

SUCCESS STORY

Netshoes

EXECUTIVE SUMMARY

Netshoes is Brazil's largest online retailer of sporting gear, serving 50 million visitors annually.

CHALLENGE

Automate recommendation process and provide quality recommendations across brands while maintaining the ability to manually adjust undesirable recommendations.

SOLUTION

Baynote® Collective Intelligence Platform™ and Product Recommendations on every product page.

RESULTS

Increase in AOV of nearly 10% and a 30% increase in conversion rate.

Netshoes is Brazil's largest online retailer of sports shoes, jerseys, and accessories with over 150,000 unique visitors daily. Established in 2000, Netshoes is focused on providing the best eCommerce service in Brazil, while participating in the leisure time of thousands of customers throughout the country. Brazil is mad about soccer, and with the World Cup coming up it goes without saying that much of Netshoes clientele comes in looking for soccer gear and kit.

the Challenge

Netshoes had long been using manual recommendations of "obvious" complimentary products with very little success. When Netshoes decided that it needed a replacement for its homegrown, manual recommendations, several options were extensively evaluated, including MyBuys and Baynote. In the end, the choice fell on Baynote, not only because of the quality of recommendations, but also because of Baynote's powerful Insights management tool. Excellent service and a willingness to work with Netshoes' specific foreign language and currency needs were also quoted as important factors in the decision making process. "Baynote has been very easy to work with," said Pedro Reiss, e-commerce director at Netshoes' implementation partner, F.biz. "Whenever we have a concern or a question, they respond quickly and with professionalism."

the Solution

Netshoes is particularly pleased with Baynote's ability to peg, highlight, and blacklist recommendations. The blacklisting option allows Netshoes to prevent branded soccer jerseys from being recommended as being complementary to products featuring rival teams; these recommendations would seem otherwise logical, were it not for the intense rivalry between supporters of different clubs.

Another feature that's especially useful to Netshoes is Baynote's ability to recommend similar styles of shoes across different brands. Previously, visitors would often compare different shoes of the same brand, but not cross over to other brands. This limited the breadth of product selection Netshoes could offer for consideration and hampered conversions. Now, with Baynote, customers see recommendations of similar products across multiple brands, making it easier for shoppers to find a product that matches their individual needs and budget."

the Results

Once the decision was made to go with Baynote, implementation was completed within a month and even though the Baynote recommendations launched in the middle of the global economic crisis, results were immediate, with a 30% increase in conversion rate and a nearly 10% boost in average order value (AOV). "The results were immediate and far reaching," said Netshoes CEO Marcio Kumruian. "The increased conversion rate continues to contribute significantly to Netshoes' bottom line."

Now, a year after implementing Baynote, AOV and conversion rate remain dramatically higher and Netshoes is expanding its Baynote recommendations to its marketing email communications and banners and is also in the process of implementing Baynote's new SEM/SEO solutions.

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*—Marcio Kumruian
Netshoes CEO*

