SALTROCK

Saltrock & Nosto Drive 78% Revenue Increase Through Ecommerce Personalisation

Summary

[Saltrock](#) is a British surfwear retailer, with over 40 stores across the United Kingdom. Since its launch in the 1980's by its two founding brothers Angus and Ross it has experienced fast growth and has become a recognised brand nationally, and internationally.

Following a high percentage of abandoned baskets on their ecommerce website, Saltrock had to look beyond traditional platforms and digital marketing methods to be able to improve its website's traffic, conversion rates and increase the average basket size value. Saltrock wanted the possibility for their online customers to receive the same level of personalised customer experience they would receive if shopping in-store and were keen in gaining greater insights into online behaviours and intents through gathering of data on customers' interactions.

Efficiency was paramount and finding the right partner and solution imperative to increasing the business's online sale revenue. The solution was Nosto - which provided an effective way to analyse the data from every customer's interaction whilst gaining more insights, to then automatically recommend the most relevant products at each touch point in their shopping journey. This enabled Saltrock to provide their customers not only with a similar experience they would receive in-store, *'the perfect sales assistant online'* but also have an impact on the performance metrics they were initially struggling with.

Challenge:

Saltrock realised that in-store, sales assistants can cross sell by helping customers find the right items by suggesting alternatives that match their tastes, or have the opportunity to up-sell by advising them on complimentary items - However that online presented challenges and that trying to learn about each customer as an individual was limited as well as trying to gain deeper knowledge to deliver customers with personal shopping experiences.

The limitations of not being able to react to online customers as individuals needed to be addressed as this was having a large impact on attracting the right type of traffic, an effective conversion rate and Average Order Value (AOV).

Campaign Objectives

To improve customer experience by making it more personal and easier for Saltrock shoppers to find the products they are searching for.

Increasing revenues and acquiring new customers through innovation

In order to achieve objectives set, Saltrock employed the [Nosto Personalisation Engine](#) which leverages the power of big data in order to build a deeper understanding of Saltrock's ecommerce store and every visitor interacting with it.

This innovative solution allows Nosto to predict and automatically deliver the most relevant recommendations at any time, anywhere - maximising conversion, average order value and customer retention for Saltrock customers.

Saltrock selected the Nosto Personalisation Engine based on its ease of implementation into its ecommerce website, which only takes a few days and then enables retailers to have access to Nosto's powerful tools that use big data to deliver compelling customer experiences. Saltrock with the use of Nosto's solution was able to tailor their store to each of their customers and provide a more responsive, personalised and dynamic online store to serve these.

This resulted in yielding significant results improving not only online sales but also customer engagement and product cross-sells.

Summary of results

Implementing the Personalisation Engine to their ecommerce website, Saltrock was able to obtain deeper insights from the data points such as customers' browsing, buying behaviour, their likes and dislikes, etc and deliver in return unique experiences.

It was able to reverse their revenue decline by the abandonment of baskets and drive a significant uplift in revenue and conversion rates :

• Increase in revenue by 78%*
• Increase in conversion rate 29%*
• Increase in transactions by 52%*
• Increase in Average Order Value by 17%*

(*) Based on July 2015 vs. July 2016 comparison.

![SALTROCK logo]

Quotes from Saltrock :

"I have always been a strong believer that personalisation and cross-selling are a crucial part of any ecommerce digital strategy, impacting directly on the user experience -This largely influencing our choice in selecting Nosto for their unique business model based on performance and their innovative personalisation engine," comments **Richie Jones**, **Head of Digital & Marketing at Saltrock.**

Jones, further adds, *"Their Personalisation Engine is easy to use and implement - no code or technical skills required. The way the engine works is really unique and enabled us to deliver products to customers in a really innovative and interesting way."*