nosto

Attentive x Nosto // Integration

Nosto: Overview

Nosto is a personalization tool that allows merchants to quickly deploy relevant experiences to customer segments and on a 1-to-1 basis, through recommendations, content, merchandising rules, and now on-site search.

Nosto exists to tackle the issues found in a one-size-fits-all approach to ecommerce. By tailoring your site to meet individual customers' needs, retailers can drastically increase conversion rates, reduce bounce rates, whilst boosting AOV and overall revenue.

Nosto's Customer Experience Tools:

- **Dynamic Product Recommendation**s (utilizing segmentation and insights tool)
- **Segmentation and Insights** (a data engine that collects data from your customer's behavior onsite, and then groups into segments based on customized rules the merchant can set up)
- **Content Personalization** (Deploy different experiences to different customer segments)
- **Merchandising** (automate product sorting based on criteria outlined by the retailer like profitability, conversion rate or out of stock items)
- **A/B Testing and Optimization**
- **On-site Search**

Integration Summary

Nosto has a pre-built Attentive traffic source segment (in Nosto's Segmentation and Insights dashboard) that captures all traffic from Attentive, allowing for curated and personalized experiences for audiences across all Nosto products on site.

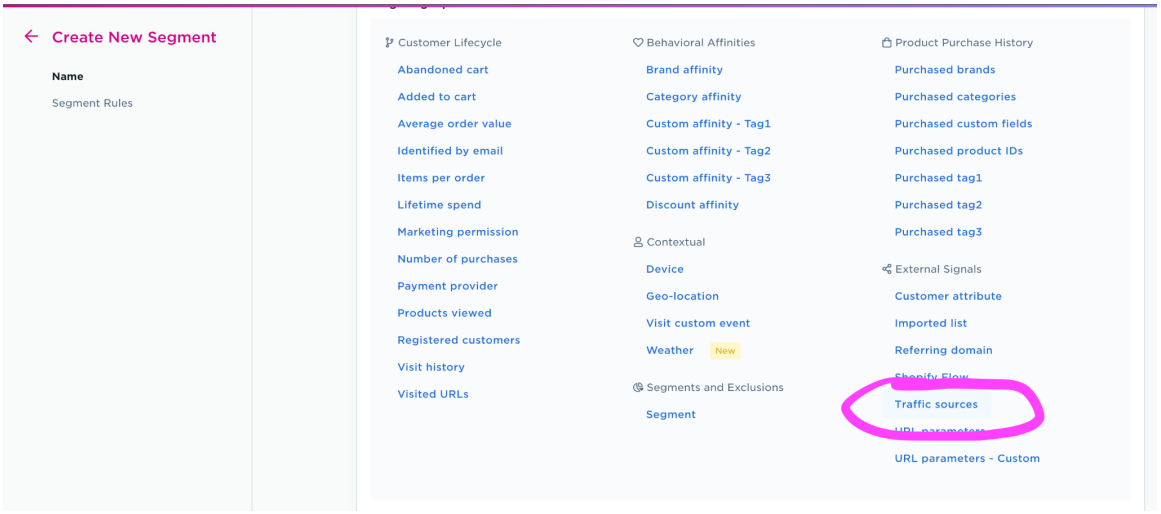
In action, this means that retailers using both Attentive and Nosto can deploy different user experiences on site to traffic from Attentive campaigns.

Key Benefits of the integration include:

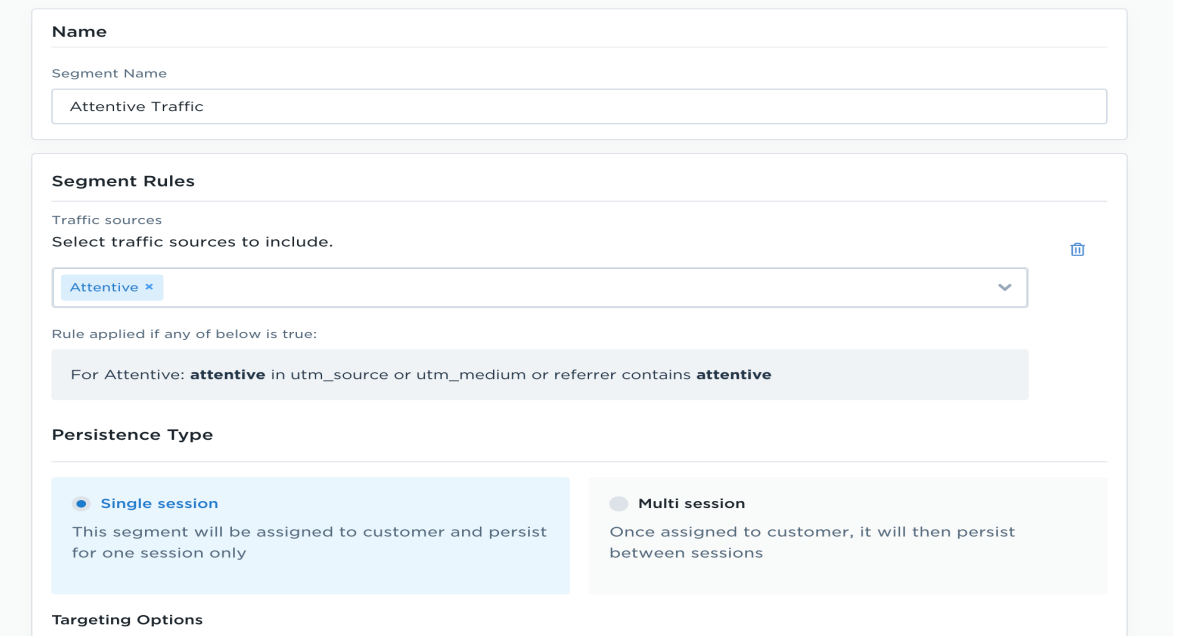
- Lower bounce rates from text message campaigns
- Increased conversions (dependent on the personalization set up)
- Ability to analyze performance of Attentive campaigns that drive back to your site
- A better understanding of the behavior of Attentive users

2 Click Set Up, in the Retailer's Nosto Dashboard:

1. Locate the "Traffic Sources" segment in your Segmentation Dashboard (under "external signals"



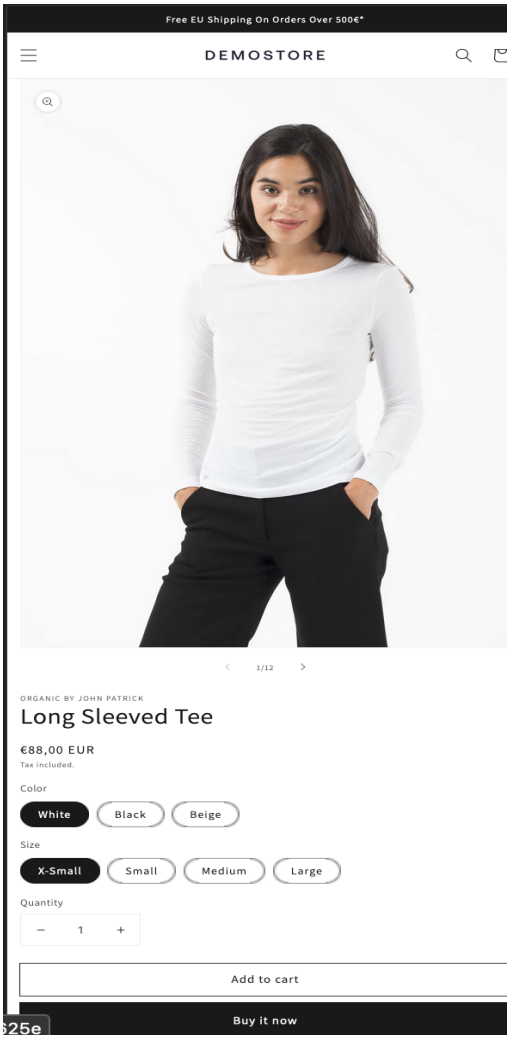
2. Select Attentive in your segment rules under "Select traffic sources to include". This will pull any traffic coming to a retailer's website from Attentive Campaigns (utilizes UTM parameters with "attentive" in the name)



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Visual Example:

Default Experience:



Attentive Traffic Experience:



Default Experience: an example of a product page for regular traffic.

Attentive Traffic Experience: Example of a product page featuring a ribbon on top of the page for traffic from Attentive. In this example populated using Onsite Content Personalization.

Retailers could also utilize recommendations, merchandising sequences or pop ups (for exclusive discounts, products or sale access)

Sandbox:

Review on a sandbox site: here
PW: stackla

Active Clients Utilizing Integration:

- Adinas Eden
- Unique Vintage
- Sulwhasoo
- Laneige

For External Use:

- Blog Post on Nosto's Site
- LinkedIn Announcement
- Feature in Real Wire