CROCUS × Qubit.

Crocus leverages personalization technology in order to offer its customers a frictionless and relevant user journey.

UK's largest gardening site combines their passion and knowledge for plants with a successful ecommerce program.

> "We've been working with the Qubit technology and team for many years and believe it to be the most powerful and versatile personalization solution on the market. We're able to deliver against the strategic goals of the business with Qubit's tailored experiences recommendations and, as a result, enable our customers to easily find inspiration across our extensive product range.

Mayank Shukla
Head of Ecommerce

Introduction.

Having worked with some of the most prestigious award-winning garden designers at RHS Chelsea flower show, gardening brand Crocus prides itself on offering more than just the best choice of quality plants; endless inspiration. Partnering with Qubit, Crocus wanted to help its customers find the right items across their 4,000-strong catalog of plants and complementary products.

The ecommerce team has been using a combination of both quantitative and qualitative data to provide a seamless journey to ensure that each and every person finds the products they want and love. Through the use of this data they've powered social proof, Qubit Visitor Pulse, abandonment recovery, bespoke experiences and more, Crocus are consistently driving customer lifetime value and loyalty.

The low down.

+ Founded in 2000

Q Qubit customer since 2014

❀ 4000+ plant varieties onsite
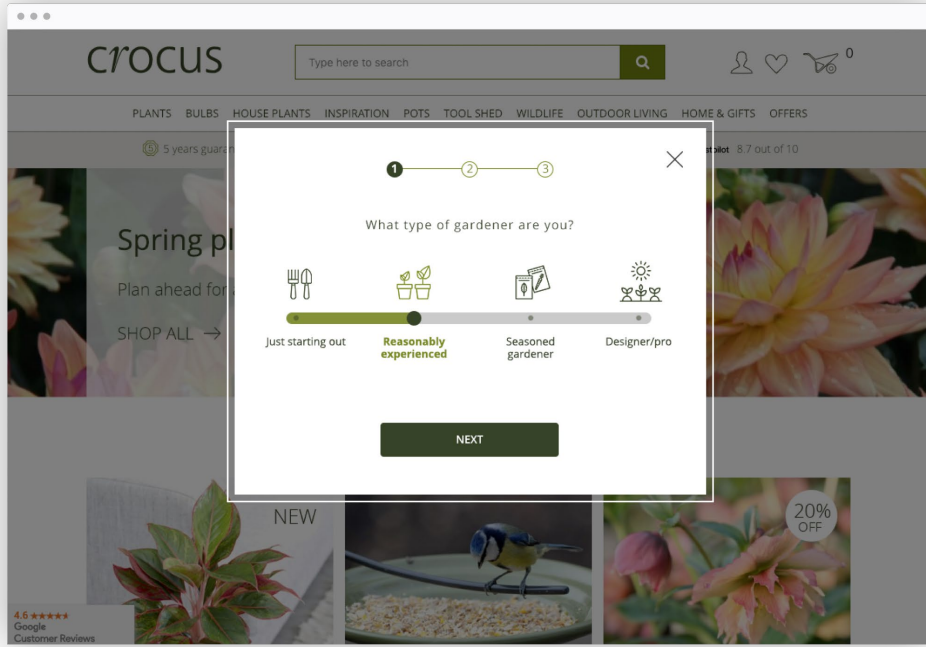
Using Visitor Pulse to understand website visitors.

The Crocus team wanted to better understand the needs of their visitors, so they used Qubit to deploy a visitor pulse survey. The survey helped the Crocus team understand the customers' needs and gardening experience level. With this information, the Crocus team could tailor the onward visitor journey to increase the chances of conversion.

Soil: moist, well-drained, acidic soil
Rate of growth: average
Flowering period: April to June
Hardiness: fully hardy

A bushy, upright shrub with large mid-green leaves. From mid spring to midsummer, narrow goblet-shaped, fragrant flowers emerge from slender, dark burgundy buds. These open to slightly twisted petals which are burgundy on the outside and paler on the inside. A glorious deciduous magnolia that makes a lovely specimen for a small garden with acidic soil.

Garden care: Requires minimal pruning. Remove any broken, diseased or crossing branches in midsummer. Plant in a sheltered spot, adding plenty of ericaceous compost to the planting hole. Mulch in spring with manure and leafmould, especially on dry soils.

Eventual height & spread

GOES WELL WITH

Cornus alba Sibirica	Rhododendron Pleasant White	Exochorda × macrantha The Bride	Galanthus nivalis
£14.99	£14.99	£15.99	£7.98

4.6 ★★★★★
Google
Customer Reviews

Product recommendations on the PDP.

With such a large selection of products available, the Crocus team uses its extensive knowledge of plants to help inspire customers. When a customer adds a product to their "wheelbarrow" (basket), they are shown relevant carousels with a choice of both similar products and plants that would "go well with" their selected choice.

1.8% uplift in RPV
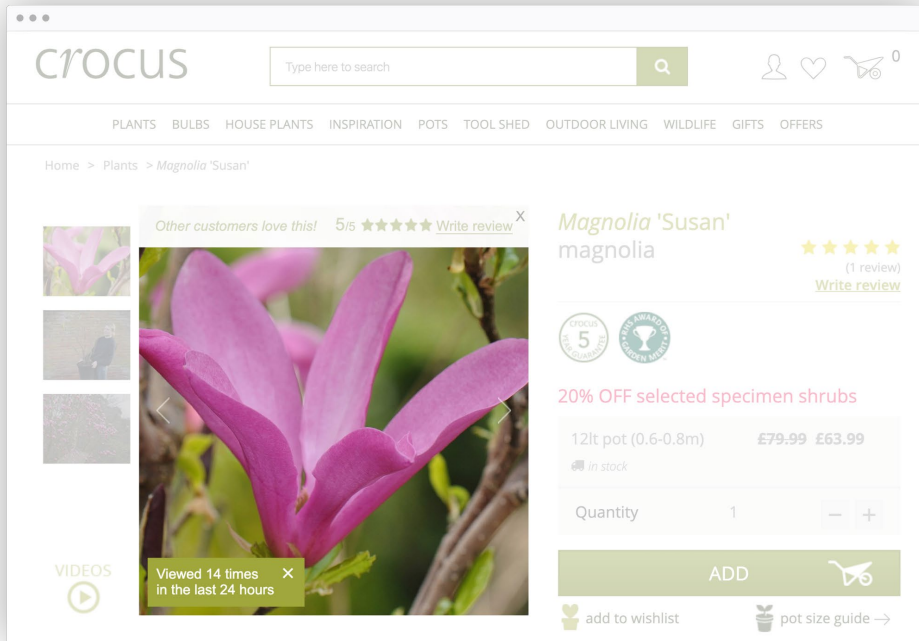
Social proof on the PDP.

Utilizing 'wisdom of the crowd' tactics, the Crocus team wanted visitors to feel confident in their purchase choice, so they badged products on the description page with the number of times the item had been viewed or purchased within predetermined timeframes, e.g. "viewed 12 times in the last 24 hours".

- **1.26% uplift in CVR**
- **3.71% uplift in RPV**
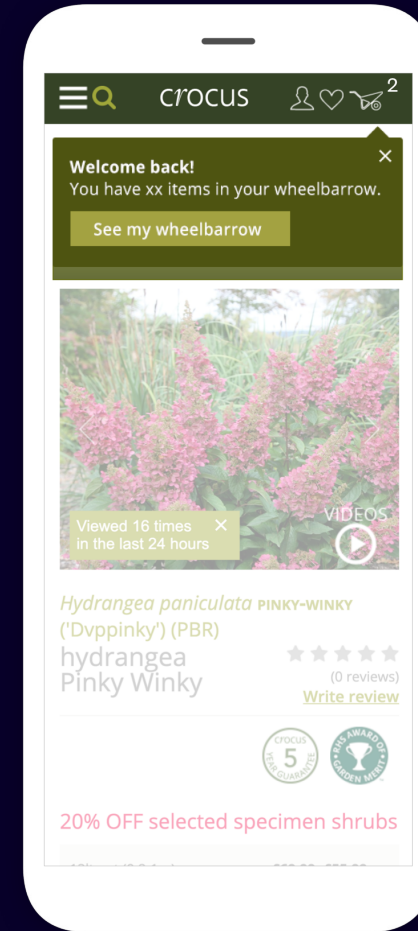
Items in wheelbarrow reminder.

Crocus wanted to re-engage lapsed customers by reminding them what they were looking at when they were last on-site. Using an onsite notification, visitors are welcomed back and shown items saved in their "wheelbarrow".

- **+1.66% in CVR**
- **+2.96% in RPV**
- **14% of users clicked on their wheelbarrow**

"

With an understanding that the customer journey is no longer a linear one, it's integral that we have tactics in place that help visitors to pick up where they left off. Using abandonment recovery tactics, we can help reduce friction and time in the customer experience whilst improving key business metrics.

Simon Field
Commerce Manager
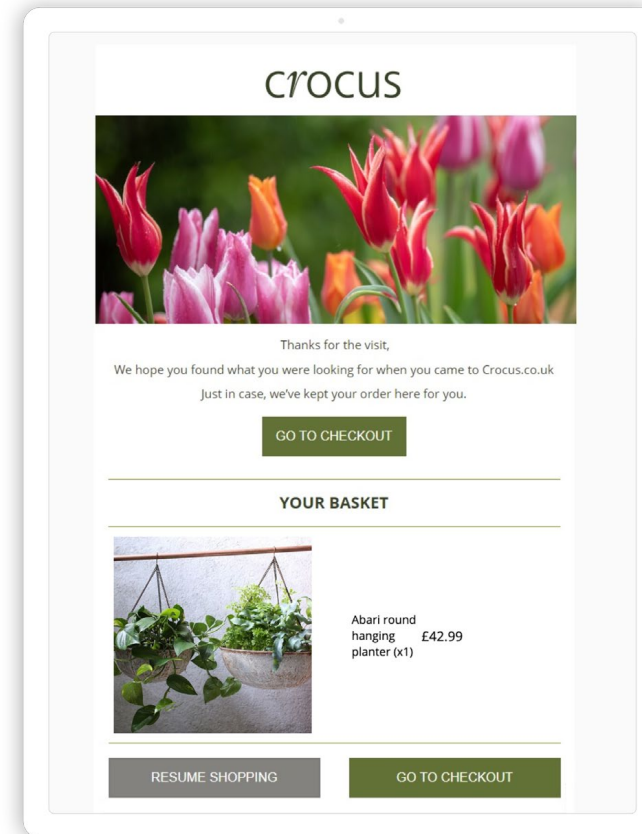
Utilizing Qubit and MailChimp integration for abandonment recovery.

Crocus wanted to ensure that visitors who expressed interest in items on the site got what they wanted once they had bounced. Abandonment recovery tactics were deployed, with an email being sent after a visitor left the site letting them know that their items had been saved.

Looking ahead.

Crocus will continue to understand more about its customers through behavioral, intent and other forms of data. Visitor Pulse is a great example of how the team has combined implicit and explicit data to curate experiences tailored to helping customers in their gardening journey. Since founding, Crocus has always been a customer-centric brand, putting the needs and requirements of each and every visitor at the center of their strategy.

Working closely with Qubit, they will deliver consistent and contextually relevant experiences so that the customer always comes back to them for their gardening requirements. Turning new visitors into VI-Trees, the brand is set to truly differentiate the user journey to each and every visitor.

About Qubit.

Qubit's mission is to drive customer loyalty and lifetime value through personalization. In 2019, 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**

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