Using Nibble to stand out and improve engagement by 51%

Who are Cyprinus?

Cyprinus is a fishing tackle retailer that offers high-end equipment to Carp enthusiasts at realistic prices. Founded in 2004, Cyprinus has always done business differently to its competitors and prides itself on being able to offer products that match the quality of other brands who charge customers double the price.

Since starting out as a retailer on eBay and Amazon, they've opened up their own Shopify store and never looked back – but didn't want to become just another ecommerce. Taking full advantage of unique promotional tools, they regularly offer customers flash sales, sustainable resale auctions, bundles, and now, Nibble.

Cyprinus meets Nibble

Offering products at a single set price and waiting for customers to turn up and purchase is the mundane online shopping experience Cyprinus wants to avoid.

They want to encourage interactivity and give users incentives to have a bit of fun while they're on their site to differentiate themselves from competitors and engage customers.

CYPRINUS

★★★★★

"Amazing potential and well-executed. Can't wait to see how this grows. The support is exceptional. Highly recommended"

Using Nibble

Cyprinus used Nibble differently for different products. Sometimes, it was always on and available for any customer. For other products, it was used with a dwell time rule. This meant that Nibble would display only after a set amount of time when users were making a more considered purchase, and needed an extra nudge to close the sale.

Whenever Nibble was used, our data team monitored the discounts Nibble gave closely and was on-hand to tweak the algorithm during the set-up period to ensure Nibble was generous enough to close a sale, but not so generous to impact profit margins.

From Feedback to Features

As an early adopter of Nibble, Cyprinus provided excellent feedback on features they most wanted to see – and we listened, improving our Recovered Nibbles feature further. Previously, this feature meant retailers could either accept or reject a user's final offer that was outside Nibble's range of automatic acceptance.

Now, this feature also gives retailers the option to make one final unique counter-offer to users who leave their email address in the chat. This is particularly useful for stores like Cyprinus who want the option to take a more manual approach with certain products. For everything else, Nibble's got it covered automatically.

Cyprinus Carp Fishing Technology

Cyprinus ® Overwrap for the Fast & Light Brolly Mk3 GREEN

£139.99 GBP

Tax included. Shipping calculated at checkout.

Quantity

| − | 1 | + |

Add to cart

🎁 Negotiate

**Instant Chatbot - No Login Needed**

Results

Nibble got Cyprinus customers talking immediately – take a look at some of the real chats at the bottom of this page. More than just having fun, these users weren't letting their deals go, either. After the first month with Nibble, conversion on Cyprinus increased by 11.21%.

Cyprinus wanted Nibble to help them stand out and make the customer experience fun – but how do you measure how much fun users are having, besides reading the chats?

Our data scientists looked closely at user engagement after two months with Nibble, and found that the average number of Sessions Per User increased by 33.75%, and the number of returning visitors to Cyprinus increased by a staggering 50.99%.

As we launch Version 2.0 of our Shopify App, early adopters like Cyprinus have been crucial in helping to shape the features Nibble offers and giving us real insights into how much customers enjoy their experience with Nibble, and come back for more.

+11.2%
Conversion

+33.7%
Average number of Sessions Per User

+51%
Returning visitors
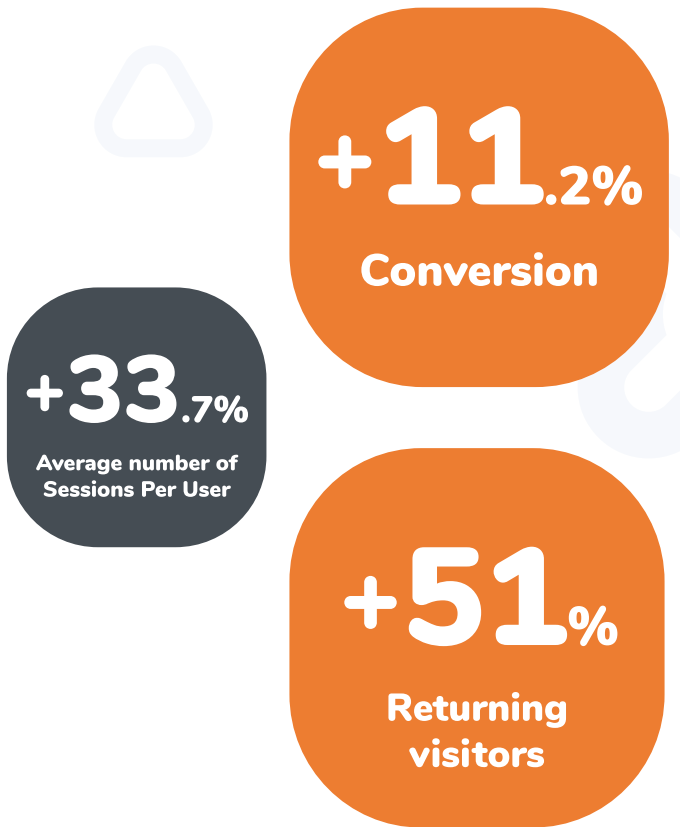
Give me it for 430 and I'll tell all of my friends to buy from you too

How about £85, lockdown has left me pennyless

Let's be cheeky and open at 300

Hello Nibble, as I'm a loyal customer, what's the best price?

So, how generous are you feeling Nibble?

*real conversations

Try Nibble

Improved Conversion

Real Customer Engagement

Compelling & Unique Insights

Take Control of your Discounting