

**BiGDUG** × Qubit.

**BiGDUG uses  
Qubit technology  
to power  
personalization  
across the  
customer  
journey.**

UK's leading provider  
of storage solutions  
creates relevant  
experiences using  
Qubit to drive  
incremental  
revenue.





**We look for two key things in the partners that we work with, deep strategic expertise and world-class technology - Qubit has the combination of both. We can build best-practice roadmaps which is then backed up by a technology that can scale to millions - it makes even the most far-reaching ideas a reality.**

Steve Wighton  
Ecommerce Manager

## Introduction.

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BiGDUG, the #1 provider of storage solutions in the UK, has been using personalization technology from Qubit since 2014. This has enabled the company in the creation of relevant customer touchpoints throughout the purchase journey in order to increase conversion and drive revenue.

With product recommendations, social proof, personalized content and more, the BiGDUG team is armed with the strategies and best practices to curate experiences that resonate whether an individual is hitting the website for the first time, or is a loyal BiGDUG customer.

## The low down.

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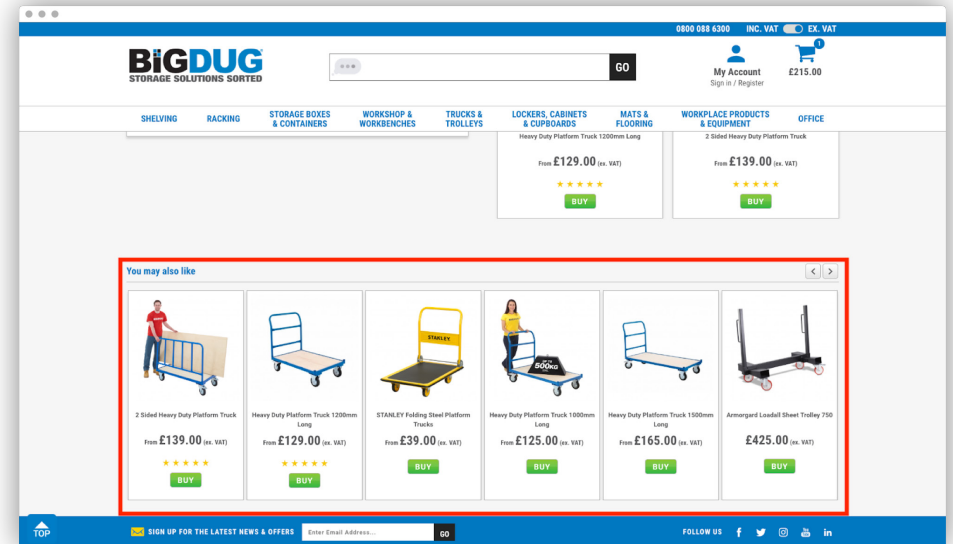
Founded in 2004



UK's #1 provider of storage solutions



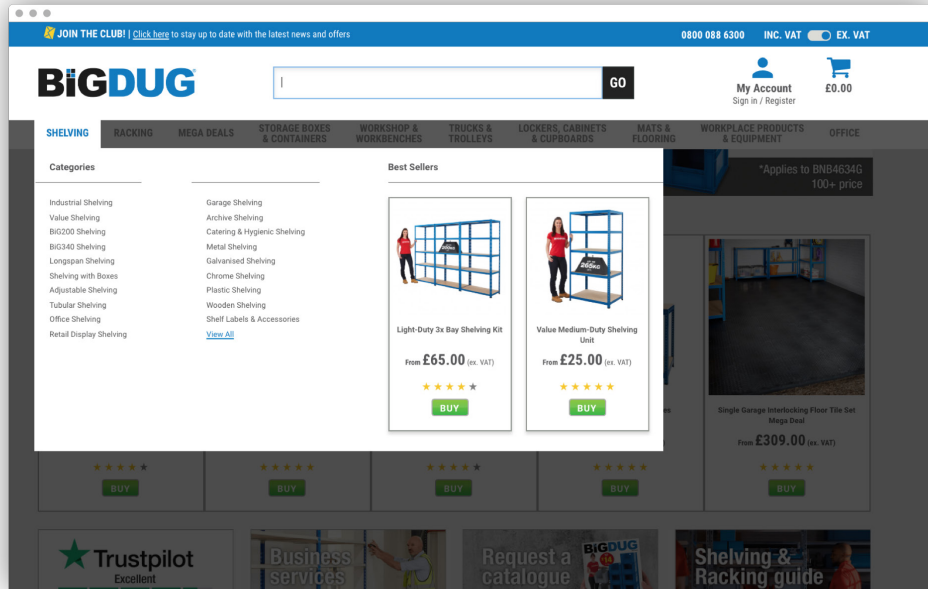
Qubit customer since 2014



## Product Recs on the PDP.

Product recommendations are the most proven personalization strategy used by ecommerce brands - it enables the ranking of products to help visitors discover more relevant products across the catalog. With 1000s of SKUs, BiGDUG has used product recommendations in multiple areas of their site to increase conversion rates and revenue per visitor.

4.58% uplift in RPV



## Social Proof - Category drop-down best sellers.

Social proof is a highly effective strategy to help customers navigate what can be a huge product catalog. By surfacing 'Best Sellers' in prominent, high-traffic areas of the site, the BiGDUG team could generate more interest in their most popular items. In this example, Best Sellers have been deployed in the dropdown navigation.

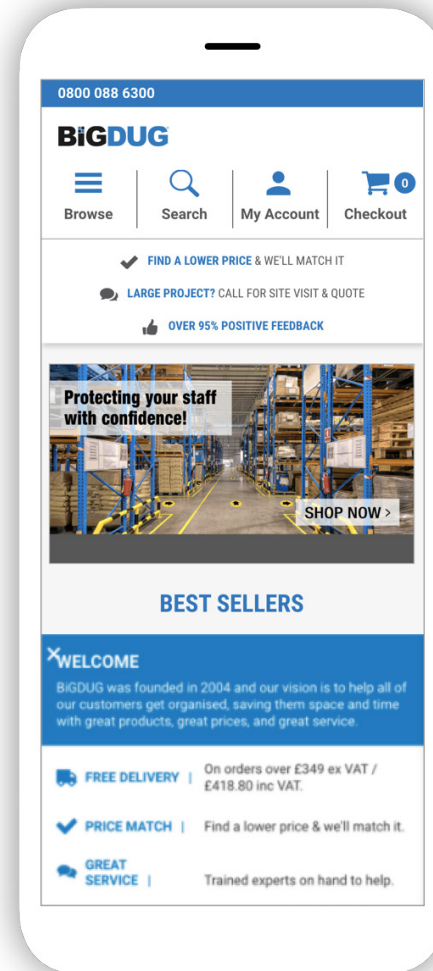
3.9% uplift in RPV



Relevancy is key to the success of an ecommerce strategy, if you're not able to deliver relevant products and offers to onsite customers you're going to fail. Qubit enables us to deliver that relevance to each and every visitor, helping us to drive loyalty beyond just the first purchase.

Steve Wighton  
Ecommerce Manager





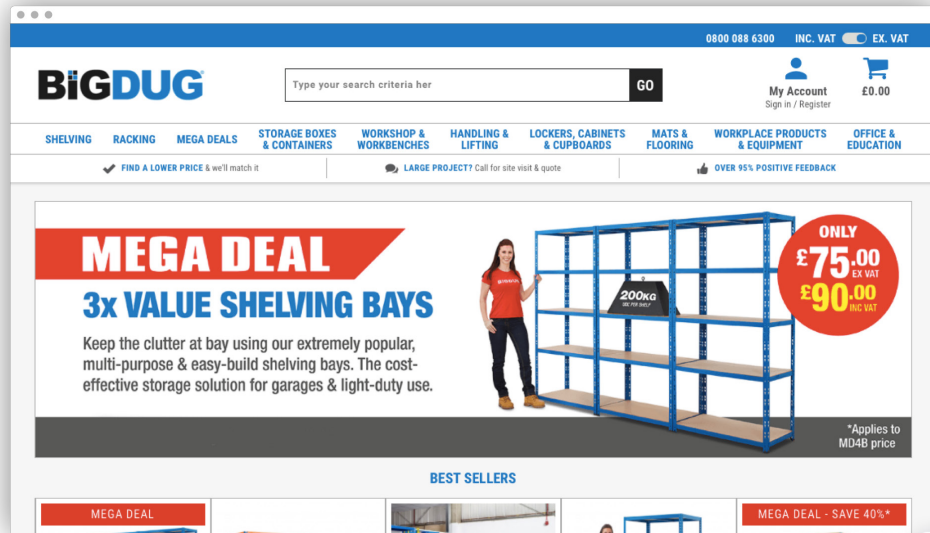
## Welcome message for new users.

In order for new visitors to adapt to and understand the BiGDUG website further, the team deployed welcome messaging to encourage browsers to immediately familiarise themselves with offers and price match guarantees.

When a new user lands on the site, the banner is fired at the bottom of the page and details BiGDUG's unique differentiators.

3.42% uplift in RPV





## Personalized content homepage banner.

Personalized content is the ability for ecommerce teams to change and alter quickly, key areas of a website without having to rely on development teams to build experiences each time. By highlighting the homepage banner as an area to merchandise and that would change often, BiGDUG created a Personalized Content block so that the merchandising team could swap and change messaging fast!

2.82% uplift in RPV





**Product recommendations and social proof are the starting strategies for personalization. We're looking forward to working with Qubit on more advanced combinations of tactics so that we can continually improve the onsite experience for our visitors.**

Steve Wighton  
Ecommerce Manager

### Looking ahead.

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In the future, BiGDUG will continue to push the boundaries of personalization and leverage the latest innovation and technology that Qubit has to offer. By being on the cutting edge of customer-centric user journeys, the team will be able to continue to grow the ecommerce business as they become even more known for enabling visitors to find the products they want and love.

Product recommendations and social proof will still remain a core strategy and the team is looking at advanced segmentation techniques, as well as delivering experiences that are truly 1:1. There are big plans ahead!

## About Qubit.

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Qubit's mission is to drive customer loyalty and lifetime value through personalization. In 2020, the company was named a Visionary in the Gartner Magic Quadrant for Personalization Engines.

Global luxury, fashion, beauty, travel and egaming brands partner with Qubit to transform the way they understand and influence their customers. Clients include LVMH, NET-A-PORTER, Farfetch, Emirates, L'OCCITANE en Provence and Ladbrokes Coral.

Headquartered in London, the company has offices across Europe and the U.S. Qubit's investors include Goldman Sachs, Sapphire Ventures, Accel Partners, Salesforce Ventures and Balderton Capital.

For more information, visit: [qubit.com](https://qubit.com)

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