

**ABOUT**

Toy Shades is an artisanal eyewear brand creating minimalistic, logo free sunglasses and glasses aimed at fashion savvy men and women. Toy Shades was launched initially on London's iconic Kings Road in 2012 with the desire to create reassuringly affordable eyewear. The store offers a new concept of stylish simplicity to eyewear, stemming from an innovative approach to product design and pricing.

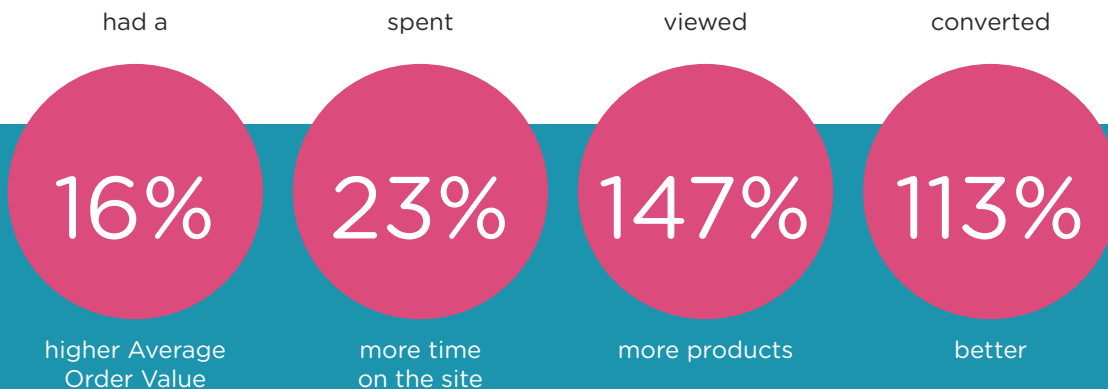
**CHALLENGE**

The challenge that Toy Shades faced was common for a small business: having to make sure you have as professional representation as possible while maximising the potential return on investment. Being the new kid on the block Toy Shades wanted to capture the attention of first time visitors as well as make navigation in the store as easy as possible displaying their selection to as wide range of visitors as possible. The brand also wanted its "start-up" website to act and react like those of major internet players constantly offering customers relevant content throughout the entire customer journey.

**WHY NOSTO**

Toy Shades was on the lookout for a savvy shop assistant that would guide first time visitors through a store they had never been to before and enable an exceptional shopping experience for returning customers. The choice to implement Nosto was an easy decision as its cost-effective nature and easy implementation seemed perfect not only for corporations, but small businesses like Toy Shades too.

**Customers who clicked Nosto recommendations...**



**SOLUTION**

- A list of bestsellers were placed on category pages to attract the attention of new visitors and showcase the most interesting products in the store.
- Automated cross- and upselling recommendations were placed on the product page to allow customers to make faster, more informed decisions with the new brand.
- Shopping cart recommendations and Browsing history related recommendations were added to the cart page to make sure customers wouldn't forget to purchase something they found interesting earlier.
- Search and visit related recommendations were added on search pages to help customers find what they are looking for even with misspellings, making sure they never end up in a dead end.

**RESULTS**

- The underlying support that Nosto gives through recommendations ensures that Toy Shades has a real time method of understanding customers likes and dislikes weeks in advance.
- [www.toyshades.com](http://www.toyshades.com) is now fully automated to always display the most up to date items in the store
- Customers who clicked on Nosto's recommendations converted 113% better and had 16% better AOV than customers who didn't
- Enhanced navigation through top lists and cross- and up-selling recommendations has increased the time spent on the site by 23% for customers clicking on Nosto's recommendations while they simultaneously viewed 147% more products.

Nosto has ensured a cost effective approach to enable [www.toyshades.com](http://www.toyshades.com) with a greater level of professionalism and friendliness that is required with modern day retail websites. Customers do not have to trawl through pages unassisted anymore and find what they are looking much faster.

— James Minor, Founder of ToyShades



# Case Study: ToyShades

Nosto's recommendations on [www.toyshades.com](http://www.toyshades.com) converted visitors into paying customers 113% better and had 16% better AOV

Bestsellers on category pages

Shopping cart recommendations, bestsellers and Browsing history related recommendations on the cart page

