25.8% Increase in AOV

AI guides Naturisimo shoppers on their way to a clean swap

Project Overview

Skincare and Cosmetics | **shopify**

www.naturisimo.com

About Naturisimo

Founded in 2008, Naturisimo has been a pioneer in the clean beauty industry, focusing on toxin-free hair and skincare products. Since 2023, the company has strengthened its commitment to health and environmental sustainability.

Prior to Shopbox

Guiding new shoppers

It's key to effectively educate those new to clean beauty. They're often looking to switch their usual products for cleaner ones. Naturismo needed a solution to guide them through their diverse product range, meeting their health and lifestyle needs for a successful 'clean swap'.

Expanding Catalog Complexity

As Naturisimo expands its product range, enhancing the website's user-friendliness and providing effective product recommendations becomes crucial to assist customers in making informed clean beauty choices.

After Shopbox

Effortless Implementation

Naturisimo implemented Shopbox in the course of the summer of 2023 and Thomas was impressed with the speedy set up!

> Aesthetically, the Shopbox carousels fit very nicely with the themes in Shopify... they are effective while also being unobtrusive.
>
> **Thomas Parrott**, CEO, Naturisimo
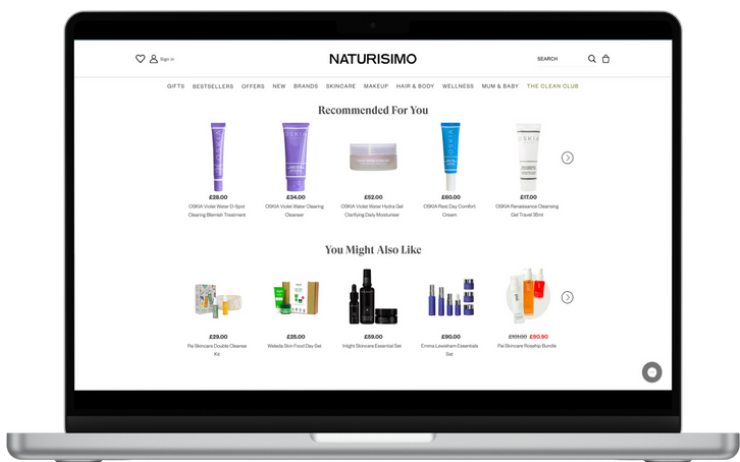
A more shoppable experience

Thomas is impressed by Shopbox's ability to personalise the experience for every shopper while being unintrusive. "Our home page and landing pages have become more shoppable," he adds.

> A shopper who selects a particular type of styling gel might like to see shampoo and conditioner products for curly hair, and these choices might in turn surface products in other categories, based on a variety of criteria.
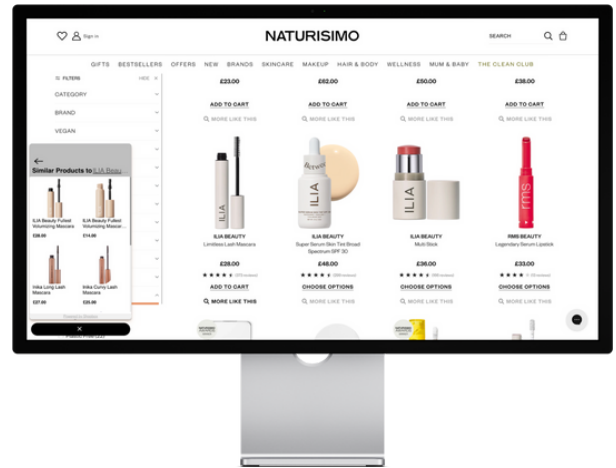
A virtuous cycle of delight

Naturisimo aims to guide customers beyond their first clean product swap, helping them make a series of informed choices.

> " I was fascinated by the way that Shopbox uses artificial intelligence to surface recommendations based on the way a shopper moves around our site.

Shopbox's AI-powered pop up sales assistant on the Product Listing Page

Shopbox's AI-powered carousels on a Product Detail Page

> " Shopbox directs shoppers to the most appropriate product choices... this becomes a virtuous circle, which we can measure.

Results:

↗ Users interacting with Shopbox saw a 25.8% higher AOV & contributed 45% of total revenue

↗ Naturisimo's shift to slow, sustainable shopping, backed by Shopbox, fostered higher-value, mindful purchases

↗ Shopbox CEO's direct involvement with Naturisimo highlighted a commitment to future enhancements and business growth

> The recommendations made in Shopbox played their part in this (Clean Break Friday) campaign, increasing dwell time and pushing up average order value, but with considered purchases. "

More about Shopbox AI

We are a multi-award winning retail technology company that believes the customer should be at the heart of everything online retailers do.

That is why we created our AI-powered platform rooted in consumer behaviour and shopping psychology.

Founded in Ireland in 2020, we have grown internationally and support brands such as Schuh, ToolStation, Eason's and Petstop.

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🌐 www.shopbox.ai | Contact Us