

## ABOUT

Babyshop was founded in 2006 with a vision of building the best online store in the Nordics for children's clothing, and today it delights 80 000 customers located in over 50 countries. The store has won several notable awards such as The Year's E-commerce Award at the Nordic E-commerce Summit 2011, The Best Online Fashion Boutique for Children's Clothing at the Habit Fashion Awards in 2012 and most recently E-commerce of the Year at the Swedish Retail Awards 2014

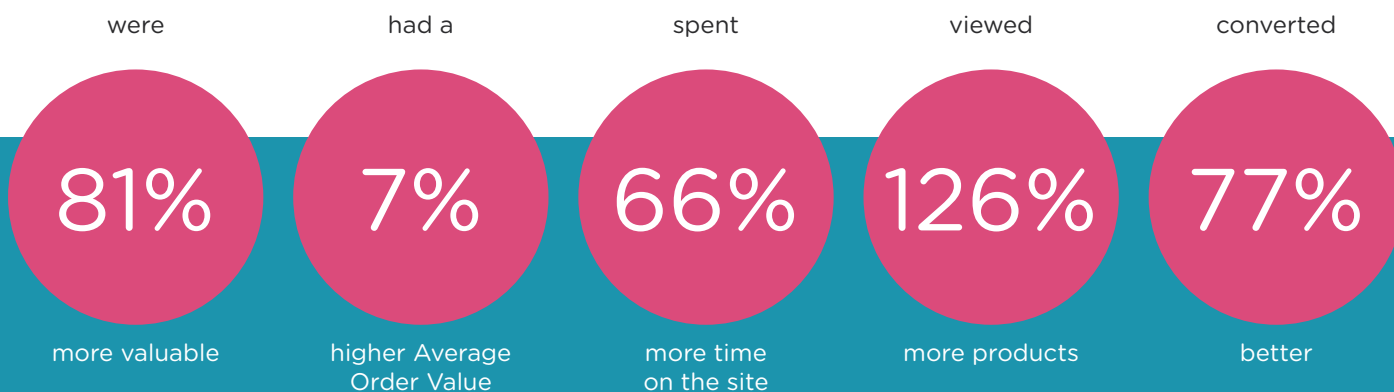
## CHALLENGE

To speed up internationalization while delivering on their brand promise: to offer an exclusive shopping experience and excellent customer service with the best mixture of well-known and high-quality brands.

## WHY NOSTO

Babyshop was looking to increase its conversion and AOV, and was on the lookout for a highly automated and customizable recommendation solution to support several language sites. Nosto was a logical choice thanks to its comprehensive and highly adjustable feature set as well as its easy and risk-free implementation.

### Customers who clicked Nosto recommendations...



## SOLUTION

- Top lists were added to front and sub-category pages to enhance navigation and inspire customers to further purchases.
- Personalized recommendations such as a list of recently viewed items were placed on the homepage to re-engage returning visitors.
- Automatic cross- and up-sell features were added to product pages inspiring customers to shop further, naturally increasing AOV and conversion.
- Started sending automated abandoned cart emails to increase customer retention.
- Customers clicking on Nosto's recommendations have been 81% more valuable than customers who didn't

## RESULTS

- Customers clicking on Nosto's recommendations have converted 77% better and have had a 7% higher AOV than customers who didn't.
- Enhanced navigation has increased the time spent on the site by 66% while customers simultaneously viewed 126% more products.
- 11% of all online revenues have been generated by Nosto.
- Abandoned cart emails have had a whopping 16.71% conversion rate and have thus been able to capture a significant amount of otherwise lost revenue.

We've been really pleased with how Nosto has been able to optimize our site, increasing our conversion rate, AOV and overall online revenues. Nosto is also very easy to optimize and use, which for us operating in several markets and growing fast is vital. We have seen that through the great features and usability we are also saving money with Nosto!

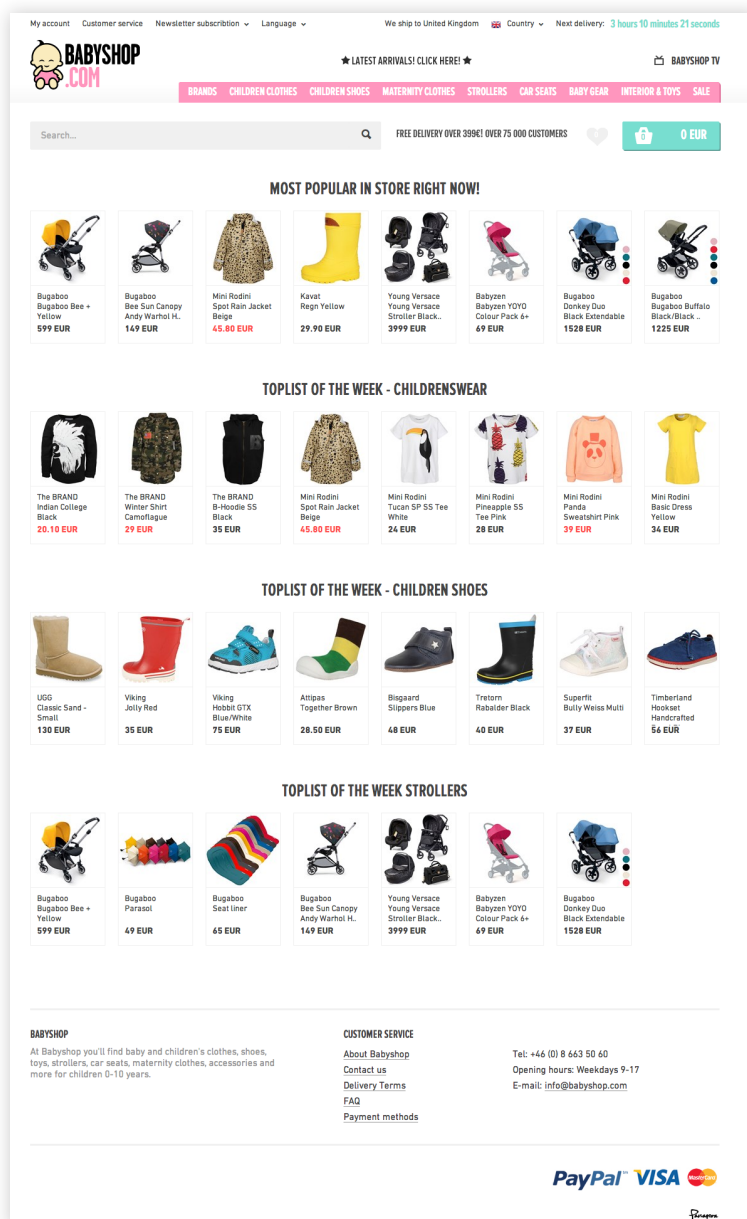
— Magnus Fredin, CEO at Babyshop



## Case study: Babyshop

Nosto's recommendations on [www.babyshop.com](http://www.babyshop.com) converted visitors into paying customers 77% better and had 7% better AOV.

### Top lists on front page



My account Customer service Newsletter subscription Language We ship to United Kingdom Country Next delivery: 3 hours 10 minutes 21 seconds

★ LATEST ARRIVALS! CLICK HERE! ★

BRANDS CHILDREN CLOTHES CHILDREN SHOES MATERNITY CLOTHES STROLLERS CAR SEATS BABY GEAR INTERIOR & TOYS SALE

Search... FREE DELIVERY OVER 399€! OVER 75 000 CUSTOMERS 0 EUR

#### MOST POPULAR IN STORE RIGHT NOW!

Bugaboo Bugaboo Bee + Yellow 599 EUR	Bugaboo Bee Sun Canopy Andy Warhol H. 149 EUR	Mini Rodini Spot Rain Jacket Beige 45.80 EUR	Kavay Regn Yellow 29.90 EUR	Young Versace Young Versace Stroller Black.. 3999 EUR	Babyzen Babyzen YOYO Colour Pack 6+ 69 EUR	Bugaboo Donkey Duo Black Extendable 1528 EUR	Bugaboo Bugaboo Buffalo Black/Black.. 1225 EUR
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#### TOPLIST OF THE WEEK - CHILDRENSWEAR

The BRAND Indian Collage Black 20.10 EUR	The BRAND Winter Shirt Camouflage 29 EUR	The BRAND B-Hoodie SS Black 35 EUR	Mini Rodini Spot Rain Jacket Beige 45.80 EUR	Mini Rodini Tucan SP SS Tee White 24 EUR	Mini Rodini Pineapple SS Tee Pink 28 EUR	Mini Rodini Panda Sweatshirt Pink 39 EUR	Mini Rodini Basic Dress Yellow 34 EUR
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#### TOPLIST OF THE WEEK - CHILDREN SHOES

UGG Classic Sand - Small 130 EUR	Viking Jolly Red 35 EUR	Viking Hobbit GTX Blue/White 75 EUR	Atigas Together Brown 28.50 EUR	Bisgaard Slippers Blue 48 EUR	Tretorn Rainader Black 40 EUR	Supertuff Bully Weiss Multi 37 EUR	Timberland Hooker Handcrafted 56 EUR
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#### TOPLIST OF THE WEEK STROLLERS

Bugaboo Bugaboo Bee + Yellow 599 EUR	Bugaboo Parasol 49 EUR	Bugaboo Seat liner 45 EUR	Bugaboo Bee Sun Canopy Andy Warhol H. 149 EUR	Young Versace Young Versace Stroller Black.. 3999 EUR	Babyzen Babyzen YOYO Colour Pack 6+ 69 EUR	Bugaboo Donkey Duo Black Extendable 1528 EUR
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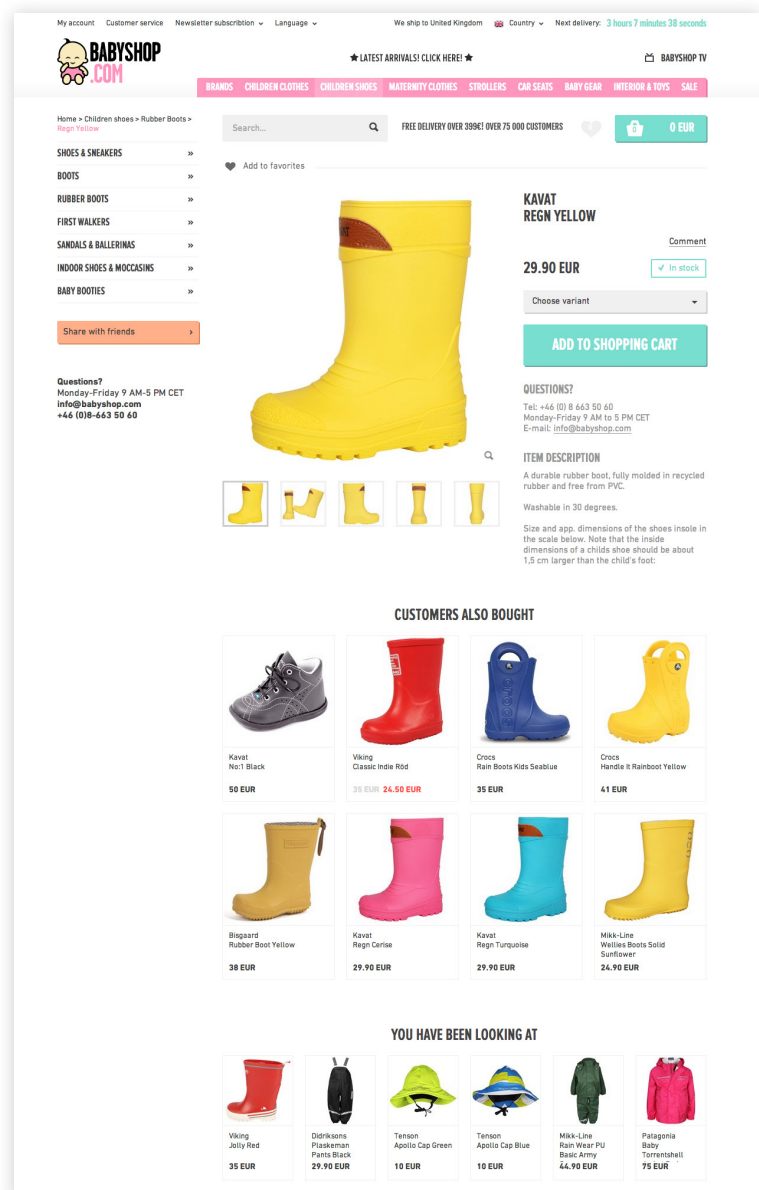
**BABYSHOP**  
At Babyshop you'll find baby and children's clothes, shoes, toys, strollers, car seats, maternity clothes, accessories and more for children 0-10 years.

**CUSTOMER SERVICE**  
About Babyshop  
Contact us  
Delivery Terms  
FAQ  
Payment methods

Tel: +46 (0) 8 663 50 60  
Opening hours: Weekdays 9-17  
E-mail: [info@babyshop.com](mailto:info@babyshop.com)

PayPal VISA Mastercard

### Automatic cross-sell features and personalized recommendations on product page



My account Customer service Newsletter subscription Language We ship to United Kingdom Country Next delivery: 3 hours 7 minutes 38 seconds

★ LATEST ARRIVALS! CLICK HERE! ★

BRANDS CHILDREN CLOTHES CHILDREN SHOES MATERNITY CLOTHES STROLLERS CAR SEATS BABY GEAR INTERIOR & TOYS SALE

Home > Children shoes > Rubber Boots > Regn Yellow

Search... FREE DELIVERY OVER 399€! OVER 75 000 CUSTOMERS 0 EUR

Add to favorites

#### KAVAT REGN YELLOW

29.90 EUR ☒ In stock

Choose variant

**ADD TO SHOPPING CART**

Questions?  
Monday-Friday 9 AM-5 PM CET  
[info@babyshop.com](mailto:info@babyshop.com)  
+46 (0)8-663 50 60

**ITEM DESCRIPTION**  
A durable rubber boot, fully molded in recycled rubber and free from PVC.  
Washable in 30 degrees.  
Size and app. dimensions of the shoes insole in the scale below. Note that the inside dimensions of a child's shoe should be about 1.5 cm larger than the child's foot:

#### CUSTOMERS ALSO BOUGHT

Kavat No:1 Black 50 EUR	Viking Classic Indie Röd 35 EUR 24.50 EUR	Crocs Rain Boots Kids Seablue 35 EUR	Crocs Handle It Rainboot Yellow 41 EUR
Bisgaard Rubber Boot Yellow 38 EUR	Kavat Regn Carise 29.90 EUR	Kavat Regn Turquoise 29.90 EUR	Mikk-Line Wellies Boots Solid Sunflower 24.90 EUR

#### YOU HAVE BEEN LOOKING AT

Viking Jolly Red 35 EUR	Didriksons Plaskeman Pants Black 29.90 EUR	Tenson Apollon Cap Green 10 EUR	Tenson Apollon Cap Blue 10 EUR	Mikk-Line Rain Wear PU Basic-Army 44.90 EUR	Patagonia Baby Trenchcoat 75 EUR
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