

## ABOUT

Ever since being established in 1996, Planet Fitness has taken a market leading position for professionals in the fitness industry, leveraging its extensive experience to provide quality service. Planet Fitness is a pioneer in launching new programs and innovations in the world of fitness and is a privileged partner of brands such as Reebok Textile.

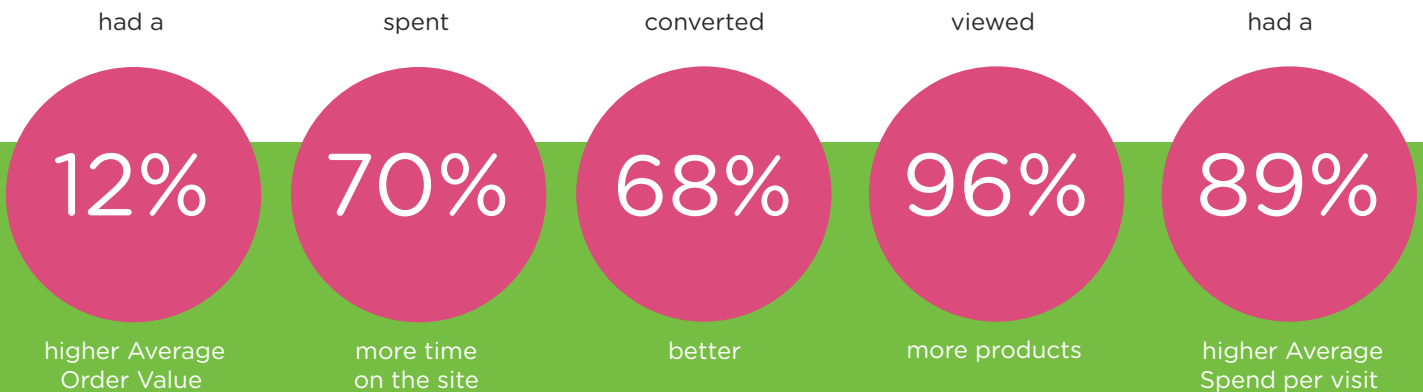
## CHALLENGE

In a competitive industry such as sports goods and fashion, Planet Fitness needs to constantly stay ahead of competition and was looking for an easy and efficient way to boost their conversion rate & AOV while ensuring their customers an exceptional shopping experience. Planet Fitness decided to turn to personalization, but wanted a solution that would have a quick setup, would be easy to manage and allow for immediate and visible results.

## WHY NOSTO

Nosto was chosen as solution provider as it would allow Planet Fitness to easily display enterprise-level recommendations in real-time to a fraction of the usual cost, all from within the PrestaShop admin. With no upfront costs or fixed fees and a success based pricing model Nosto was the perfect choice for Fitness Planet that wanted to be able to maximize their ROI with a trustworthy partner and manage recommendations from within PrestaShop with an easy to use Module.

## Customers who clicked Nosto recommendations...



## SOLUTION

- A top list was added to the front page to display the most viewed items during the previous week and showcase the selection offered by Planet Fitness
- Best Sellers were added to the category pages to enhance the browsing experience by showcasing a glimpse of the selection in each category
- Browsing history recommendations were added to the category pages to allow easy and visualized back and forth browsing
- Cross-Selling and Up-Selling recommendations were added to product pages to display alternative and complementary items making sure the customer finds exactly what they are looking for.
- Shopping Cart Recommendations were added to the cart page to display items with the highest relevancy to the ones in cart enticing customers to add items to cart.
- Personalized recommendations were added to the cart page to remind the customer of items they've previously showed the greatest interest in.
- Search and Visit related Recommendations were added to the search page to ensure that customers find relevant items even if they misspell the search term or use a wrong search query.
- Browsing history recommendations were added to the search page to ensure there is a convenient way back to interesting items, should the search not yield desired results.

## RESULTS

- Customers clicking on Nosto's recommendations have converted 68% better and had a 12% better AOV
- Enhanced navigation has increased the time spent on the site by 70% while customers simultaneously viewed 96% more products during their visit
- [www.planet-fitness.com](http://www.planet-fitness.com) is now fully automated to always reflect in real-time stock availabilities and current trends
- The front page top list is generating a whopping conversion rate of 6.1% while the cart page recommendations generate a conversion rate of 7.3%

"By adding Nosto on our site we can now offer a better user experience to our customers. Implementing Nosto was fast and easy and it's extremely easy to manage on a daily basis! The recommendations are constantly up to date and make our site much more interactive. We also get access to new and innovative features such as pop-ups and triggered emailing all of which we're looking forward to deploying. We are extremely satisfied and we recommend Nosto without a doubt!" "

- Elric Plumeau, Web Marketing Consultant at Planet Fitness

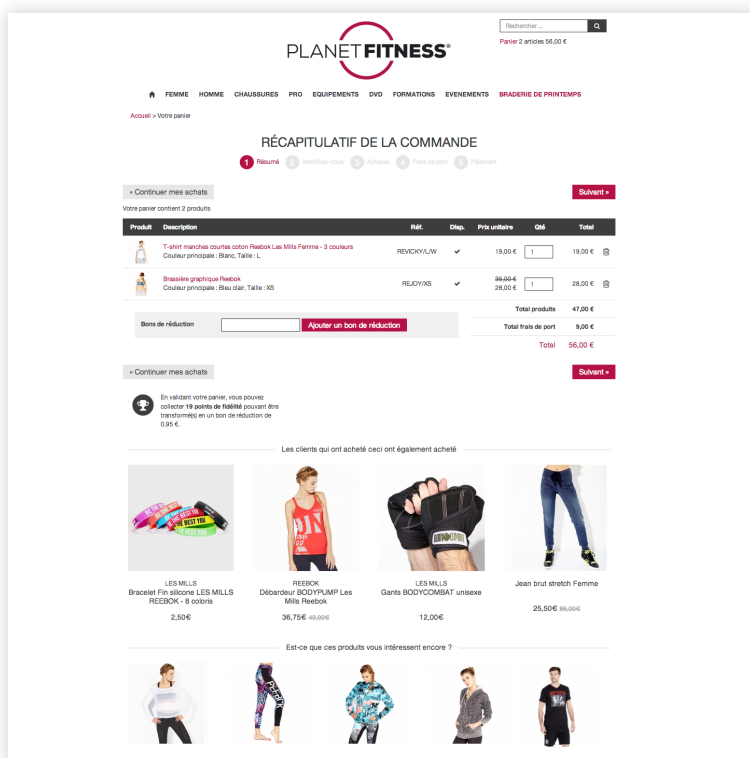


# Case study: Planet Fitness

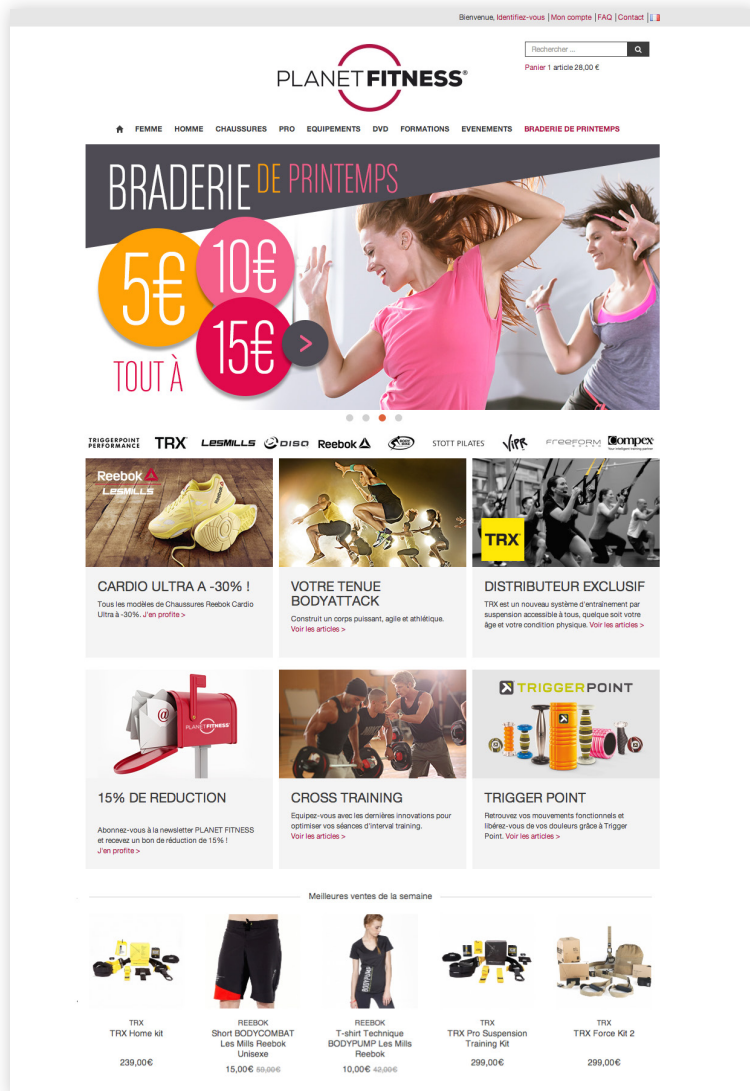
Nosto's recommendations on Planet Fitness converted customers 68% better with a 12% higher average order value.

Shopping Cart Recommendations on the cart page

Top list on the frontpage



Cross-Selling and Up-Selling recommendations on the product page



### About Nosto

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.

To learn more, visit [www.nosto.com](http://www.nosto.com)

### About PrestaShop

PrestaShop was founded in 2007 with a mission to provide world class ecommerce software for free through open source innovation. Today more than 200,000 ecommerce stores run on PrestaShop technology. The company provides software that enables users to have a fully functional online store at the lowest cost possible.

To learn more, visit [www.prestashop.com](http://www.prestashop.com)