

CASE STUDY

Scaling new heights:

**Scandinavian Outdoor drives
ecommerce growth with
personalized customer
journeys**



**Scandinavian
Outdoor**



About Scandinavian Outdoor

Scandinavian Outdoor started out as a supply store for Finnish scouts back in 1970 and is now a large outdoor and hiking supplier, employing over 100 people and well-known both in Finland and internationally. The company has seven retail stores and an international online store outfitting outdoor enthusiasts all over the world.

Kuutti Haapanen (Head of Ecommerce & Marketing) has worked for Scandinavian Outdoor for more than 10 years and is definitely the right person to ask about the ins and outs of -and the recent changes in- operating a specialized ecommerce site.

Results

It's important for Scandinavian Outdoor that customers always see products that are relevant to them - but also products that improve the conversion rate and AOV on the site. They've been very happy with the recent results delivered through Frosmo.

16% growth on revenue per visitor

23% growth on conversion rate

19% decrease in bounce rate

Custom-built tech stack with complementary services

Scandinavian Outdoor operates their ecommerce site on a custom-built tech stack with an in-house development team. There are four different language versions of the site for European customers, and an international site serving customers all over the world.

According to Kuutti Haapanen, Scandinavian Outdoor is generally happy with the solution since it allows them to easily implement customized features. The proprietary ecommerce platform is complemented by external services, such as Custobar and Frosmo, to improve the customer experience and boost revenue.

While the online store is solely focused on outdoor clothing and equipment, it still has more than 8,000 products for various purposes, so it's crucial to provide spot-on search results and relevant recommendations at every step of the customer journey.



KUUTTI HAAPANEN
Head of Ecommerce &
Marketing,
Scandinavian Outdoor

“One of the deciding factors in choosing Frosmo as a partner was the 30-day trial period, during which we already saw a positive impact on all our key KPIs. It's easy to move forward with cooperation when you have the data to prove the results.”

Seamless personalization throughout the customer journey

Scandinavian Outdoor has a good understanding of their customer journeys, which often contain touchpoints both on the ecommerce site and in the brick-and-mortar stores.

► Provide product information and alternatives

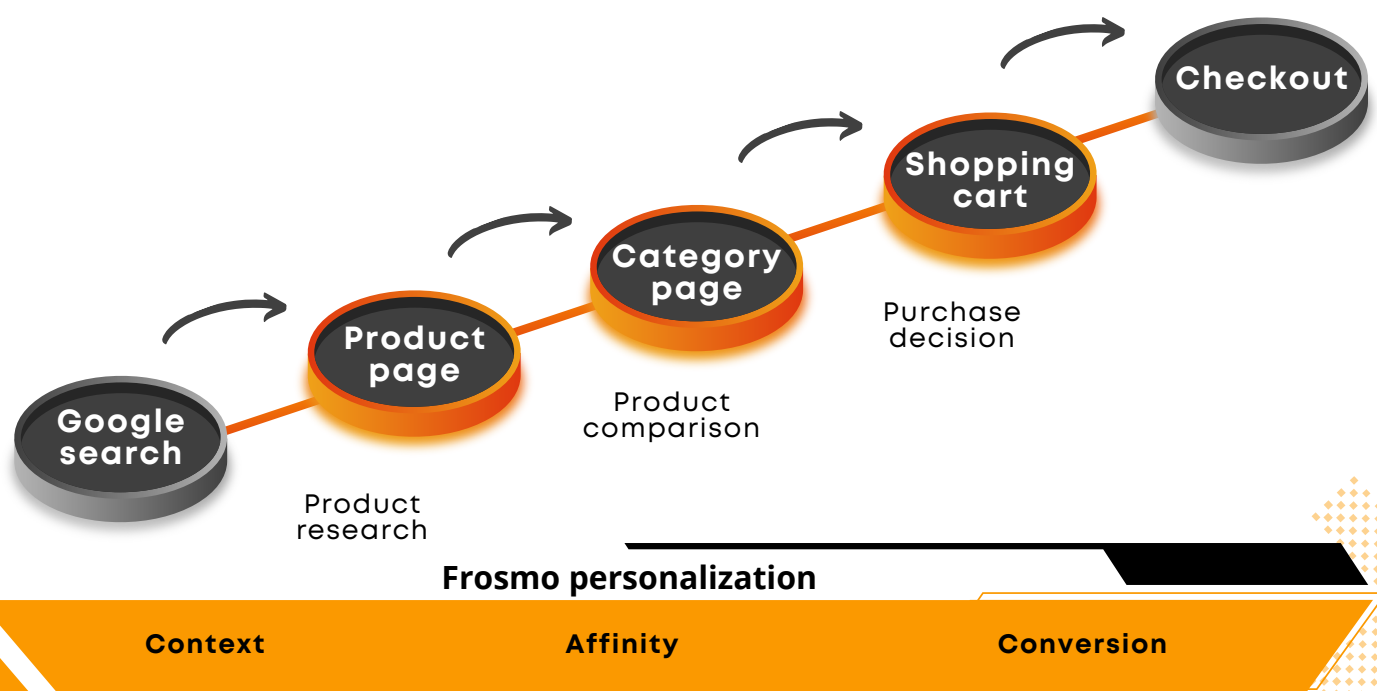
Since customers often have specific requirements for products, such as weight, weather durability, or fit, and want to compare product qualities and prices before making a purchase.

► Recognize context and customer journey phase

When a customer lands on a site, the Frosmo Platform immediately detects their contextual information, such as location (important to Scandinavian Outdoor as they sell seasonal gear) and traffic source. ML algorithms use the best-performing recommendation strategy to keep the customer engaged.

► Create audiences and trigger recommendations automatically

Frosmo detects visitor behavior and accumulates data about their interests and affinities, which then automatically triggers recommendations and search results for relevant products. Personalization continues throughout the customer journey without the need to manually build target audiences.



Informative product page recommendations

Visitors often land on the Scandinavian Outdoor site through a Google search result or an ad that takes them directly to a product page. Therefore, recommendations on the product pages are very important for continuous product discovery and increased AOV. AI algorithms ensure that the recommendations are relevant every time.

FJÄLLRÄVEN RÄVEN 20L

★★★★★ Perustuu 8 arvosteluun.



99,00 €

Säästä 24 %

Väri Port



[Avaa kokotaulukko](#)

Saatavuus Port ✓

- Tuote lähtee varastostamme 1-3 työpäivässä.
- Voit tilata tuotteen myymälään [pikatoimitusta](#)
- Saatavilla heti myymälästä: [Helsinki](#), [Pori](#), [Raisio](#), [Vantaa](#)

LISÄÄ OSTOSKORIIN

Osta nyt. Maksu 30 päivän kuluessa kierrästä. [Lue lisää](#)

Olemme suomalainen verkkokauppa.

Suosittelumat toimitustavat

Postinumero:

Tilaamalla korolla yli 159 eurolla tarjoamme toimituksen ilmaiseksi.

Tuoteryhmän suosituimmat



99,90 €
Fjällräven High Coast Foldpack 24
High Coast Foldpackin suusukko on simppelein toimiva: vetoketju pitää...



89,90 €
Fjällräven High Coast Totopack
Käyttöä High Coast Totopack taipuu monoon menoon. Sen kierrätetyistä...



119,00 €
Fjällräven Rävén 28 L
Rävén-repun kangas on tuttua Fjällrävenin suosituista...



109,00 €
Fjällräven Kånken Laptop 15"
Kånken Laptop 15" 2022 - päivitetty versio aiemmasta mallista. ~...

Affinity-based category recommendations

After studying the first product, visitors often go back to a category page to view and compare other similar products. At this point, we already know something about the visitor's interests, which allows for affinity-based recommendations on the category page. Combining affinity data and customer journey phase, the AI algorithms optimize the user experience.

In fact, the category recommendations are one of the best-performing Frosmo implementations, with Frosmo generating nearly 30 % of the revenue.

REPUT

Haetko mukavaa reppua kaupunkiin vai toimivaa ja teknistä reppua retkille luontoon? Meiltä löytyy! Valikoimassa on myös myös juoksureppuja, vedenpitäviä reppuja jne. Legendaarinen Fjällräven Kånken on aina tyylikäs valinta, Osprey on tunnettu...
[Lue lisää...](#)

Tuoteryhmän suosituimmat



84,90 €

Fjällräven Kånken

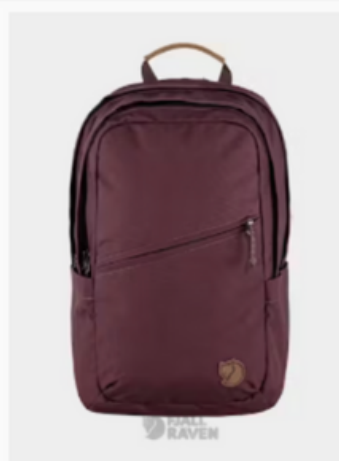
Se aito ja oikea Kånken. Vuonna 1978 suunniteltu reppu toimii yhtä hyvin kuin...



99,90 €

Fjällräven High Coast Foldsack 24

High Coast Foldsackin suuaukko on simppelein toimiva: vetoketju pitää tavarat...



99,00 €

Fjällräven Råven 20L

Miellyttävä ja tyyliä ikäänäytävä G-1000-kangas toimii myös reppumateriaalina -

SUKUPUOLI

HINTA

VALMISTAJA

MYYMÄLÄ

TEKSTIRAJAUS

LAJI

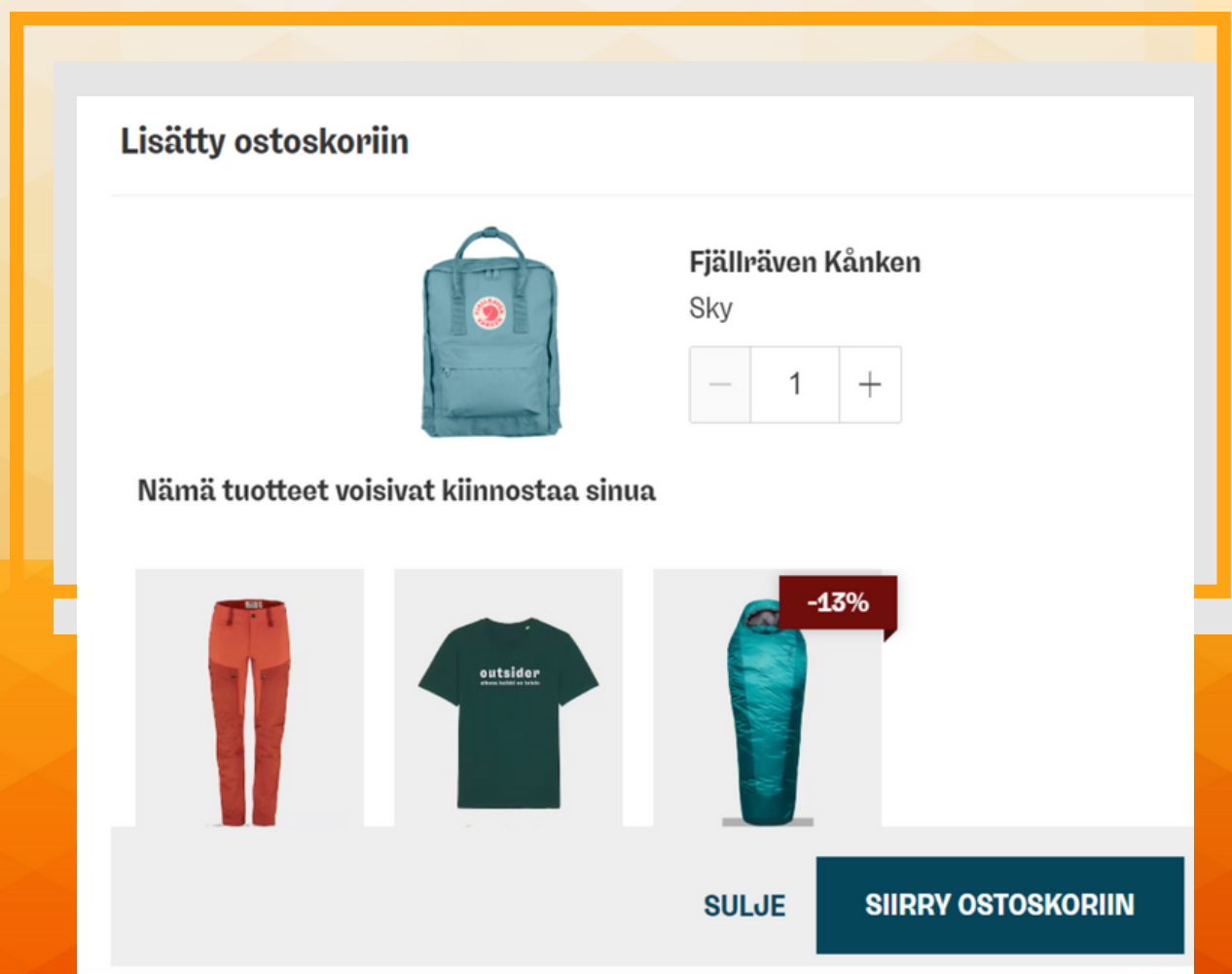
OMINAISUUS

PAINO

AI-driven shopping cart recommendations

Shopping cart is an important upselling touchpoint, but shopping cart recommendations often display generic and inexpensive products, such as socks or other accessories. Scandinavian Outdoor has tested manually selected products against Frosmo's automatic affinity-based recommendations, and the latter have performed better.

"We've realized that **we achieve better results when we let the AI handle the product selection for these recommendations instead of forcing specific products or categories**", says Kuutti Haapanen.



Why Frosmo

Empowering customers with advanced search capabilities

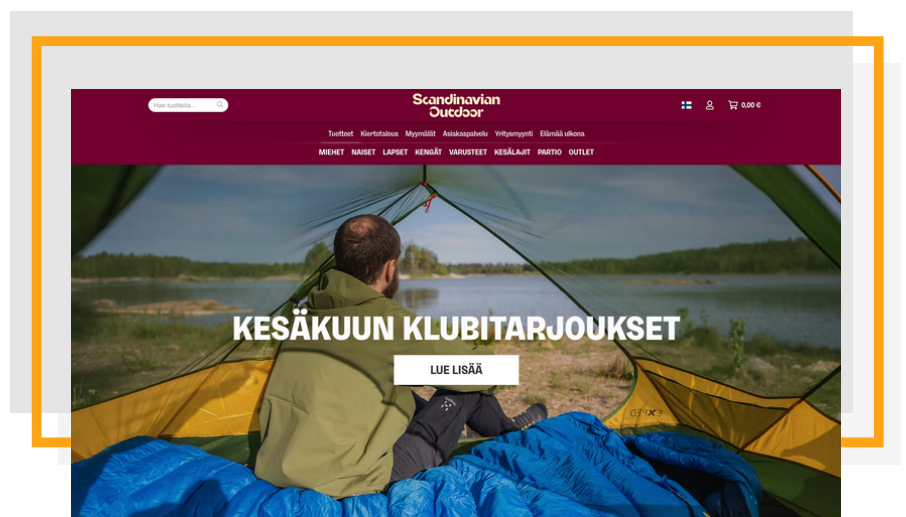
Search is often one of the most important touchpoints between consumers and ecommerce sites. **Consumers expect to easily find and choose relevant products** especially on ecommerce sites with thousands of products in their offering.

Scandinavian Outdoor wasn't happy about their previous search provider, so getting a robust and customizable search solution was a key factor in choosing Frosmo as a partner. When **Frosmo Search** was A/B tested against the previous search setup, key KPIs, such as product views and site revenue, proved its value.

The main user interface for the search is the Instant Search box that:

- Displays recommendations for most popular products and based on personalization data.
- Provides the visitor information about relevant brands and categories in real time, as they type.

The customer may use search at any point of their journey, so the **search results must complement the overall personalization strategy**. Scandinavian Outdoor has achieved this by retrieving the search results from the Frosmo Platform.



Hae tuotteita...



Suosittua juuri nyt



DD HAMMOCKS

89,00 €

DD Hammocks

Frontline Hammock

DD Hammocks -

Hyttysverkolla varustett...



69,00 €

Robens Trace

Underquilt

Alushuovat ovat

lisänneet suosiotaan...



MERRELL

89,00 €

Merrell Vapor Glove 6

Kuten muutkin barefoot-jalkineet, Vapor Glovet...



FJÄLLRÄVEN

84,90 €

Fjällräven Kånken

Se aito ja oikea Kånken.

Vuonna 1978 suunnitelt...




“

We wanted to purchase the search engine and personalization engine from the same provider to ensure that the search results and product recommendations work seamlessly together.

”



KUUTTI HAAPANEN
Head of Ecommerce & Marketing,
Scandinavian Outdoor



Want to know more about personalization for ecommerce?

BOOK A DEMO

ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki. With the Frosmo Platform, you can efficiently implement, optimize, and personalize each customer journey without the need for a complex integration project. The winning personalization formula consists of AI-driven product recommendations that deliver the best results in the market.

www.frosmo.com

