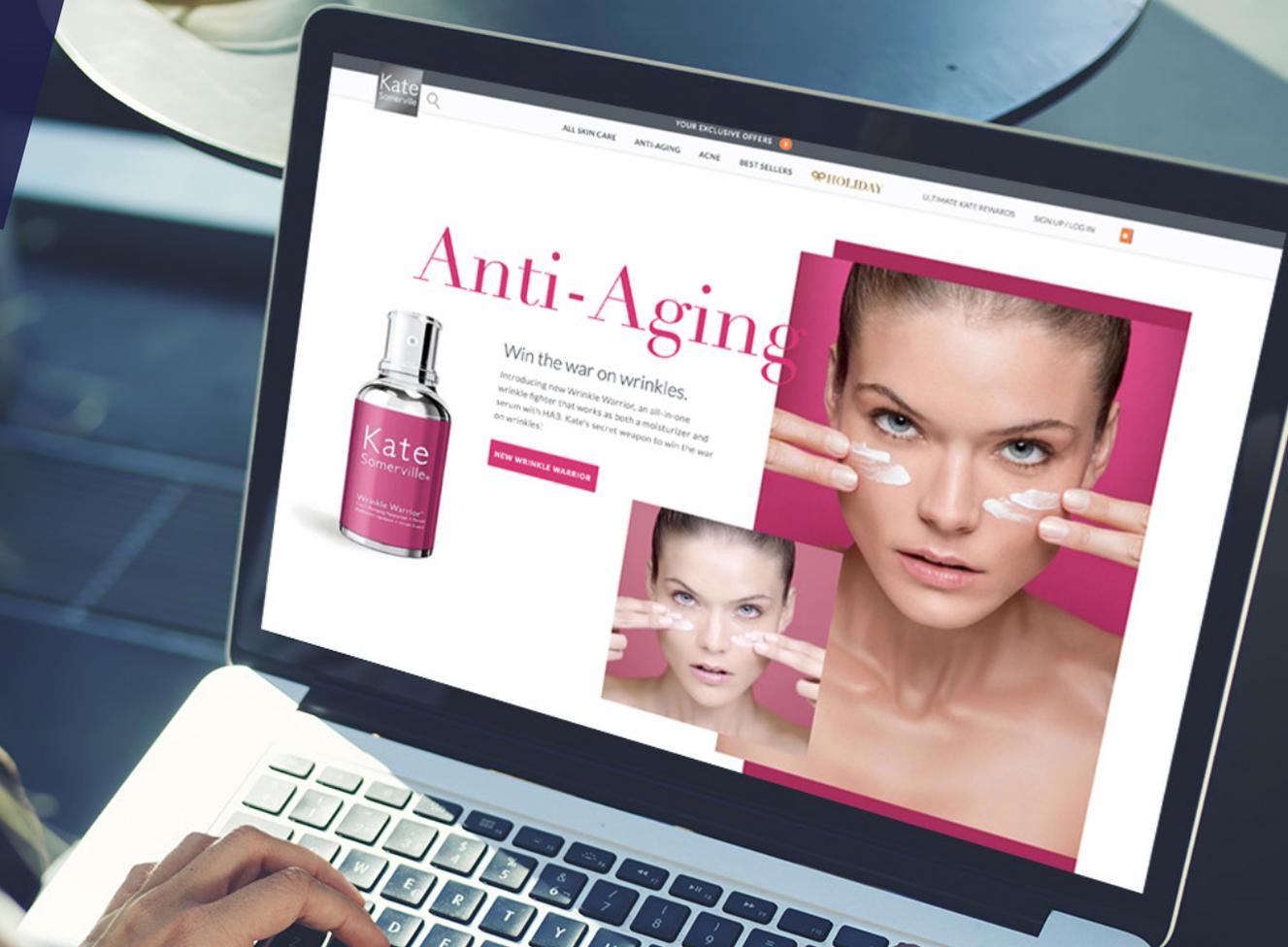


nosto 

 guidance®



CASE STUDY | KATE SOMERVILLE

Guidance + Nosto Take on the Skincare Industry

About Kate Somerville

Kate
Somerville

With over 25 years of experience in treating some of the most photographed faces in the world, the iconic skincare clinic (named after its founder) operates out of the heart of Hollywood. Her products provide a visible skin transformation: formulated with highly-functional active ingredients for maximum efficacy, and balanced with soothing botanicals to reduce potential sensitivity concerns. With an emphasis on clinical skin care, advanced technologies, unparalleled service and proven results, it is a destination for anyone seeking real solutions to skin concerns.

Challenge

Like most brands starting out as brick and mortar stores and later expanding into ecommerce, Kate Somerville needed to improve and develop their digital presence while recreating consistencies in their customer interactions. Shopping for skincare products is an endeavor unique to every person: the perfect product can depend on factors like gender, age, skin type, and ethnicity. In a clinic, Kate's specialists can help each shopper directly; the challenge was finding a similar way to engage customers on a 1:1 basis online. Struggling with outdated UIs, limited tracking, manual processes and no personalization, Guidance and Nosto teamed up to help.



Solution and Results

Since going live with Guidance's services and Nosto's Onsite Product Recommendations, Kate Somerville has seen:

14%

increase in revenue

16%

increase in transactions

5%

Conversion Rate on PDP cross-sell recommendations

66%

increase in valuable traffic

16%

increase in average session duration

9%

decrease in bounce rate

Testimonial



“ *Guidance* is instrumental in the success of our ecommerce business. Nosto is just one of the many software solutions they’ve introduced us to that has made a big impact in our site’s performance. I trust their expertise on all things digital.

Nosto has been a great partner for us. We were able to see a significant lift in revenue/visitors when we A/B tested the solution vs manual selection. The results sealed the deal for us as we know for certain that we are getting return on the investment. You can’t say that about too many software solutions. They were incredibly supportive during launch and implementation, and they built out custom features for us at no additional cost to make sure the experience matched our style guide perfectly. I definitely recommend them!”

Sarah Zylstra Skinner | Director of Digital Marketing, [Kate Somerville](#)

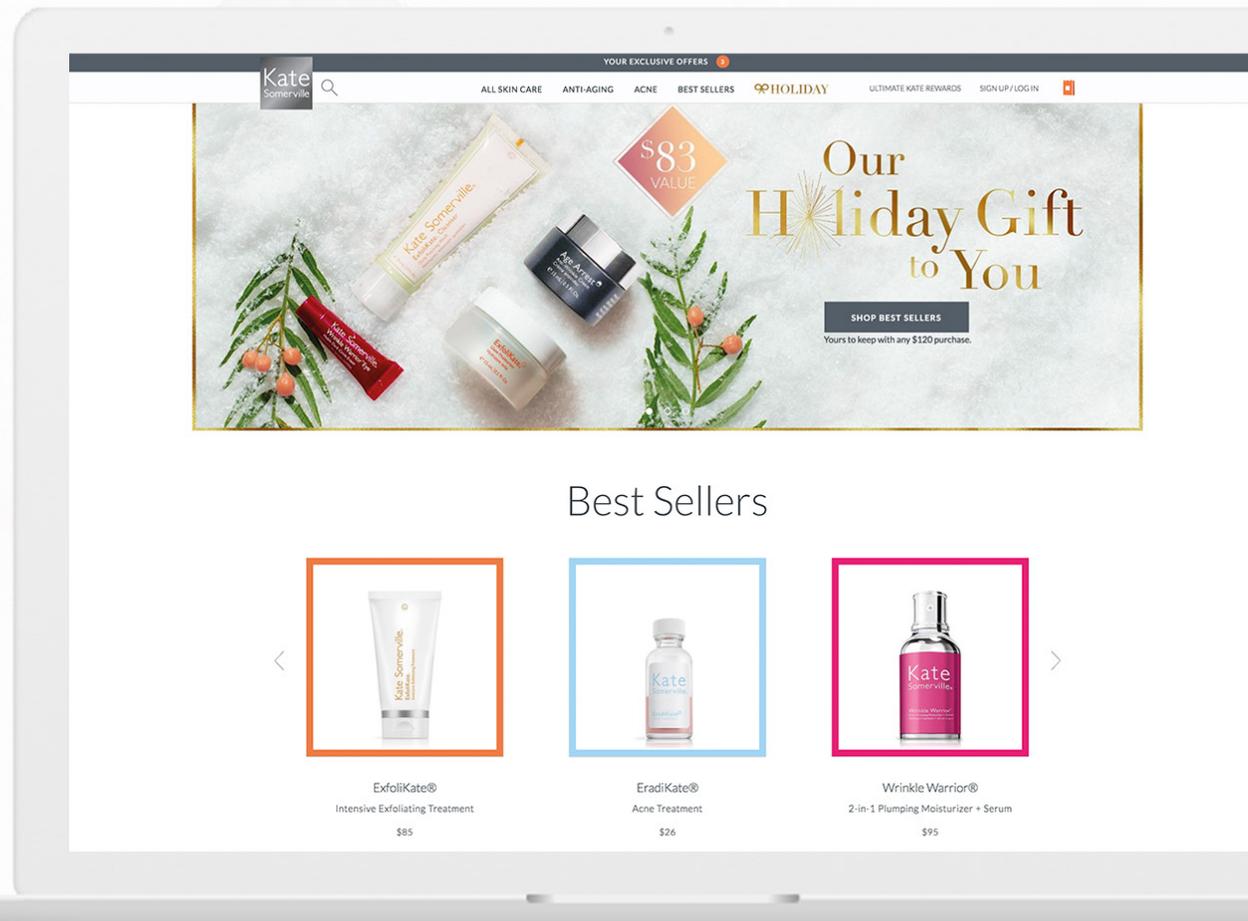
Homepage and Overall

GUIDANCE DESIGNED, BUILT AND LAUNCHED

the Kate Somerville website on the Magento Commerce Enterprise Edition platform in early 2017. The robust flexibility of the Magento Commerce platform allowed Guidance to design a highly customized homepage featuring a combination of Onsite Product Recommendations, still and moving product visuals and user testimonials. Kate Somerville was recognized as a finalist for a 2017 IRCE Excellence Award for Web Redesign of the Year in eCommerce.

ONSITE PRODUCT RECOMMENDATIONS were added to Home and Category pages to inspire new visitors to convert. Returning visitors are shown recommendations based on past browsing, search and purchase data.

NOSTO'S RECOMMENDATIONS TEMPLATE was customized to showcase products with a color-coded border for a more organized visual appeal. Product descriptions expand when hovering over the product image to increase consumer knowledge. Customers have the ability to add products to a cart directly from recommendations based on past browsing, search and purchase data.

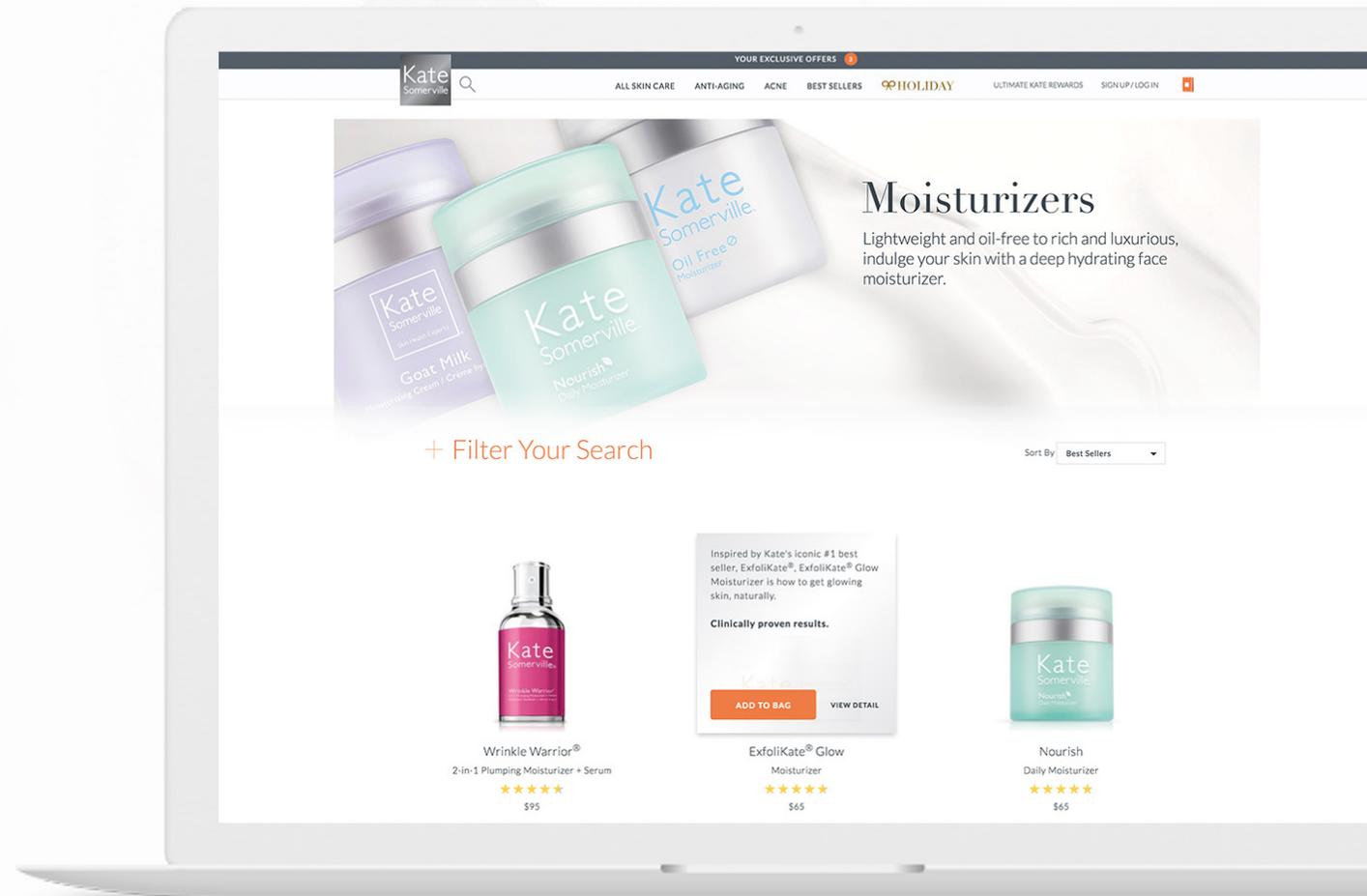


Product Pages

CUSTOMIZED PRODUCT FILTER FUNCTIONALITY by 'Skin Concern', 'Product Types' and 'Skin Types' to fit all browsing methods.

UPDATED PDP DYNAMIC LAYOUT to include product descriptions covering benefits and ingredients, customer reviews and a persistent "add to bag" feature.

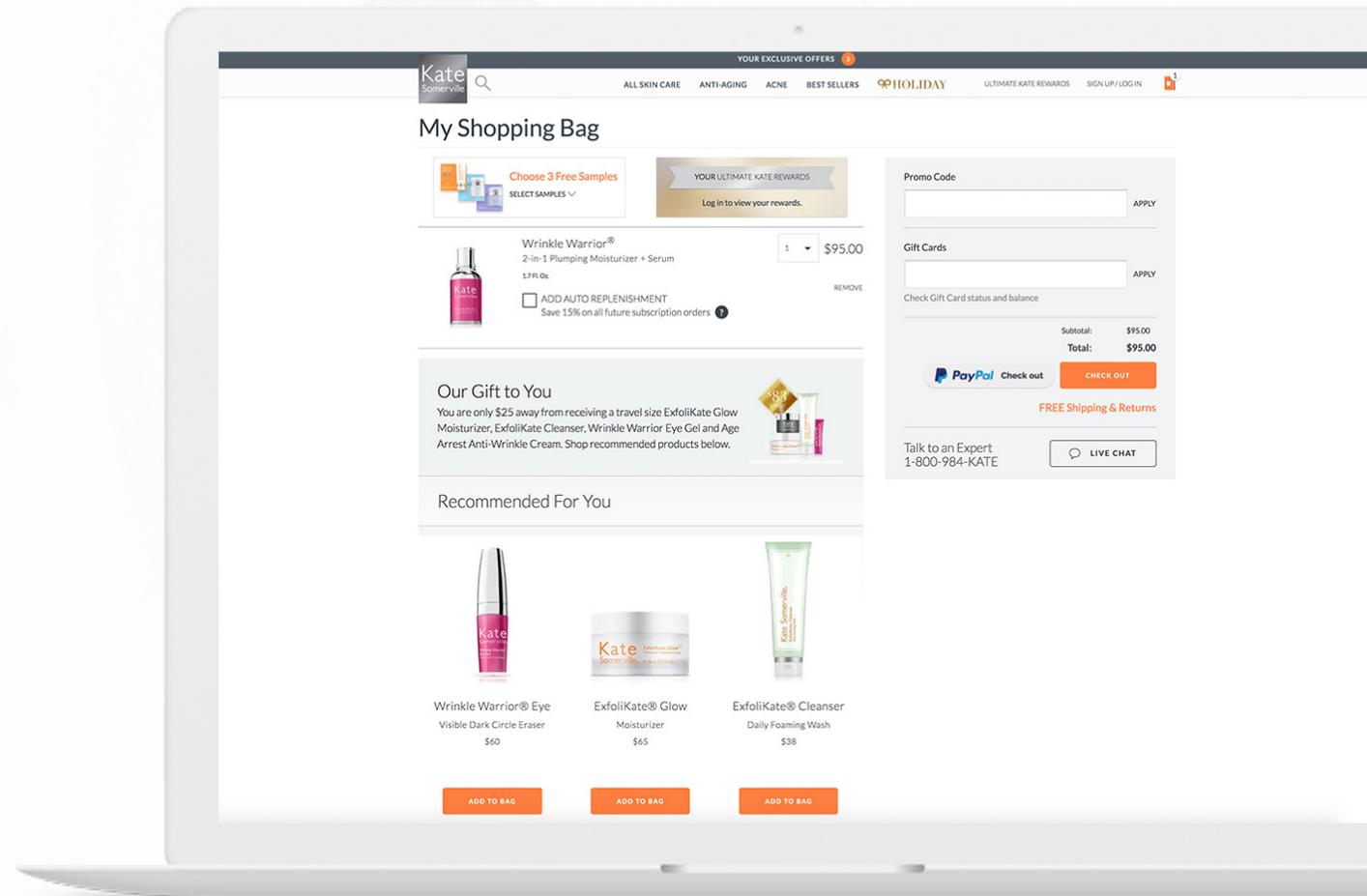
AUTOMATIC CROSS-SELL AND UP-SELL PRODUCT RECOMMENDATIONS added to inspire customers to shop further for similar or higher valued items, increasing AOV and conversion.



Shopping Cart Page

SHOPPING CART PRODUCT RECOMMENDATIONS were added to the Cart page to display items most relevant to the ones the shopper is purchasing - driving last minute purchases.

'ULTIMATE KATE REWARDS', a customized customer rewards and loyalty program, was promoted using banners strategically placed on the Cart and Checkout page. This provided greater visibility of the program to encourage shoppers to join.





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Nosto enables online retailers to deliver their customers personalized shopping experiences at every touch point, across every device. A powerful personalization solution designed for ease of use, Nosto empowers retailers to build, launch and optimize 1:1 multi-channel marketing campaigns without the need for dedicated IT resources. Thousands of ecommerce professionals in over 100 countries are using Nosto to grow their business and delight their customers. Nosto supports its retailers from its offices in Helsinki, Berlin, Stockholm, London, New York and Los Angeles.



guidance.com

For almost 25 years, Guidance (based in Los Angeles, CA) has been a market leading commerce service provider dedicated to growth oriented mid-market and enterprise brands, manufacturers and distributors in both B2C and B2B with practices in multichannel retail strategies, mobile, customer experience, optimization, innovative design, and complex system integration. Guidance has been widely recognized for its work in fashion and apparel, automotive, health and beauty, baby care, food and beverage, pet care, luxury, electronics, hardware, etc.