

**Qubit.** x Ann Summers

# Retailer differentiating with a focus on personalization

Ann Summers brings the customer experience to the next level with Qubit



## Introduction

Ann Summers is a British multi-channel retailer specializing in sex toys and lingerie. The company have been working with Qubit since 2014 and use the platform to deliver their personalization strategy.

The ecommerce team recognize that having an astute customer understanding allows them to differentiate in a competitive marketplace. Surfacing relevant customer experiences is only made possible with data, and with Qubit Pro the company can make the visitor journey relevant.



Founded in 1972



120+ high street stores in the UK



TrustScore of 8.8 on TrustPilot

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**“Retailers only have moments to capture the attention of a visitor, therefore, being as relevant as possible when they are on your site is essential. With Qubit, Ann Summers are able to create experiences which surprise and delight across the entire customer lifetime”**

**Jo Hyder**

Head of Brand and Digital

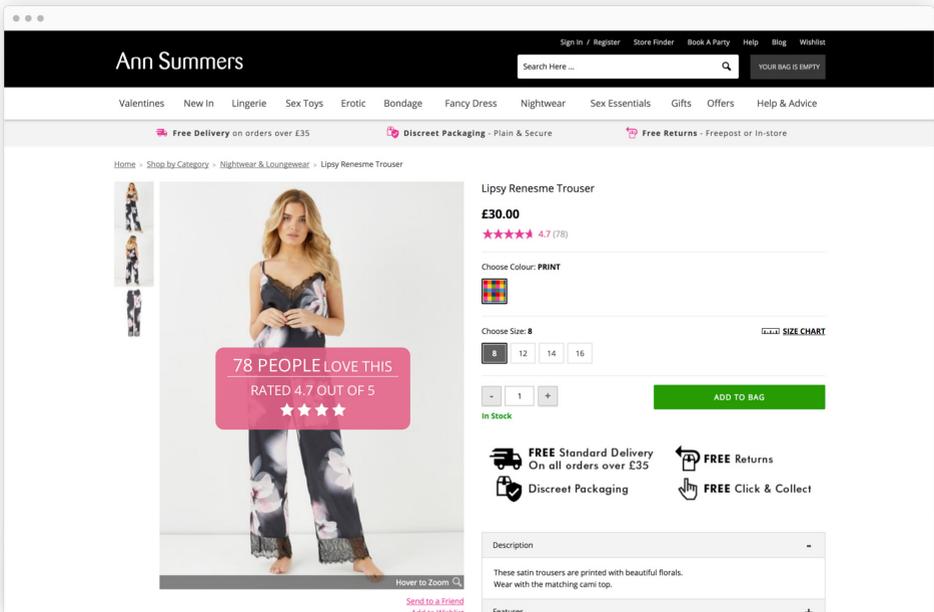
# Leveraging reviews to boost revenue

## Challenge

Ann Summers had a wealth of reviews that they were keen to highlight on the product page. Acting as a social proof, increased visibility on star ratings would increase conversions.

## Solution

The team found that users who interacted with the reviews had a higher conversion rate than those who didn't. Therefore, all products with a rating of 4 or higher had the average star rating fade in and out on top of the product image. This built customer confidence in a seamless way.



**Confirmed  
increase in CR  
and RPV**

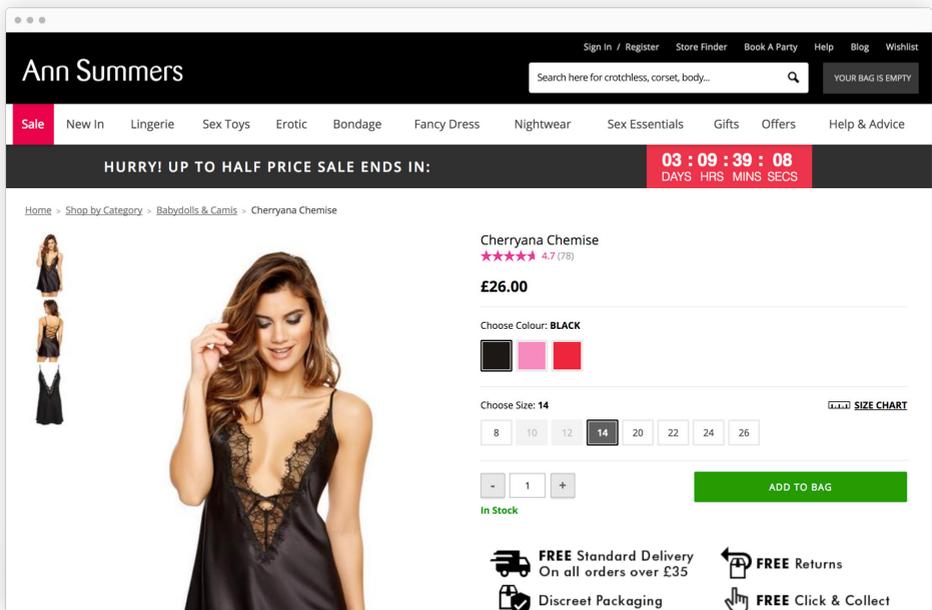
# Increasing conversions with rotating search

## Challenge

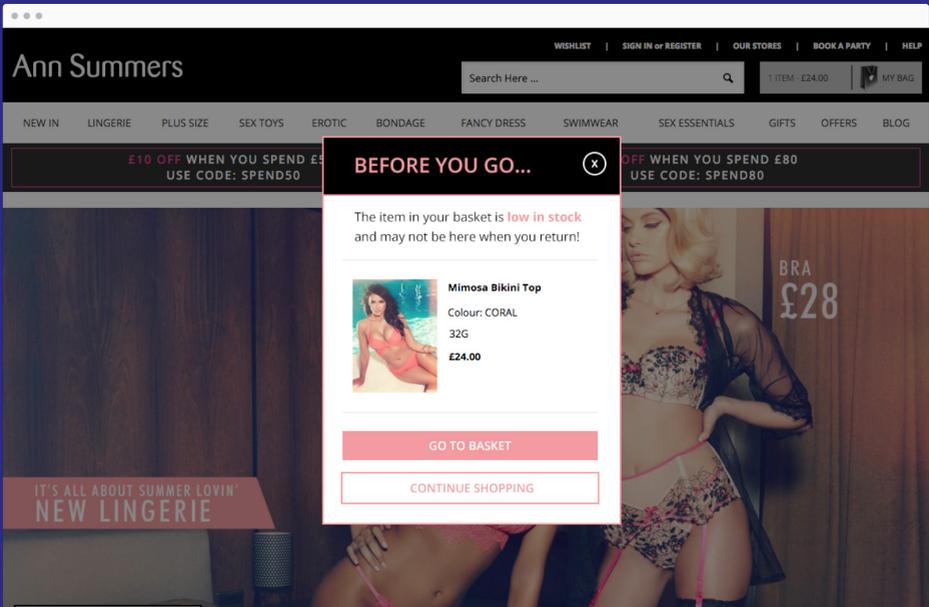
The ecommerce team were noticing a high bounce rate for users landing on the PDP, but inferred from their data that those visitors who go on to use the search have higher conversion rates.

## Solution

Ann Summers needed to capture the attention of the user keeping them on the site to drive conversions. By making the search functionality more prominent, with similar products written in the search bar, customers moved further through the site.



**Confirmed  
increase in  
CR**



## Abandonment layer with product low in stock

### Challenge

Ann Summers wanted to prevent visitors abandoning the site when they had products in their cart. This was particularly essential for low-stock products, as returning customer might find the items they had been interested in were no longer available.

### Solution

Ann Summers surfaced an abandonment layer for both mobile and desktop browsers. This alerted the visitor that the product, or products, in their basket were low in stock.

**Confirmed  
increase in  
CR**

## Moving the customer beyond the PLP

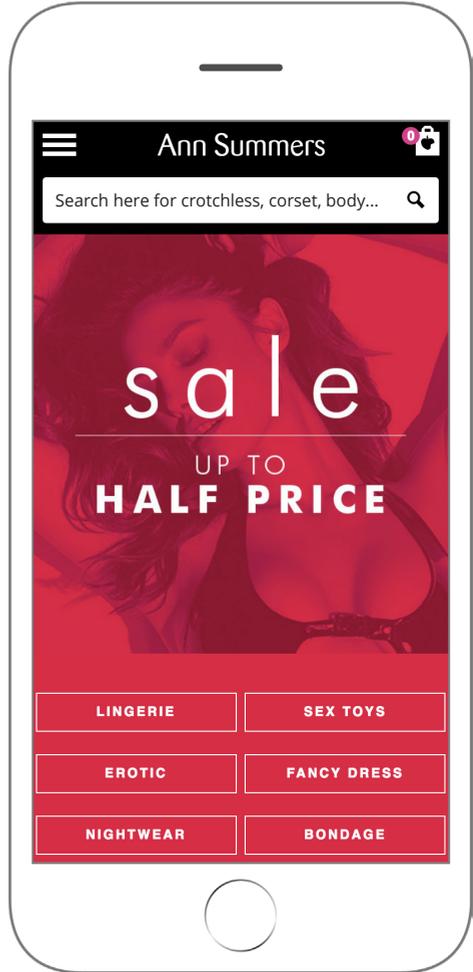
- **Challenge**

There is always a higher bounce rate when a customer lands directly on the PLP. However, customers who then go on and use the search functionality have a much higher conversion rate than those who don't.

- **Solution**

The solution was creating relevant search terms for visitors who land on the PLP, specific to that product. More specific search text, prompting users to "Search here for..." encouraged visitors to continue looking.

**↑ 50%  
in search  
results**



“

**“At Ann Summers we are constantly thinking of ways to make the experience personalized for each and every user. Harnessing the data at our fingertips we’re able to use personalization to drive acquisition, loyalty and retention.”**

**Jo Hyder**

Head of Brand and Digital



## Looking ahead

Ann Summers are on the journey to delivering personalization at scale. They are looking at sophisticated segmentation strategies which build on the experiences they've already built. With customer data front and center, the ecommerce team can understand and then influence visitors at scale.

Using the Qubit Pro platform, the company are moving away from simple CRO initiatives into a world of personalization which is going to ensure their customers keep coming back.

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