OKA Direct

VERTICAL: Furniture
WEBSITE: www.okadirect.com

nosto

ABOUT

OKA is a British luxury furniture and home accessories retailer founded in 1999 that currently has 11 shops across the UK together with British, European and American websites and a catalogue business. OKA is the winner of Best Multichannel Business and Best Mobile Commerce Site at ECMOD awards 2014.
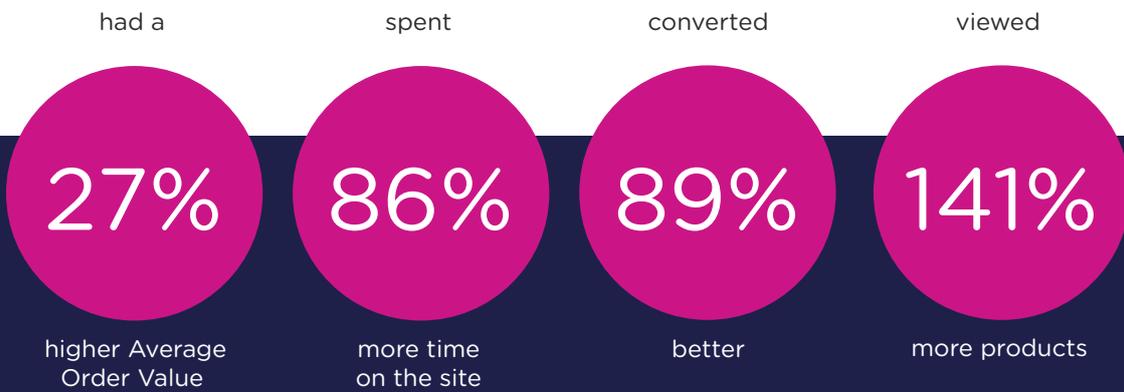
CHALLENGE

OKA was displaying product recommendations to improve online store conversion, but they were updated manually for every single item and keeping up with what was actually going on in the store was getting harder the more successful the online store grew. OKA needed to find a way to preserve the excellent customer service they were known for while keeping the business as effective as possible.

WHY NOSTO

Nosto was chosen due to the effortless setup, its transparency and easy to use interface that would allow OKA to know at all times what was happening in the store. With Nosto, OKA's online store would be fully automated to deliver recommendations in real-time according to real user behavior and always taking into account seasonal changes and current trends. The fair, success based pricing model further encouraged OKA to give Nosto a shot!

Customers who clicked Nosto recommendations...

had a	spent	converted	viewed
27%	**86%**	**89%**	**141%**
higher Average Order Value	more time on the site	better	more products

SOLUTION

- A top list was added to the front page to immediately showcase OKA's selection and the hottest trends.
- Browsing history related recommendations were added to the front page to greet returning visitors and help them continue their shopping where they previously left off.
- Automated cross- and upselling recommendations were placed on the product page to allow customers to discover more of the store selection.
- A browsing history recommendation was placed on the product pages eases back and forth browsing between interesting products.
- When adding an item to the cart, a pop-up summarizes the cart content and suggest other interesting items to browse based on the shopping cart content.
- The same cart related recommendation were also added the cart page to offer insight and inspiration to what other customers have gone on to buy.

RESULTS

- Customers clicking on Nosto's recommendations have converted 89% better and have had a 29% higher AOV than customers who didn't.
- Enhanced navigation has increased the time spent on the site by 86% while customers simultaneously viewed 141% more products.
- www.okadirect.com is now automatically displaying the most up-to-date stock and top trending products to customers day and night.

"Nosto has been able to help us allocate our resources smarter and allow us to focus on running our business more efficiently. The fact that our site is always automatically updated and individually targeting each visitor allows us to utilize the full potential of our online store to increase customer satisfaction and our online sales."
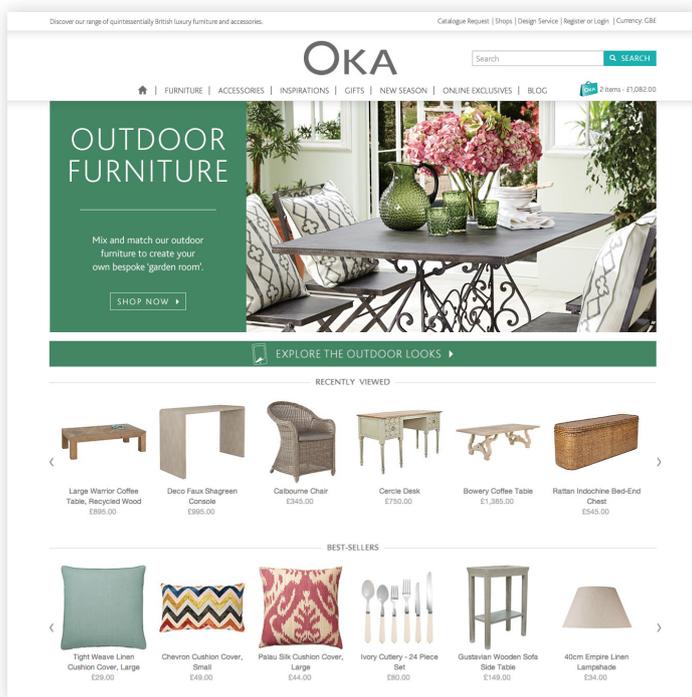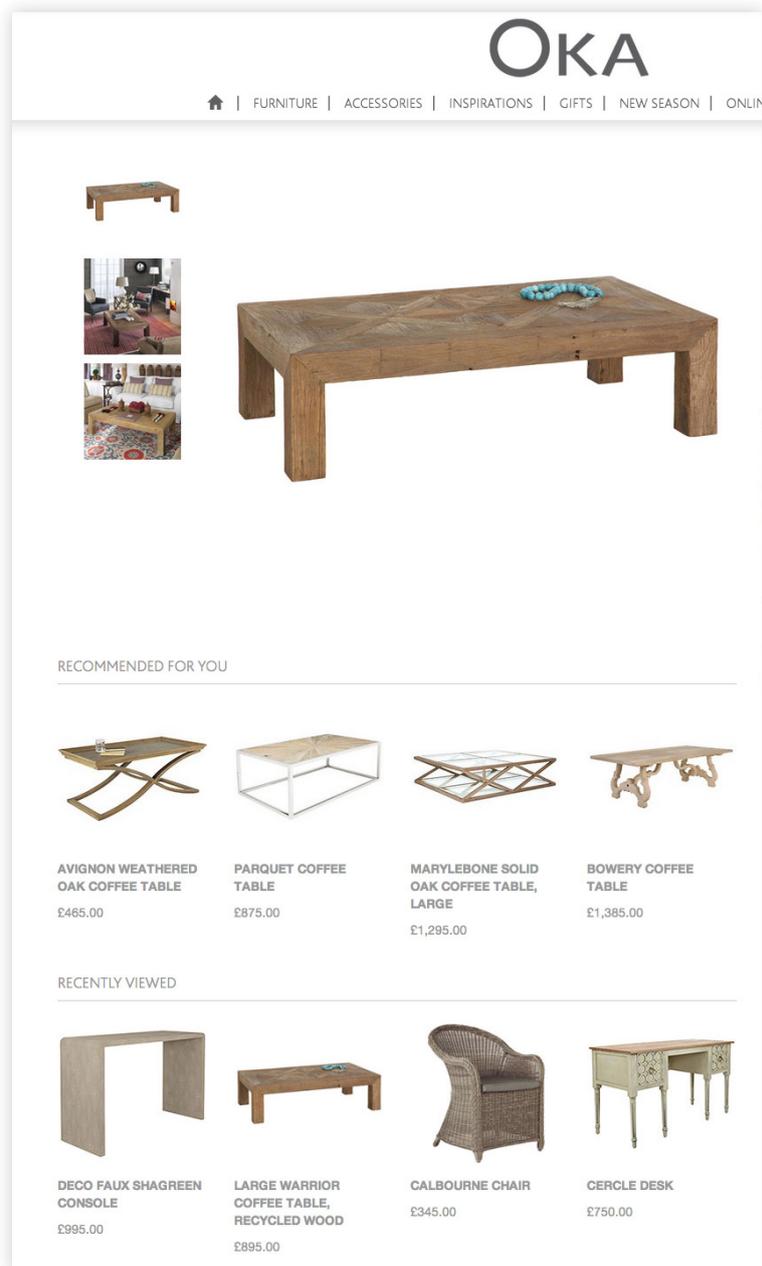
— Jack Stevens, Ecommerce Manager at OKA

Case study: OKA

Nosto's recommendations on the OKA Direct online store converted customers 89% better with a 27% higher average order value.

Browsing history and top list on the front page

Browsing history and automatic cross- and up-sell features on product pages

Shopping cart related recommendations when adding an item to cart