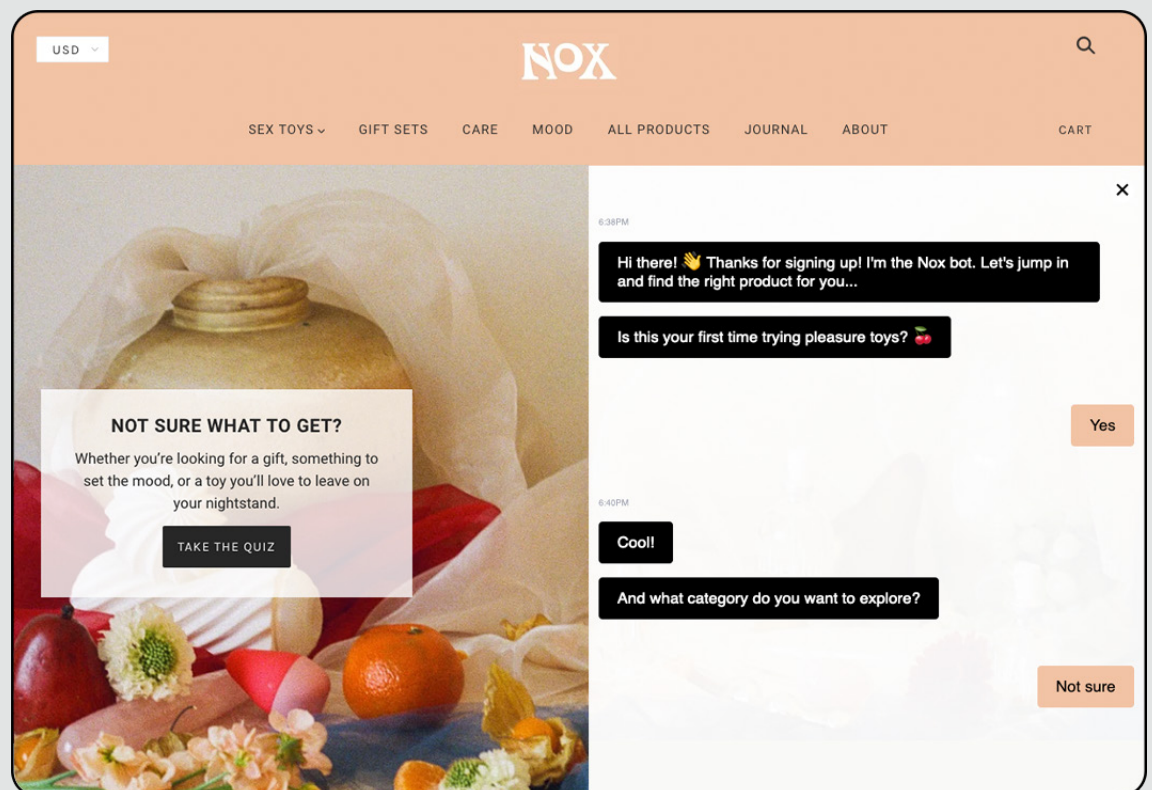


HOW NOX USES AUTOMAT TO CONVERT TRAFFIC INTO CUSTOMERS, FASTER

A Conversational Commerce Case Study



WHAT STARTED THE CONVERSATION

NOX'S GOALS

- Help new customers find and buy products
- Create a channel where customers can chat about their sexual preferences privately and without fear of judgment
- Address customers' needs 24/7 with immediate responses

When D2C sexual wellness brand Nox's founder first considered AI-powered conversations for her website, she was hesitant. Nox was receiving hundreds of DMs and emails every day from first time customers, all asking the same questions: I'm new to this, what should I buy? Amy needed to provide her audience with immediate answers and lighten the burden on her social media team. But how could a machine fit into the human, transparent, brand conscious world that made Nox a success?

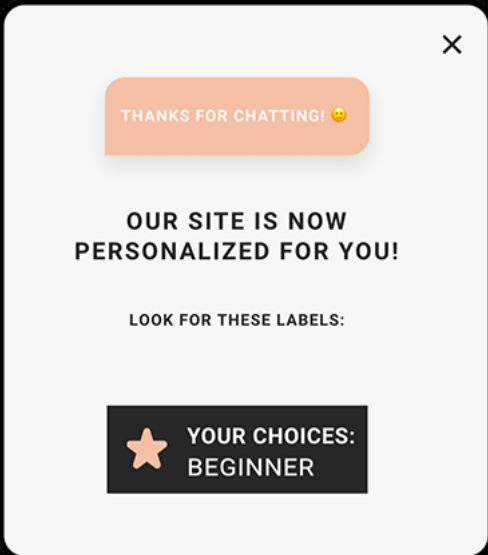
Nox decided to trust Automat because of its team's experience in conversion and conversation design as well as their expertise in voice and tone. Together, they created a conversational experience that set the bar for the entire industry. And in only a few months, it became an essential part of the company's eCommerce strategy. With Automat, Nox is seeing that first time site users that converse with the bot **are converting at 3.5x non-bot users**. Here is how.

MEET NOX'S BIGGEST BRAND ADVOCATE

Nox's eCommerce team asked Automat to help convert first time traffic into buyers. So Automat trained the bot to know everything about Nox's product catalog, and aligned how each product related to their customers preferences and needs. In less than a month, it was ready to go live on their website homepage.

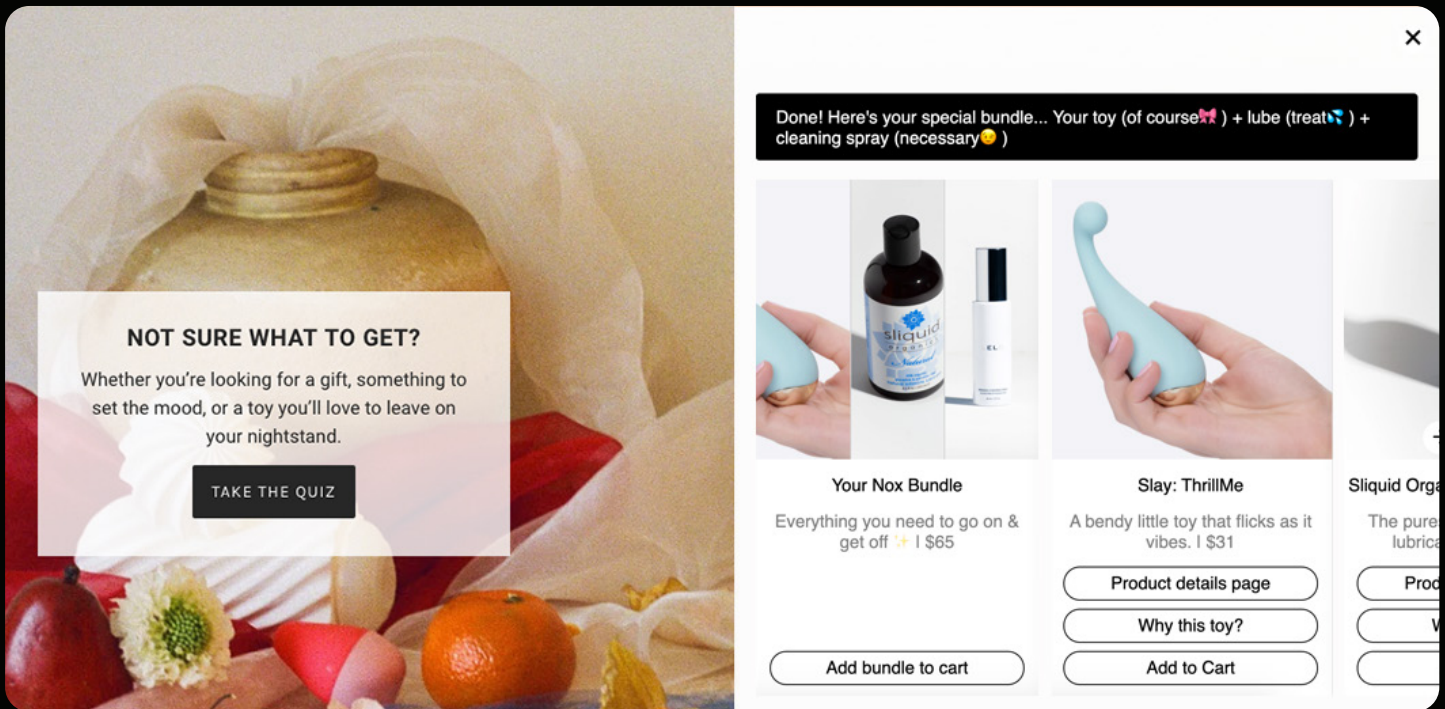
Without the bot, users were landing on the site and bouncing without buying because they simply didn't know where to start. With Automat, customers are greeted by the bot, which casually asks a series of questions to better understand their needs and guide them toward the right products. Leveraging AI conversations to listen and understand customers, Nox found a way better way to create a personalized eCommerce experience that drives sales and loyalty.

The screenshot shows a mobile app interface for Nox. At the top is the Nox logo in white on an orange background. Below it is a teal banner with white text: "NOT SURE WHAT TO GET? TAKE OUR QUIZ TO FIND YOUR PERFECT TOY! AND SAVE 10% 🛒". A close button (X) is in the top right of the banner. Below the banner is a black chat bubble with white text: "Hi there! 🙌 I'm the Nox bot. Let's jump in and find the right product for you...". Below that is another black chat bubble with white text: "Is this your first time trying pleasure toys? 🍓". At the bottom, there is a white box with the text "SELECT AN OPTION" and two orange buttons: "Yes" and "Nope".



It works beyond first time visits: Repeat bot users are converting 2x more than non bot users. What makes Automat so powerful is the way it personalizes Nox's website to hit on what consumers express about themselves. In real-time, the website automatically highlights products that suit customers' specific preferences. Visit after visit, the entire website is personalized to their needs, in a super clear and impactful way.

As a sexual wellness brand, Nox gained popularity by being approachable and real. Talking about sexual preferences can be difficult for some customers and can get in the way of them engaging and purchasing. The team carefully designed a Nox bot that was both knowledgeable yet 100% non-judgemental. An experience that is often more comfortable than talking with a real person.



[See it in action](#)

HOW AUTOMAT WORKS:

1

The bot greets and grabs attention with a striking banner, starting a friendly conversation.

2

It asks the right questions to each customer, unearthing their preferences — Like a conversation with a salesperson, minus the shame factor.

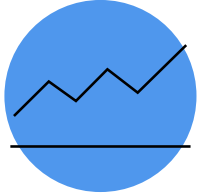
3

After each conversation, Automat personalizes the website, highlighting products that suit people's preferences and desires.

RESULTS

In only a couple of months, these conversations have become an indispensable marketing tool for Nox: 35% of its sales are now generated through Automat. Results have exceeded expectations, and the feedback from customers has been particularly overwhelming. Day after day, Nox is proving that conversations get customers more interested in products, make them buy more, and get them to come back more often.

WITH AUTOMAT, NOX SAW



PEOPLE EXPLORE MORE PRODUCTS:

conversations are the best way to engage. On average, customers who chat with the bot spent twice as much time on the website and visit 85% more pages



NEW CUSTOMERS BUY 3.5X MORE:

first time visitors are the bot's main audience. They get the most value with personalized recommendations that give them the confidence to make their first purchase



CUSTOMERS COME BACK 2X MORE:

conversations don't only drive sales, they also drive loyalty. People who chat with the bot visit the bot twice more often than customers who don't

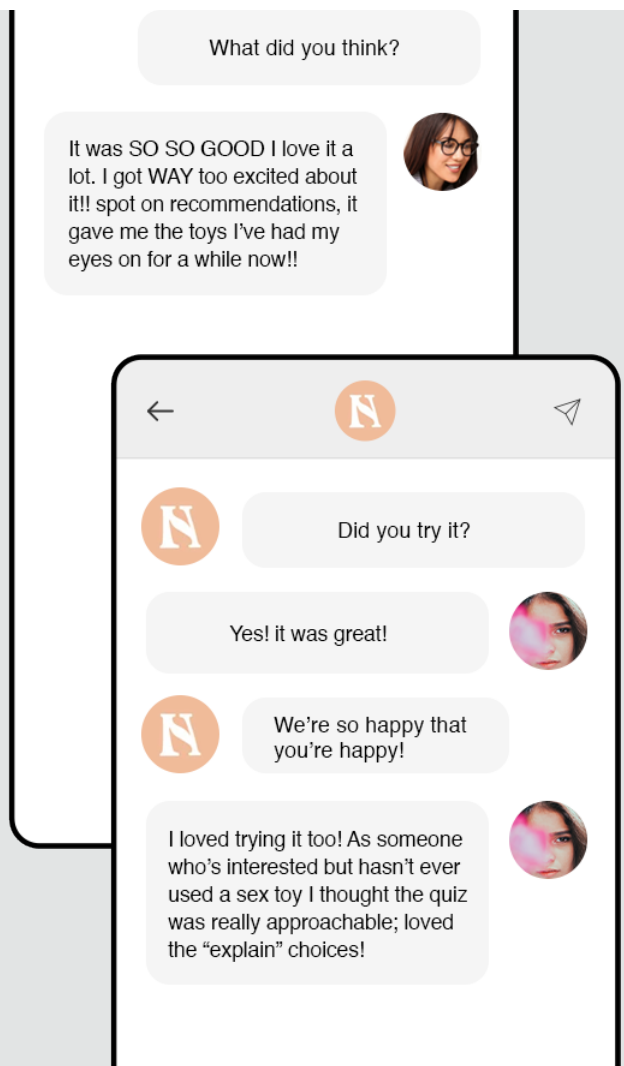
WAIT. CUSTOMERS LIKE TO CHAT WITH AN AI?

They don't like it, they LOVE it. Ironically, a machine has contributed to make Nox even more human and approachable. Customers reach out frequently to say how much they loved the experience.

HEAR IT FROM NOX

"We're in a unique position to have our site traffic increase significantly in this complicated time. Automat helps us increase sales by making these new customers feel confident that they're investing in a purchase that actually makes sense for their needs."

— Amy Johnson | Co-founder and CEO



ABOUT AUTOMAT

Automat is a Conversation Company. We believe in the power of words to change human experience. Until now, e-commerce websites have been overwhelming, lonely and hard to navigate. Completely missing out on the oldest and most powerful sales tool of all: conversations.

Automat helps retailers short-cut their sales funnel. Building trust at the moment shoppers are actually ready to buy using the power of Conversational Commerce. Our team has more than 20 years of experience in Conversational AI, and we've proven that our solution drives 2X more conversion and 90% customer satisfaction with companies like LVMH, L'Oreal, Unilever, Amika and more.

Conversations sell. Words matter. Learn more about us at www.automat.ai.