

Partner Case Study

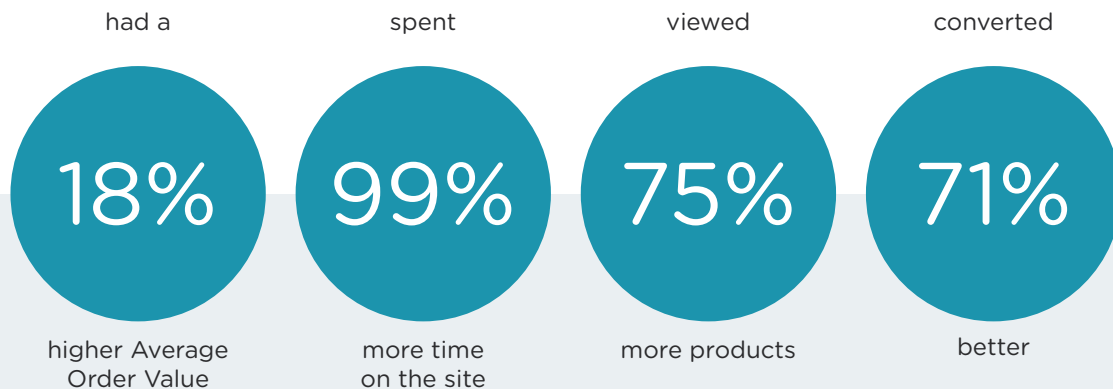
ABOUT

Vaimo, winner of the EMEA Ecommerce Partner of the Year award in 2015 and Magento Spirit of Excellence Award in 2014, is one of the leading Magento solution providers globally. Vaimo has grown its team of dedicated eCommerce specialists in various offices around the world (including Sweden, Norway, Finland, Denmark, UK, South Africa, Estonia and Ukraine) to more than 175 employees since starting implementations on the Magento platform in 2008. Businesses choose Vaimo for best practice eCommerce that simply works.

WHY NOSTO

With several competing personalization solutions in the marketplace, Vaimo decided to go with Nosto due to its vast set of features, the ease of implementation and the short time to market which is a very important factor for Vaimo clients. "We really like Nosto's success driven approach in business."

Customers who clicked Nosto recommendations...



RESULTS

- "The results Nosto provides are hard to ignore. It's easy to say that Nosto helps to increase average order value and increase conversions." - Torbjörn Lindblad
- "Implementing Nosto rarely means you just solve one problem, you usually solve two or three problems with just one easy implementation. Several of our clients also notice that suddenly their internal team has more time over to work on other things than with recommendations" - Torbjörn Lindblad
- With a simple plug-and-play implementation, any of Vaimo's retailers can benefit from the power of personalization and behavioral recommendations. The average implementation time for Nosto using the Magento module is less than 1 hour.
- Vaimo's clients now have access to a full personalization solution with one implementation allowing onsite recommendations, personalized triggered emails and real-time analytics.

"Working with Nosto makes everyone's life simpler. They are eager to help us when needed with clients system setup or change the Nosto configuration when needed. Partnering up with another fast growing company, similar to Vaimo, fits us all since we have the same view on what's ultimately important and that is client satisfaction. With Nosto's experience in personalisation they are eager to help Vaimo and clients with good and relevant advice that helps client not only save time but also increase sales "

Torbjörn Lindblad,
Key Account Manager at Vaimo

Some Nosto powered Vaimo clients

BJÖRN BORG
 **COVERBRANDS.NO**
 **Oaktree**
 Garden Centre & Nursery

Ur&Penn
 **FJALL RAVEN**
TILBORDS
FLIGHT CLUB
 **BAUHAUS**


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Vaimo has seen an average increase in conversion of 71% and an increase in average order value of 18% for people clicking on Nosto recommendations in Vaimo powered stores.

Cross- and upsell on product pages & dynamic search on www.flightclub.com

Bestsellers on www.bjornborg.com

