

CeX use personalization to build visitor journeys that create customer lifetime value

Retailer focused on delivering
scalable industry-first experiences





Our customer has high expectations and they want a personalized experience. CeX has to ensure that each and every time they visit, they have tailored and relevant messages shown to them. With Qubit, we're able to curate experiences around the individual no matter the channel or point in the customer journey they are in."

Jon Cronin
Brand & Communications Manager



The low down



Founded in 1992



10 Qubit domains



500+ stores worldwide

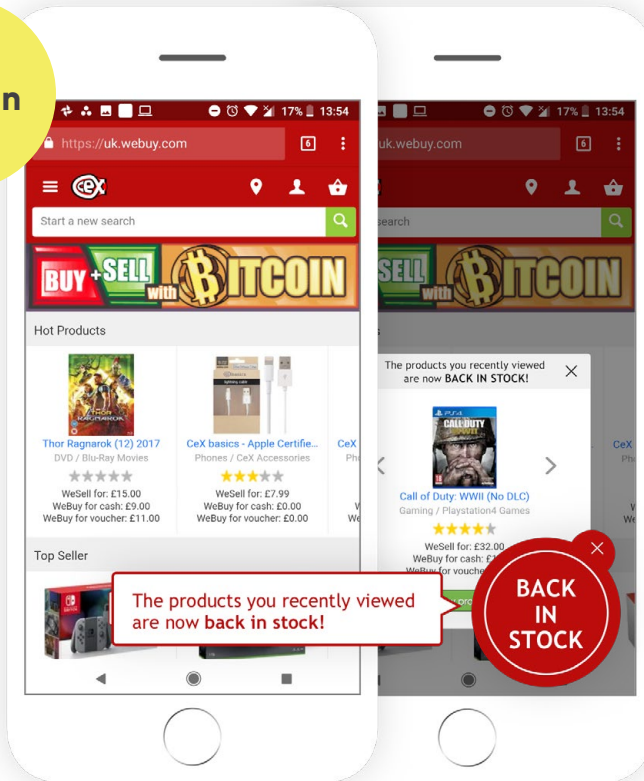


Introduction

CeX is a technology company that buys and sells new and second-hand products like mobile phones, video games, consoles and much more. With a presence across the world, the company has experienced exponential growth both offline and online.

A Qubit customer since 2014, the ecommerce team have been building customer-centricity throughout the online visitor journey and on 10 global domains. To be able to understand their customers at scale they use Qubit Pro to power experiences and personalizations including product recommendations, social proof, abandonment recovery and visitor pulse.

**5.4%
uplift in
RPV**



1:1 personalization for ‘back-in-stock’ items

CeX wanted to target visitors who had previously shown an interest in out-of-stock products.

Any visitor that had viewed an out-of-stock product, in the last 90 days, and returned were shown a ‘back-in-stock’ notification and carousel of product/s that were available to buy again.

The experience is channel agnostic, meaning if the visitor views a product out-of-stock on mobile, and then returns to CeX on the desktop when the product is back in stock, the experience will still be triggered.



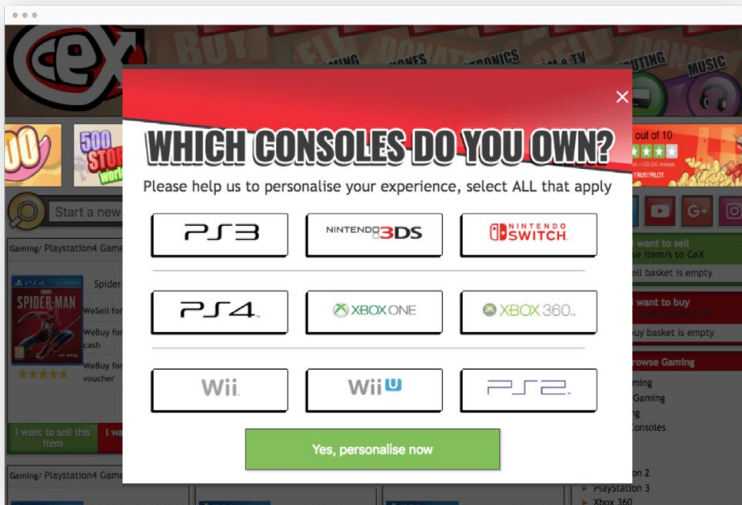
The interest shown in an out-of stock product is captured, stored and then used to fire the experience when they return to the website. It seems simple, but in the background it's complex. We can now deliver 1:1 experiences at scale."

Jon Cronin
Brand and Communications Manager

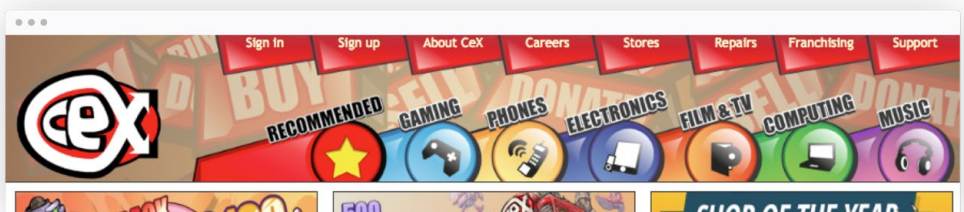
Visitor Pulse to inform homepage personalization

CeX knows that gamers are very category-loyal and likely to purchase again, but have specific console needs. For example, a customer may only own a PlayStation.

CeX deployed a 'Which consoles do you own?' Visitor Pulse survey to understand and segment visitors based on the response. With the segments, coupled with an imported dataset of categories to target, the team could pair segments with relevant console-specific listing pages.



A 'Recommended' tab was also added to the navigation to direct users of a particular console to the relevant page.



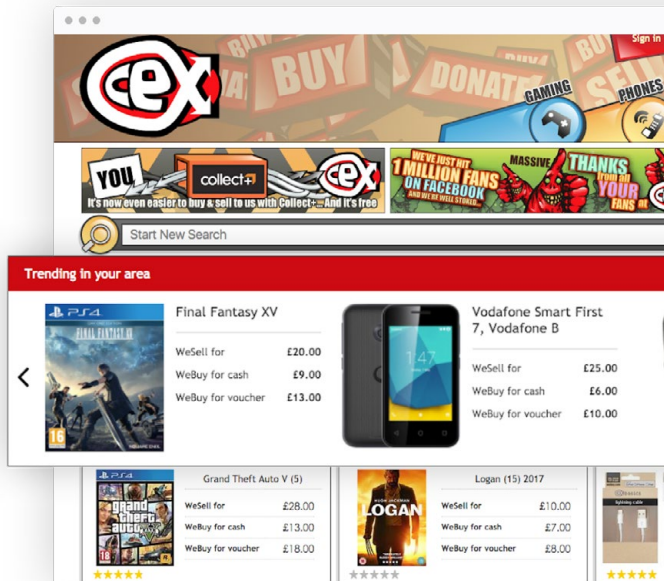
Recommendations throughout the visitor journey

Product recommendations are a highly effective personalization technique that CeX has been using to increase relevancy at multiple places online. This includes on the homepage, product detail page (PDP), and basket page.



Products 'Trending in your area'


CeX used social proof to show visitors what was trending in their area. By doing this on the homepage, they increased the relevancy of the products for a particular customer.




●


Listing page weekly trending


For the listing page, CeX recommended the top products of the week for a particular category. 'This week's top 10 in Gaming' for example, fired on the gaming page.

Sign in


sell us your **Stuff** for cash or vouchers



 **RECY**

 Start a new search

This week's top 10 in gaming



PS4

FIFA 19

3


★★★★☆

FIFA 19

WeSell for: £48.00

WeBuy for Cash: £31.00

WeBuy for Voucher: £36.00



PS4

Only on PlayStation

MARVEL SPIDER-MAN

16


★★★★★

Spider-Man

WeSell for:


WeBuy for Cash:

WeBuy for Voucher:



PS4

Red Dead Redemption 2 (2 Disc) (No DLC)



PS4

MARVEL SPIDER-MAN

Spider-Man (2018)

WeSell for £40.00

Looking ahead

CeX has made personalization a priority, and the results are paying off.

The company continues to see rapid growth with a focus on the customer being key to this.

Continually thinking about ways to improve the visitor journey has meant the ecommerce team has been able to

build complex experiences that deliver 1:1 personalization at scale. The company will continue to push the boundaries of the Qubit technology to ensure they are constantly delivering consistent, relevant messaging to drive customer loyalty and lifetime value.

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 , Sky Betting & Gaming, Halfords, L'occitane, Ladbrokes, Topshop and River Island 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



halfords

L'OCCITANE
EN PROVENCE

Ladbrokes

TOPSHOP

RIVER ISLAND