

## About

NIKIN Clothing, a Swiss fashion brand, combines style, utility and an eco-friendly purpose. Their famous Treeanie and TreeShirt products are perfect for young people who care about nature. In partnership with "OneTreePlanted", NIKIN Clothing plants a tree for each Treeanie or TreeShirt product sold.

## Challenge

Initial sales for NIKIN Clothing were quite impressive, but the team understood that by introducing relevant product recommendations, their customers needs could be served better and would result in an higher average order value. After comparing Visely with solutions from other providers, it was clear that Visely results were just better.

## Why Visely

Visely was a natural choice for NIKIN as its comprehensive feature set was able to overcome the challenge. Simply put Visely delivered, where others fell short. It was easy to set up and customize. Fast, accurate recommendations, built using "Mobile First" approach ensured NIKIN's visitors were even more engaged with the online store.

26%

increase in AOV

136%

more product views

7.8%

boost in conversion

## Solution

- Visely powerful "You May Also Like" recommendations were set up on product details page as the main feature to allow visitors to discover new products
- Built-in, automatic, Multi Variate Testing experiments ensured that shown recommendations were always relevant
- Additionally, browsing history recommendations were added on the product details page to improve the overall browsing experience for NIKIN's returning visitors
- Customer review badges were integrated into the widgets, giving the visitors an immediate and clear picture for social proof of the products
- Primary languages are German and French, so the titles of the widgets were easily translated accordingly

## Results

- First-time visitors find what they are looking for faster and get a clear view of the store offers
- Customers who interact with Visely Product Recommendations convert by 7.8% better and have a 26% higher average order value than regular visitors
- Due to enhanced navigation customers spend significantly more time on the site and as consequence, see 136% more product detail pages during their visit
- <https://nikin.ch> is now equally easy to experience on any type of devices; mobile, tablet or desktop
- "Visely team thought the whole process of recommendations setup completely through" - Nicholas Hännny, CEO & Co-Founder at NIKIN GmbH

*"Visely paid for itself after just a few hours of having it up and running. The team at nemo.ai is amazing, they are helpful, proactive and make sure to follow everything through, be it new features, like review integration, or just making the current feature set work even better. I am 110% really happy with Visely!"*

Nicholas Hännny, CEO & Co-Founder  
NIKIN GmbH



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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>