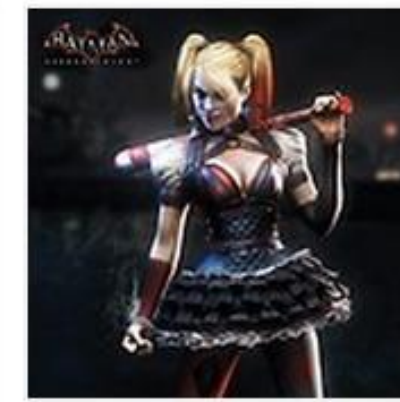
Assassins Creed Unity Arno Maxi Poster

£3.99



Minecraft Underground Mini Poster

£1.99



Batman Arkham Knight Harley Quinn Maxi Poster

£3.99



Metallica Through The Never Maxi Poster

£3.99



Call of Duty Ghosts Cover Mini Poster

£1.99



Eminem Finger Maxi Poster

£3.99



Avenged Sevenfold Nightmare Maxi Poster

£3.99



Assassins Creed Unity Cover Mini Poster

£1.99

20% Off [Customer Support](#)

20% Off [Customer Support](#)

Customer Service

Our friendly customer service team are here 5 days a week to answer any questions.

0845 002 0381

Delivery

Whether you are in the UK or overseas we want you to receive your order quickly and safely.

Secure Shopping

All payments are fully encrypted and are subject to 3D Secure anti-fraud technology. Shop with confidence!

Framing

Try framing your poster or print to give your room a touch of class, choose from various frame types and colours.



Tip 6

Improve customer retention by sending personalized triggered emails

Did you know?

Nosto's personalized triggered emails have an average click-through rate 10x higher than the industry standard.



Send an abandoned cart email containing the items they left in store.

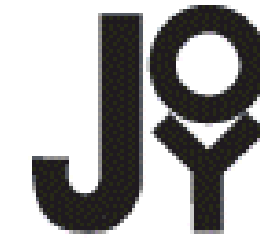


Set up automatic order follow-up emails which include related and relevant product recommendations, sent once an order has been received.



Win back customers who haven't been to your store in a while with an automatic "We Miss You" email, containing highly relevant and personalized product recommendations.

Can't see this email?
[Click Here](#)



To ensure that our messages get to you add hello@joythestore.com to your address book.

[NEW IN](#)

[WOMENSWEAR](#)

[MENSWEAR](#)

[GIFTS](#)

[SALE](#)

Standard UK Delivery Only £3.95 or FREE with Orders £70+

THERE'S A BAG *full of joy* WAITING FOR YOU...

Don't miss out on a JOY fix!

These fab pieces have your name on them, complete your order before they're gone.



Louche Victoria Bag
~~£49.00~~ **£24.00 (1)**

[BUY NOW →](#)



Chevron Push Up B...
~~£24.00~~ **£15.00 (1)**

[BUY NOW →](#)



Louche Delta Trou...
~~£45.00~~ **£15.00 (1)**

[BUY NOW →](#)



Louche Badger Str...
~~£45.00~~ **£25.00**

[BUY NOW →](#)

Grand Total

£54.00

[CONTINUE SHOPPING →](#)

[BUY NOW →](#)

Trouble Ordering?

Our ever so friendly Customer Services team are here to help with any queries you might have

@pat_obolgogian

Tip 7

Boost customer acquisition on Social Media

Tailor your social media advertising with products and offers that are automatically picked according to users' past browsing and buying behaviour.

Did you know?

Compared to “static-one-size-fits-all” ads - automated, dynamic product ads can generate performance improvements of up to 400%.



Attract new customers new customers with best seller ads



Retarget old customers with Personal re-engagement ads, Abandoned cart recovery ads and post-purchase ads,

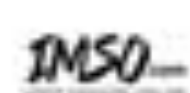
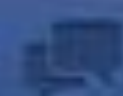


search for people, places and things



Lari

Home 20+



IMSO

Sponsored ·

You might want to get our latest collection of summer shorts!



Levi's Vintage Shorts

€60



Levi's Denim Shorts

€53



Levi's Bleach Shorts

€60

104 Likes · 23 Comments

PEOPLE YOU MAY KNOW



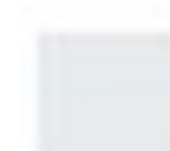
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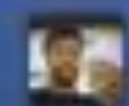
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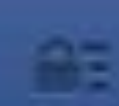


search for people, places and things

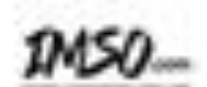


Lari

Home 20+



- — —
- — —
- — —
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- — —
- — —
- — —



IMSO

Sponsored · 🌐

Here's our top recommendations for you!



Janni Set
€60



Kylie Set
€53



Ida Jumpsuit
€60

104 Likes · 23 Comments

PEOPLE YOU MAY KNOW

- — —
- — —
- — —
- — —
- — —
- — —

Tip 8

*Create a sense of urgency
with time-limited special
offers*



Use pop-up technology to allow you to deliver timely discounts and make seasonal sales a success.

Greatdays

Sveriges bästa
upplevelser!



Chatta med oss!

Start

Motor

Natur

Relax

Sport & fritid

Äventyr

Vatten

Luft

Mat & dryck

Kultur

Familj

Presentkort

Företag

Sök upplevelse

Välj län

Hela Sverige

Välj typ av upplevelse

Alla kategorier

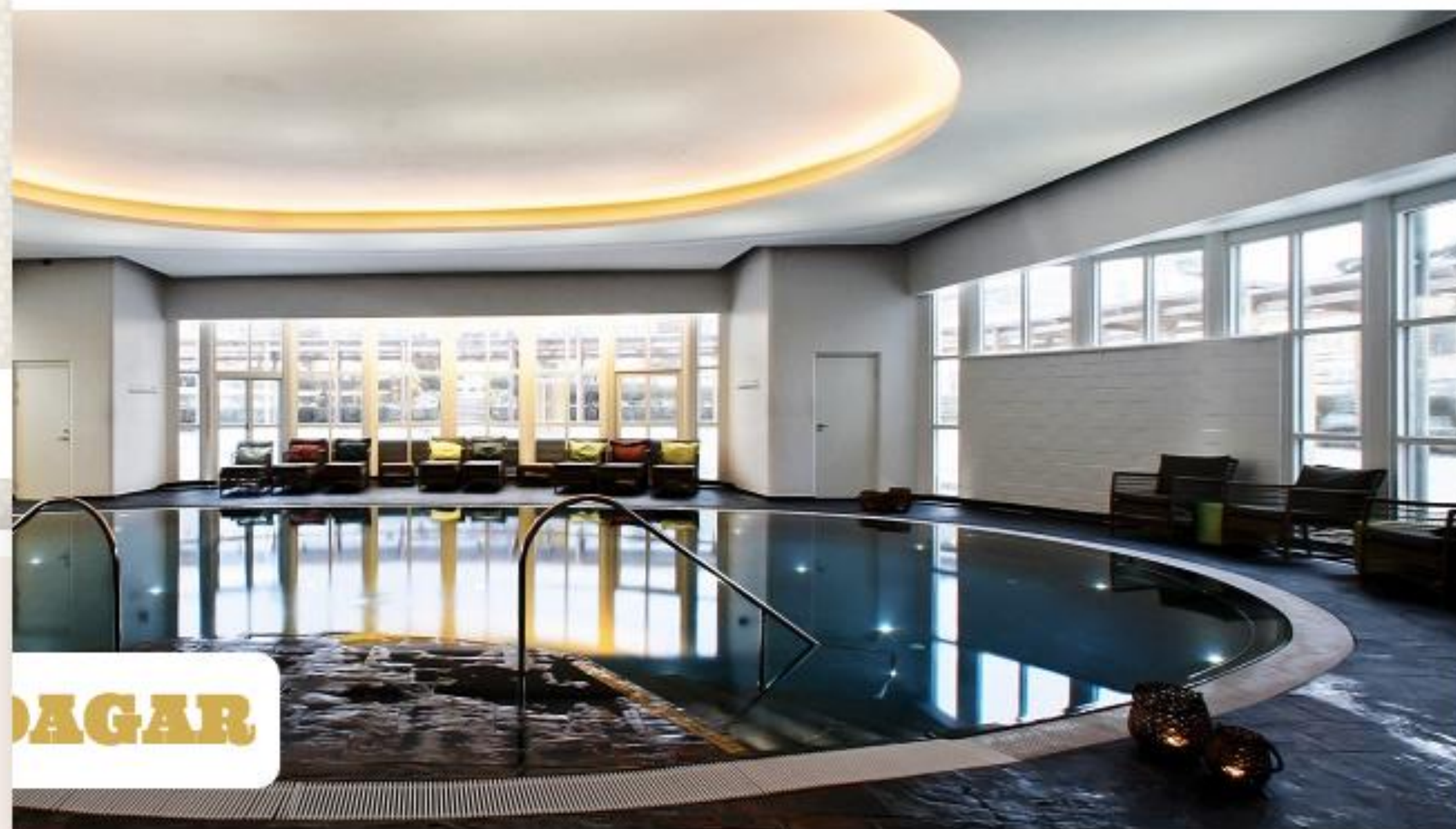
Pris max

10000+

Puls (Låg=1, Hög=5)

Alla

Sök



Fråga oss

Presenttips



Bröllopspresenter



Weekendpaket

Har du fått en present?

Skriv in din aktiverings- eller presentkortskod här!

Natur

Djur

Med övernattnig

Äventyr & fritid



10% RABATT
på din nästa order

VISA MIN KUPONG

Visa inte det här igen!

Start > Natur

Bästsäljare i denna kategori



Fråga oss

Following the 8 tips just shared you will be able to...



Boost customer acquisition through targeted advertisements and promotions



Increase conversion rate and average order value with relevant product recommendations



Improve customer retention with personalized communications

Questions?

web: patrickobolgogiani.com

twitter: [@pat_obolgogiani](https://twitter.com/pat_obolgogiani)

