Qubit. x Boux AVENUE

Scaling multi-channel personalization with Qubit Pro

Boux Avenue deploying Simple Messages and social proof

> **Scaling our personalization strategy is absolutely key to keeping up with the pace of our business growth. Being able to quickly and simply change messaging on site to fit the geography or segment, without having to be an expert in JavaScript means we don't have to rely on valuable developer resource.**

Rosie Pearsall,
Head of International eCommerce

The low down

50% yoy growth of online sales[1]

50+ countries served

10x personalizations in <10mins

Introduction

Boux Avenue has quickly become a leading lingerie, swimwear, and nightwear company online, on mobile, and in store across the UK. The company has grown rapidly, establishing a partnership with Qubit in October 2015 to create customer experiences which will resonate with onsite visitors to increase engagement and conversions for the business.

One of the biggest challenges faced by Boux Avenue is the ability to quickly deploy personalizations in a flexible and efficient manner, displaying different content at once to different segments of users. The company have been using Qubit's Simple Messages feature to ensure that teams can work reliably and quickly when time conditions are pressing.

The company have also been using social proof to influence visitors' behaviors, create a sense of urgency, and validate a visitor's choice of product.

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[1] Comment from Theo Paphitis in Retail Week https://www.retail-week.com/topics/christmas-trading/boux-avenue-spearheads-christmas-sales-rise-for-paphitis/7017369.article

Increasing multi-channel marketer responsiveness

Challenge

Boux Avenue were confronted with a challenge that most ecommerce departments face: the limitations the CMS places upon them when it comes to developing personalizations quickly, scalably and efficiently, without the need for developer time and resource.

Simple Messages is a solution where we've been able to deploy 10 segmented messages across the site in under 10 minutes.

Rosie Pearsall,
Head of International eCommerce
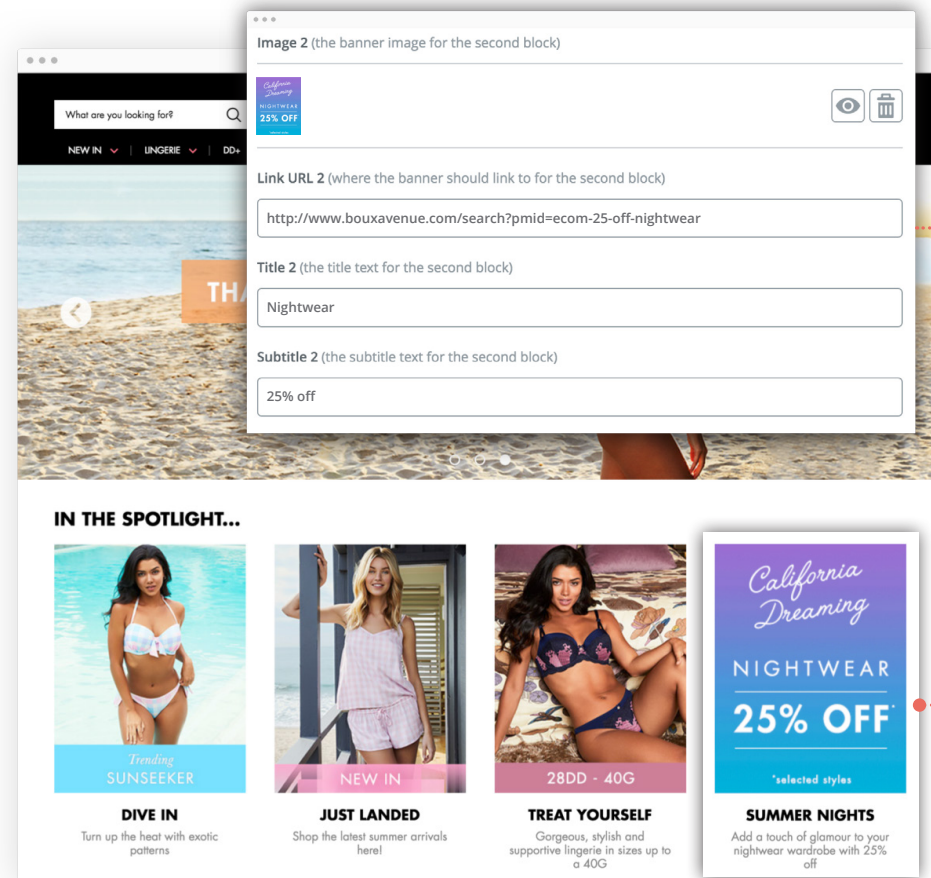
Solution

Simple Messages empowers the Boux Avenue marketing team to create and change targeted messages to specific segments whenever they want.

Firstly, a developer creates a pre-defined template for the team to use based on an agreed brief. The template is designed and coded for all devices, but built mobile-first. Once built, the template can be used, and reused by the marketing team using the simple set-up workflow - customizing each time with different messages for the various audiences they want to target.

For example, the team wanted to deploy a promotion on site to give customers 20% for Mother's Day. If required, they could change the language, spelling and currency (if applicable) depending on where a customer was visiting the site from.
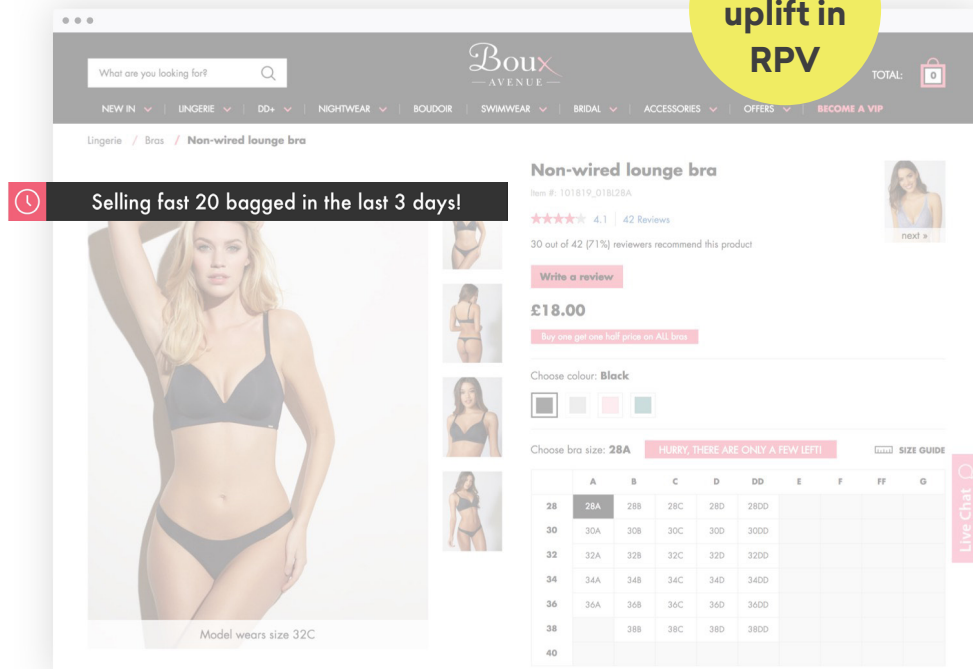
Selling fast social proof

Challenge

Social proof has been proven to increase urgency and conversion by using data for products that are trending. Building confidence about what other customers are looking at, or purchasing, is an effective mechanism Boux Avenue had the opportunity to use.

Solution

Boux Avenue used social proof to highlight the popularity of a particular product. For example, messaging on the product display page reading 'Selling fast - 20 bagged in the last 3 days!'.

The experience was surfaced across all devices when a customer added to bag.

3.7% uplift in RPV

Selling fast 20 bagged in the last 3 days!

Non-wired lounge bra
Item #: 101819_018I28A
★★★★☆ 4.1 | 42 Reviews
30 out of 42 (71%) reviewers recommend this product

Write a review

£18.00
Buy one get one half price on ALL bras

Choose colour: Black

Choose bra size: 28A   HURRY, THERE ARE ONLY A FEW LEFT!   SIZE GUIDE

Model wears size 32C

> "As a business we have big ambitions, the growth of our ecommerce arm is seen as a core component to realising our success. Creating experiences for our visitors with a trusted platform means we can deploy personalizations throughout the user journey. Qubit social proof is an experience we knew would work with our customers, and we're thrilled that the initial result of 3.7% RPV uplift is testament to that.

Rosie Pearsall
Head of International Ecommerce

Looking ahead

Boux Avenue are a creating a culture of customer-centricity by ensuring they are fully informed on the preferences and behaviors of customers. The company have recognized the need to be able to scale personalizations with an agile and robust platform without having to think about black hole development queues.

Simple messages and Social Proof are two solutions built into the Qubit and where Boux Avenue can continue to create segmentations and deploy personalizations in both simple and complex ways. As the company grows, Qubit will be able to scale with all of their personalization requirements to drive loyalty and customer acquisition.

About Qubit

Qubit is the leader in delivering highly persuasive personalization at scale.

Award-winning brands in ecommerce, travel and gaming work with Qubit to transform the way they understand and influence their customers. Companies like Ubisoft, Net-a-Porter, Topshop, Shiseido, Ladbrokes Coral and Emirates are using the Qubit personalization platform to increase revenue, build loyalty and significantly improve their marketing efficiency. Every week Qubit is used to personalize approximately $600 million in online sales.

Headquartered in London, the company has offices across Europe and the US.

For more information, visit: **qubit.com**

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