

# nununu Achieves 29.5% Uplift in conversion rate

Enhanced web experience using Dialogue AI  
 nununu creates an alternative fashion line to typical children's clothing. Their international brand sells direct to consumers through their online store. nununu teamed up with Dialogue to personalize and optimize their e-commerce experience.



28%

ARPU Uplift

29.5%

Conversion Rate Uplift

52%

Session Time Uplift

## INTRODUCTION

Enhanced Experience to Premium Customers

The team searched for a solution that can deliver an enhanced and personal shopping experience to their online customers, focusing on the user journey inside the online store. Their current recommendation system was basic and failed to deliver the expected results. The marketing content was produced manually and there was a need to automate it as well.



“ Dialogue has proven to show us substantial results, both in increased conversion rates, session value and time on site. Dialogue’s solution has the ability to generate content automatically and then personalize it, resulting a ‘hands-free’ solution that does not require any work on our side.”

**nununu**

Shira Mimon  
 E-commerce Director

## CHALLENGES

### Customization & Automation

Understanding that personalization has a substantial impact on the ability of the store's to increase conversion rates and cart size, nununu had to find a solution that fits their needs.

The team had to find a solution that can operate automatically and will not require their constant attention

- Lack of time to operate advanced and robust technological solutions
- Lack of knowledge of how to harness and operate complicated softwares
- Lack of time to create more content
- Strict brand guidelines that require full CSS customization



## EXECUTION

### Premium branding & performance

Maintaining nununu premium brand guidelines, we had to use the brand's vision and tone of voice to adapt the messages and content as part of our content units.



- ✓ Fully customized widgets that were spread throughout the website and were integrated into the store's product, category and cart pages (see more about each widget functionalities and qualities below).

- ✓ Dialogue's AI-powered personalization journey algorithm that analyzes user's intent based on their actions and offers dynamic product recommendations, dynamic and personalized marketing content and sales driven messages.

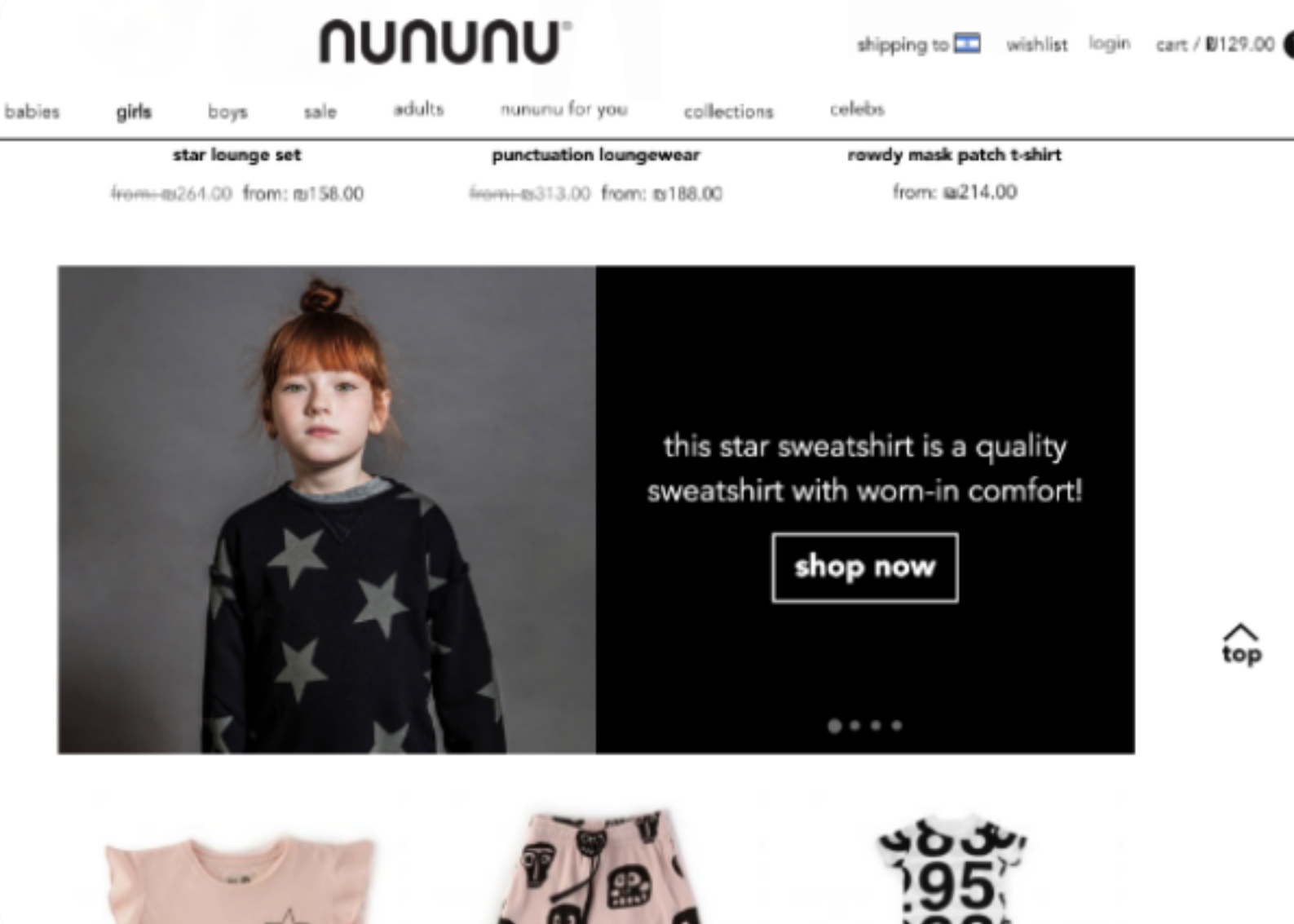
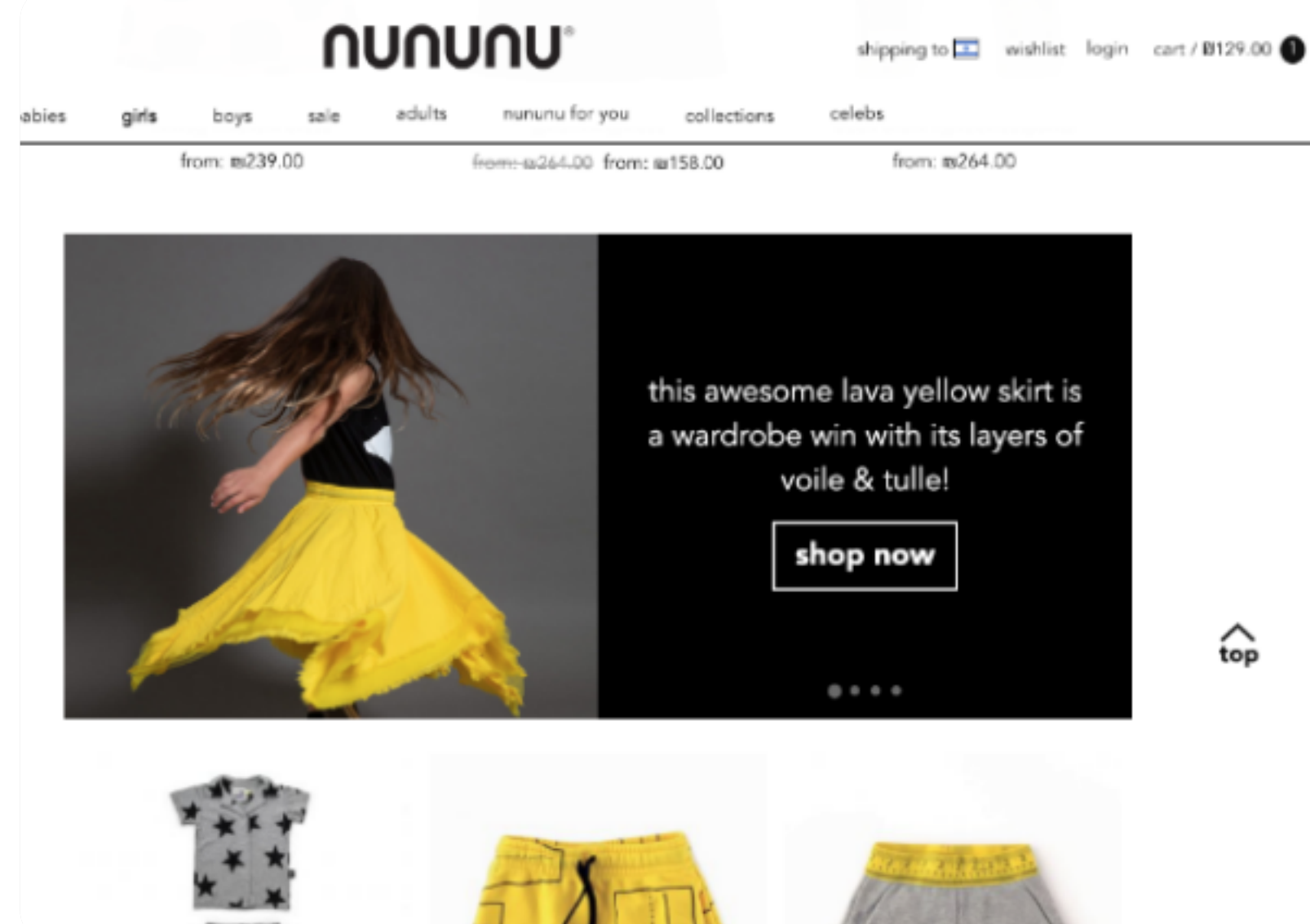
- ✓ Automated content production capabilities using Dialogue's advanced content AI-powered engine.

- ✓ Dashboard with live insights and user friendly reports.

### #STORYTELLER

#### ENGAGING CONTENT, AUTOMATICALLY GENERATED

Playful content that presents rich and personalized recommendations about products. The content is generated automatically and is personalized to each user in real time. For example, while one may get promotional content about a skirt in a certain category page, another may see content about a sweatshirt on the same page.



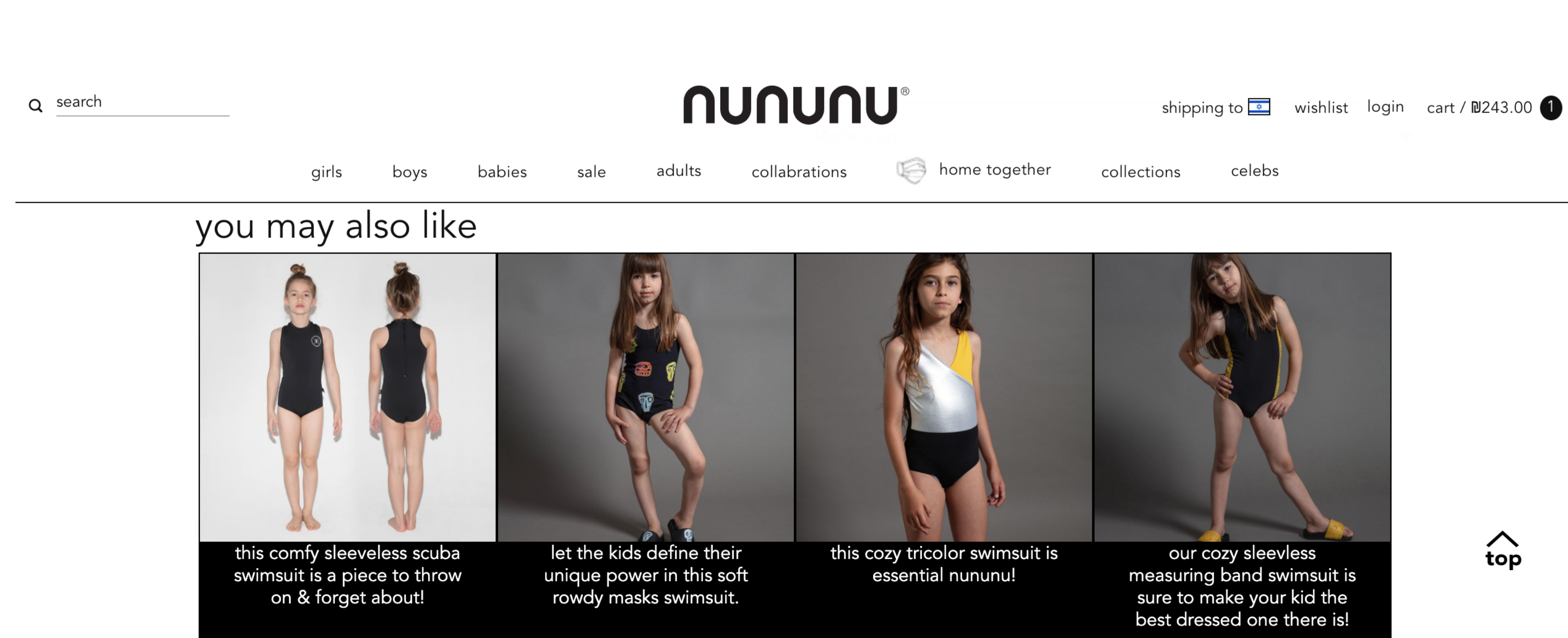
A new customer who browsed the dresses and skirts collection will be exposed to this "awesome yellow skirt"

A returning customer whose order history indicates that she like the "star" pattern will be exposed to a sweatshirt with a star pattern.

### #RECOMENDER 3.0

#### PRODUCTS RECOMMENDATIONS WITH A KICK

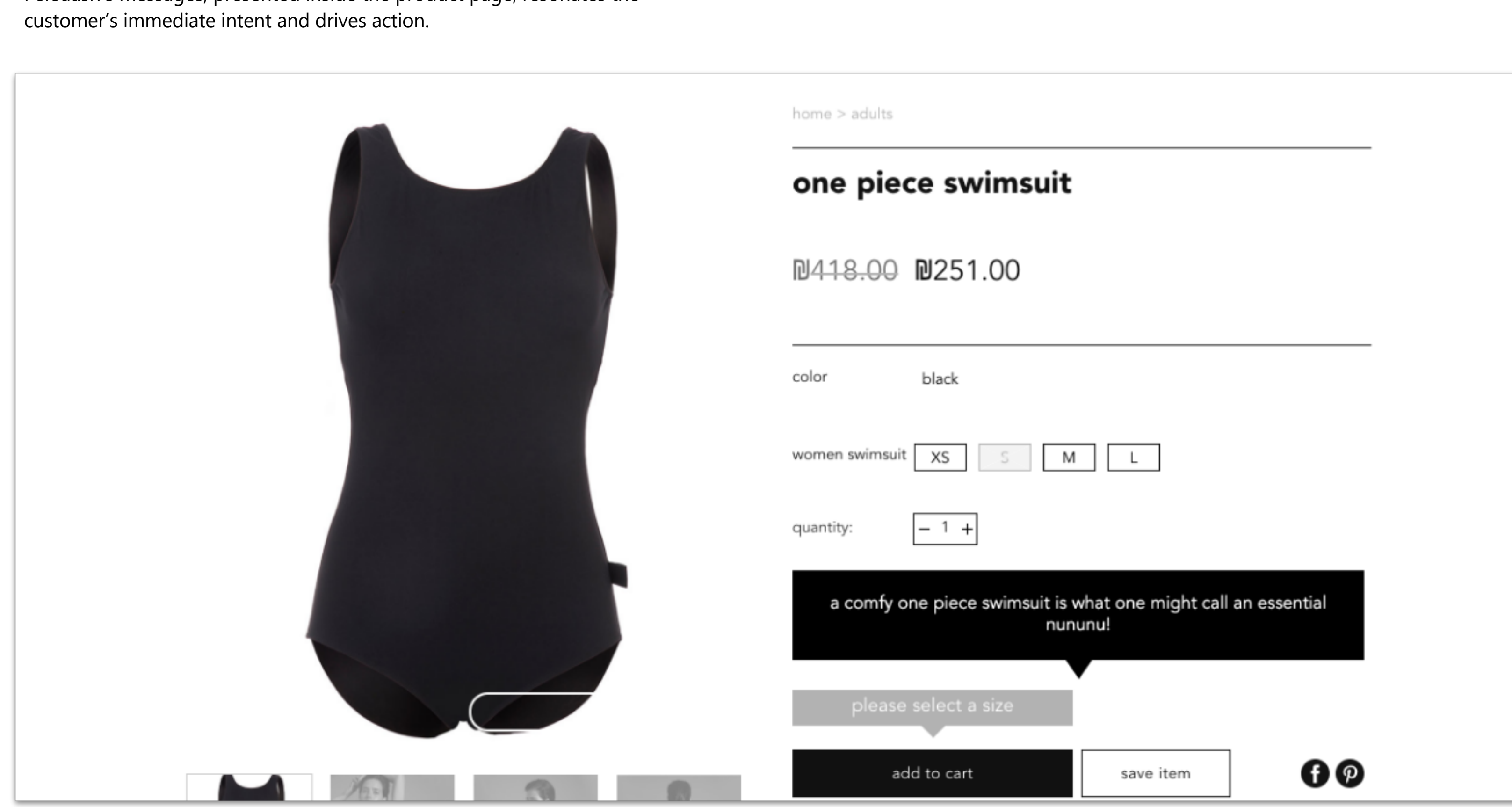
Recommend to personalize relevant product recommendations to each user based on their journey. The recommendation bar use atmosphere images, gifs, videos and sales-driven messages.



### #PERSUADER

#### Messages that resonate

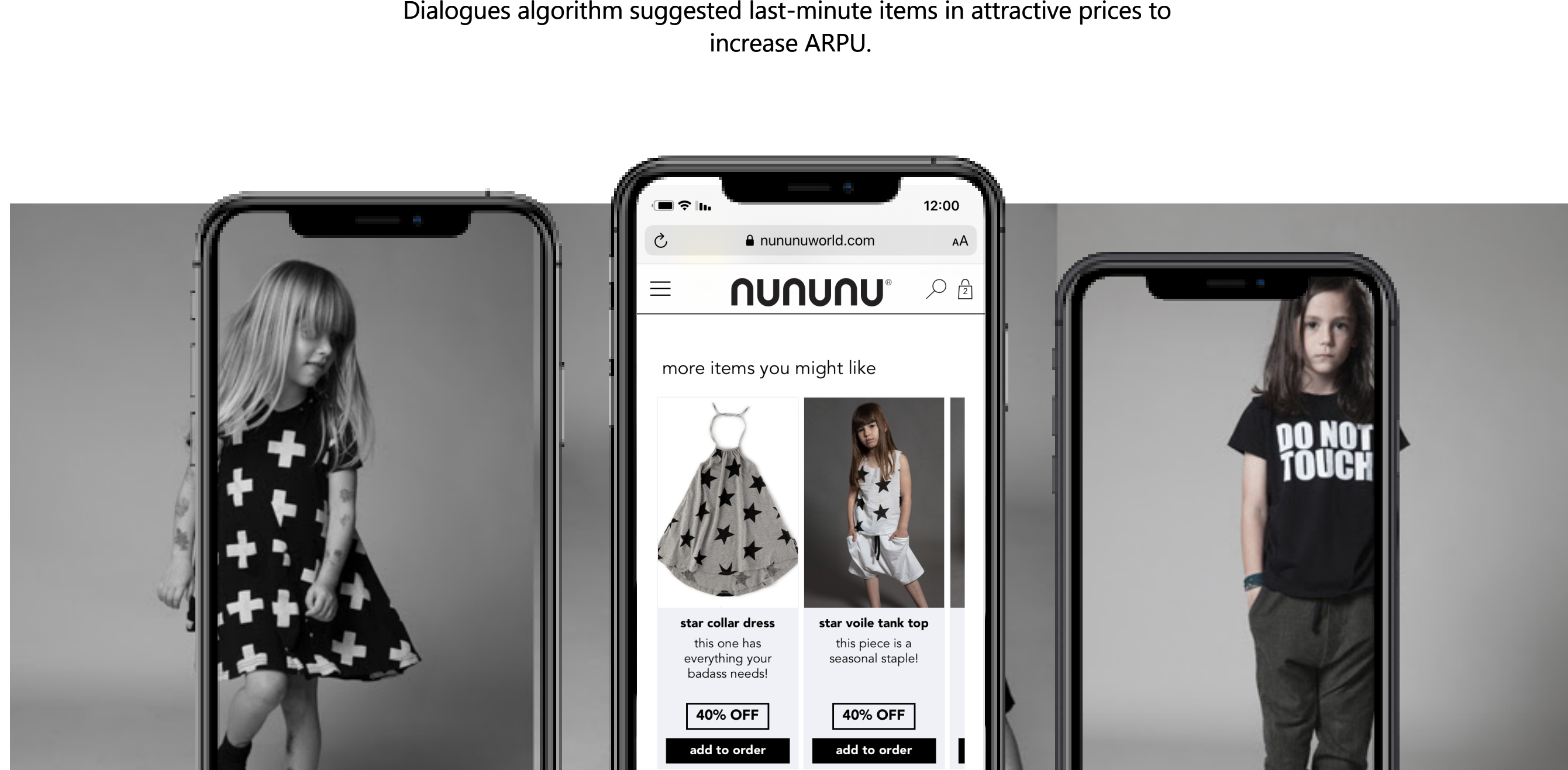
Persuasive messages, presented inside the product page, resonates the customer's immediate intent and drives action.



### #BOOSTER

#### UP SALES NEVER LOOKED BETTER

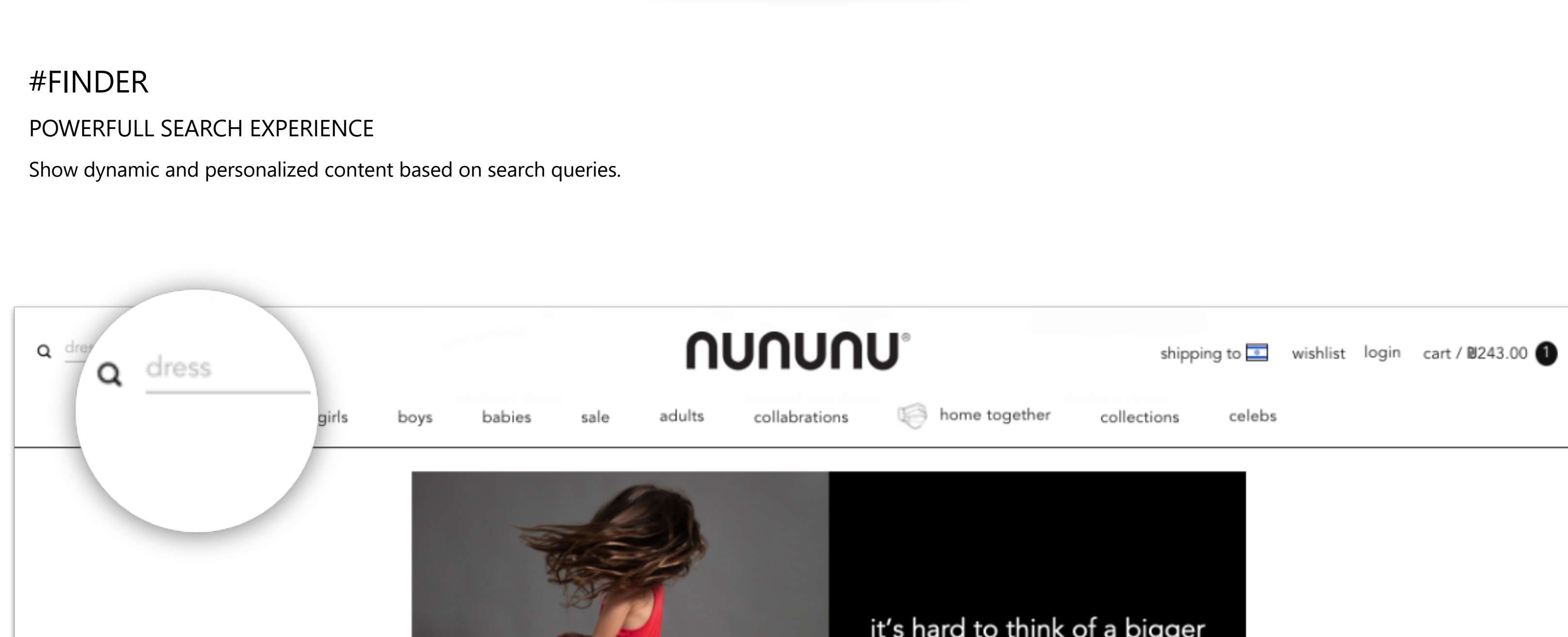
Personalized recommendations in the cart based on each user's journey. Dialogues algorithm suggested last-minute items in attractive prices to increase ARPU.



### #FINDER

#### POWERFULL SEARCH EXPERIENCE

Show dynamic and personalized content based on search queries.



Say hey and get a demo

support@nowdialogue.com