

About

Evolution Slimming is a leading online retailer of health, fitness and weight management supplements selling to over 70 countries worldwide for more than 10 years. Their mission is to provide high quality nutritional supplements for everyone's needs - helping people support their weight management goals in a natural, safe and easy way.

Challenge

Upgrading the ecommerce system was vital for keeping ahead of the latest technologies and trends. After replatform they were keen to try various product recommendation technologies to help boost upsells and cross sells as many of their products can be combined or complement each other in a synergistic way.

Why Visely

Visely easy setup and seamless integration, but at the same time flexibility and functional complexity offered if need be are what Evolution Slimming team values the most. Zero-configuration Multi Variate Testing takes care of changes in catalog, trends, and seasonality, so the team can focus on core business activities and leave the rest to Visely.

8.3%

complementary sales

206%

more product views

137%

boost in conversion

7.3%

increase in AOV

Solution

- A custom "Trending Now" widget cross selling complementary products within a defined price range was added to the cart page to increase the AOV
- Search result page was enhanced with Visely "Most Popular" widget to decrease the bounce rate and ensure a smooth navigation
- Built-in, automatic, Multi Variate Testing experiments ensured that shown recommendations were always relevant
- Sales as well as customer review badges were integrated into the widgets to reflect the currently running offers as well as help customers make a decision based on other customers' feedback
- Blog pages got a new sales channel through Visely "Trending Now" widget, converting readers into buyers

Results

- Through its automatic, rule based widget Visely increased complementary product sales by 8.3%
- Customers who interact with Visely Product Recommendations convert by 137% better and have a 7.3% higher average order value than regular visitors
- Visely widgets are guiding customers through the main sections of <https://www.evolution-slimming.com/>, with a better exposure to the product catalog and 206% more product views per session
- "Visely can do all of what we need for a fraction of the cost, and we started seeing purchases immediately" - Russell Nichols, Director of Ecommerce at Evolution Slimming Ltd

"We had some custom setup requirements which other platforms were unable to accommodate, but nothing was too much trouble for the team at nemo.ai. With their support we were able to customize the look, functionality and features of Visely to make it suit our needs, all at a great value cost. We're seeing a fantastic ROI with Visely and will certainly be sticking with it!"

Russell Nichols, Director of Ecommerce
Evolution Slimming Ltd



nemo.ai



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Visely is leveraging machine learning and AI in helping customers boost sales and conversion rates with state of the art algorithms and deep insights on data. A resilient and scalable solution with focus on bringing value from the first day of its use. <https://visely.io>



Evolution Slimming Case Study

Customers who interact with Visely Product Recommendations convert by 137% better and have a 7.3% higher average order value than regular visitors.

<https://www.evolution-slimming.com/>

Great ★★★★☆ based on 1,782 reviews TRUSTPILOT

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ITEM	PRICE	QUANTITY	TOTAL	REMOVE
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Voucher codes can be applied during checkout.

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SlenderVit Weight Loss Support MultiVitamin

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★★★★★

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