



# Paul Evans

VERTICAL: Clothing, Shoes and Accessories

WEBSITE: [www.paulevansny.com](http://www.paulevansny.com)

PLATFORM: Shopify



## ABOUT

Founded in 2012, Paul Evans is a luxury men's footwear company based in New York City. The company produces and sells high quality dress shoes made in Europe using time-honored craftsmanship and the finest materials.

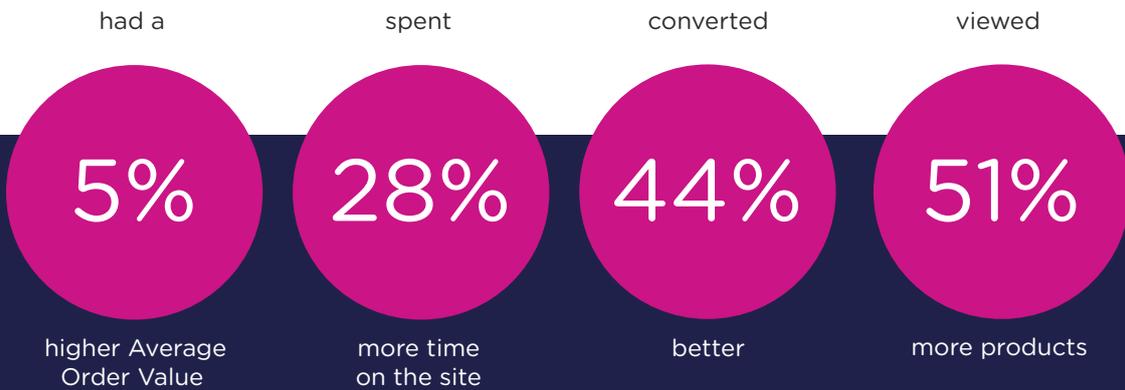
## CHALLENGE

The key challenge Paul Evans was facing was ensuring customers found what they were looking for from the breadth of Paul Evan's selection. To ease navigation in the store, inspire customers to browse further and increase sales, the company realized the need to implement a powerful recommendation engine on their site that could be set up fast, cost efficiently and without advanced technical resources.

## WHY NOSTO

Nosto was a logical choice as the solution would allow Paul Evans to use all available real estate on the website to promote current trends and inspire customers to additional purchases. With Nosto, Paul Evans could display recommendations to easily inspire customers to combine products across categories for a complete, polished look. This would enhance the overall shopping experience for customers while increasing sales without any additional marketing spend.

### Customers who clicked Nosto recommendations...



## SOLUTION

- A top list was added to the front page to immediately showcase Paul Evan's selection and the hottest trends.
- Browsing history related recommendations were added to the category and sub-category pages displaying 'recently viewed products' to ease navigation between relevant products
- Automatic cross- and up-sell features were added to product pages inspiring customers to shop further, naturally increasing AOV and conversion.
- Shopping cart recommendations and personalized recommendations were added to the cart page to boost the AOV and remind customers of items they've found of interest before.
- Browsing history related, and search and visit related recommendations on the search page make it easier for the customer to resume shopping.
- Abandoned Cart, We Miss You and Order Follow Up emails were set up targeting every customer with relevant personalized content to increase customer retention.
- The Site Abandonment pop-up was enabled to start collecting emails addresses of unidentified or first time visitors to retarget with abandoned cart emails.

## RESULTS

- Customers clicking on Nosto's recommendations have converted 44% better and have had a 5% higher AOV than customers who didn't.
- Enhanced navigation has increased the time spent on the site by 28% while customers simultaneously viewed 51% more products.
- [www.paulevansny.com](http://www.paulevansny.com) is automatically displaying the most up-to-date stock and top trending products to customers day and night.

"The best thing about Nosto is its ability to keep the site fresh and updated, dynamically showcasing our most popular products at any given time. On the technical side, Nosto's strength is definitely the ease of implementation. It's very easy to setup and tweak, and the support I received was second to none. I couldn't be happier!"

— Evan Fript, co-founder & CEO of Paul Evans





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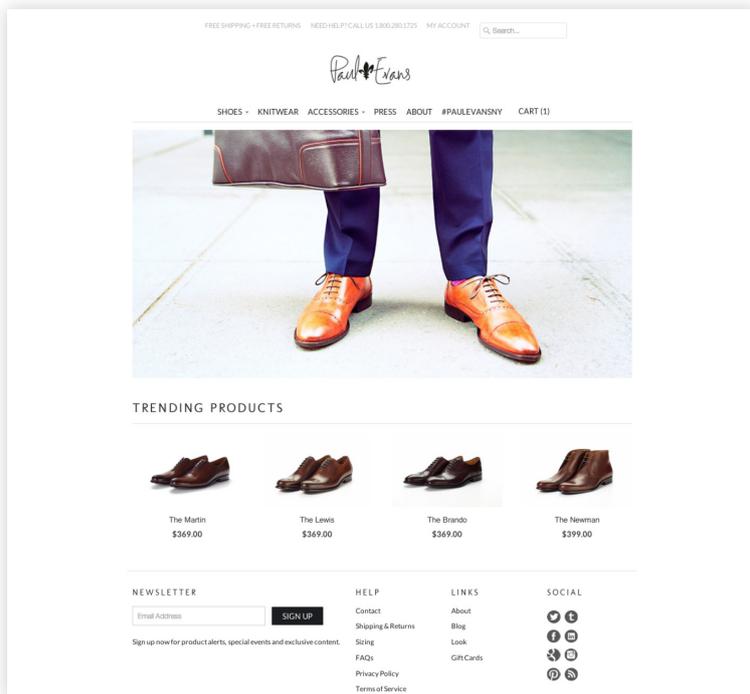
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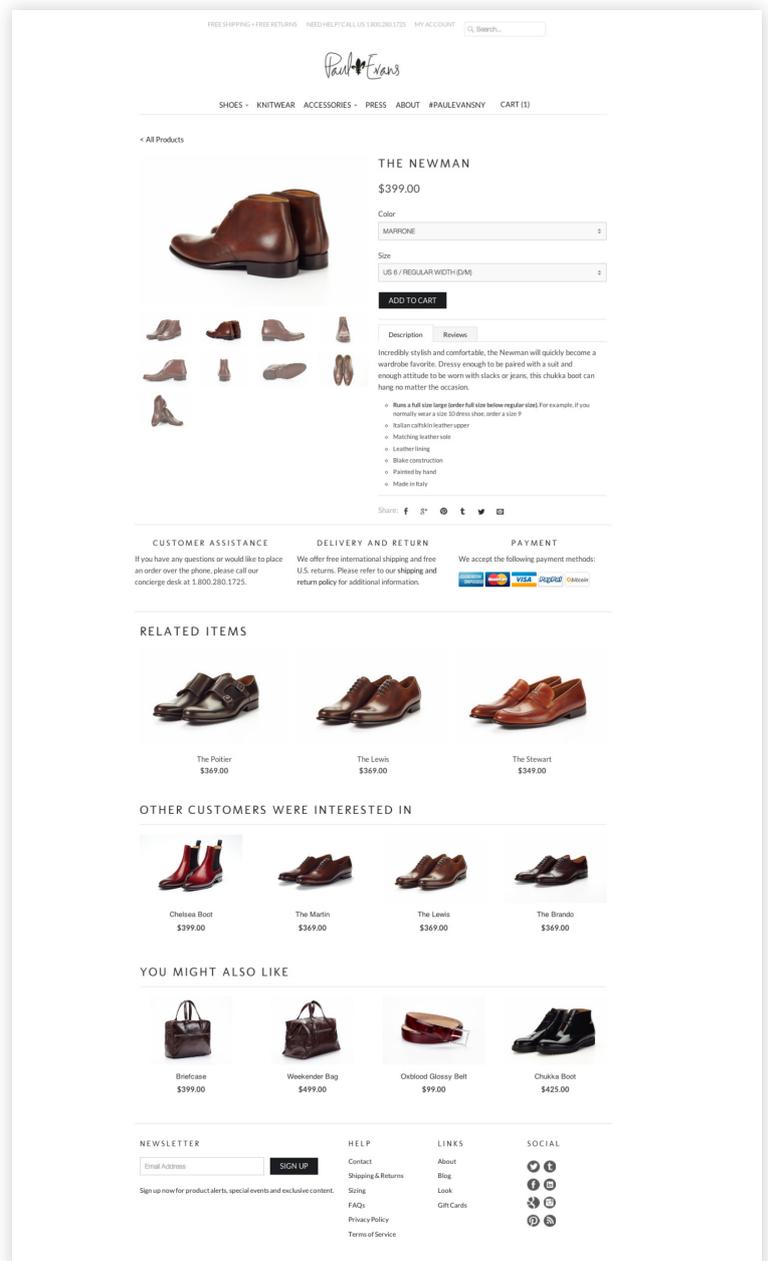
## Case study: Paul Evans

Nosto's recommendations on the Paul Evans online store converted customers 44% better with a 5% higher average order value.

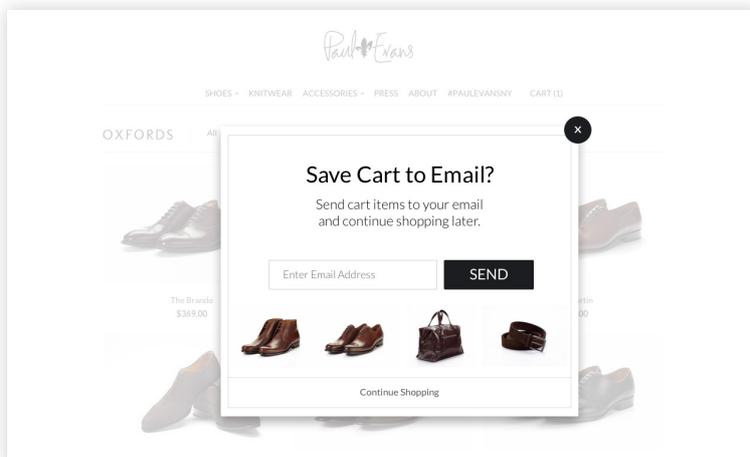
Top list on the front page



Automatic cross- and up-sell features on product pages



The Site Abandonment pop-up



Nosto is the fastest-growing personalization solution in the world, enabling any online retailer to deliver their customers personalized shopping experiences wherever they are. Nosto's ease of use and speed of implementation empowers retailers to start growing their businesses within minutes of getting started, increasing conversion, average order value and customer retention. With offices in New York, London, Berlin and Helsinki, Nosto is used by over 7,000 retailers across the globe including Volcom, LUSH and The ICONIC. To learn more, visit [www.nosto.com](http://www.nosto.com)