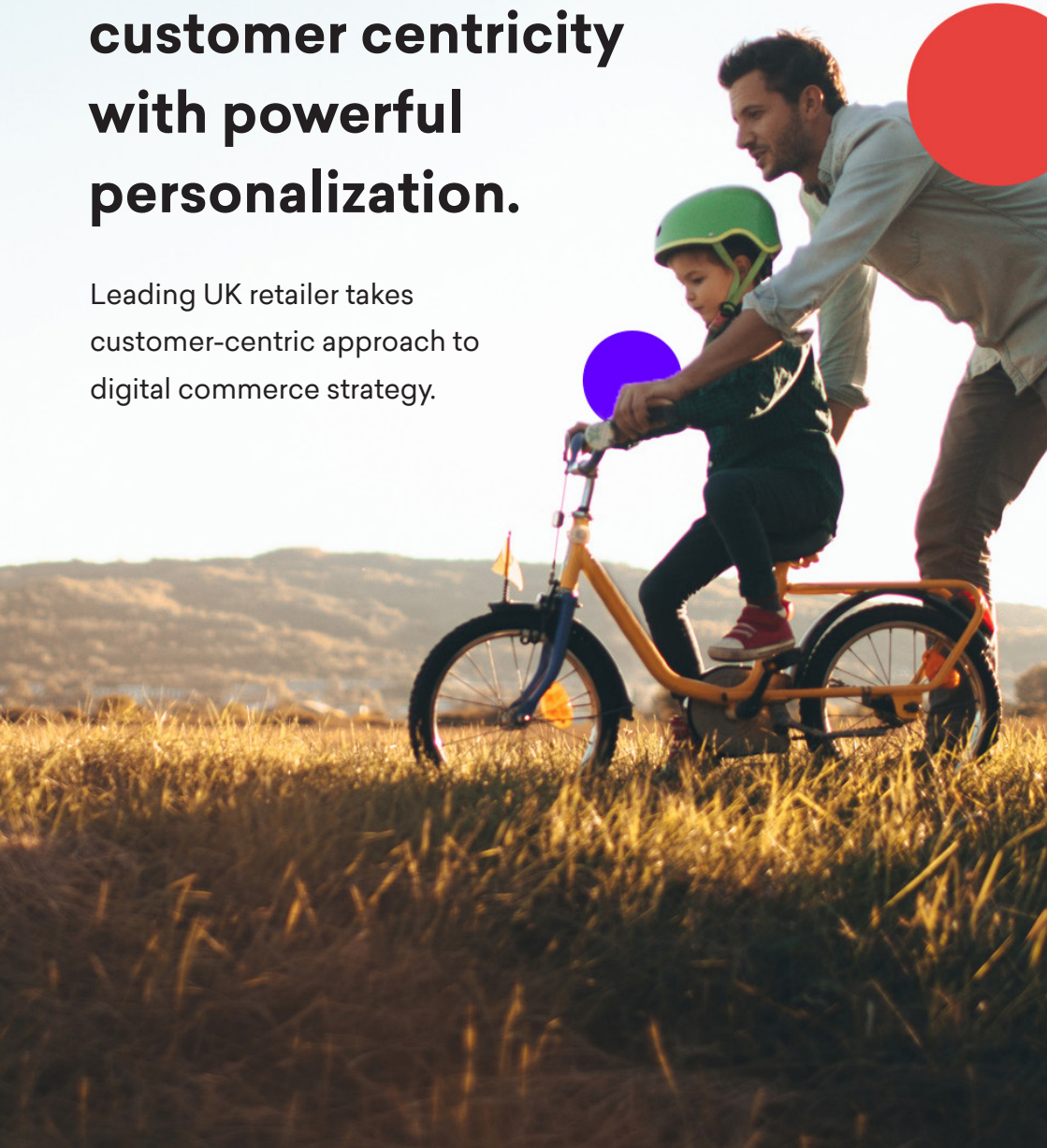


halfords × Qubit.

Halfords accelerates customer centricity with powerful personalization.

Leading UK retailer takes
customer-centric approach to
digital commerce strategy.





**With Qubit, we've
been able to combine
vast datasets with
proven revenue-
driving personalization
strategies to constantly
be delivering for our
discerning customers.**

Hannah Beasant
Digital Optimisation Manager

Introduction.

Halfords is the UK's leading retailer of motoring, cycling and leisure products and services and helps millions of customers each year, both online and offline, to find the products they love. The ecommerce team has been using Qubit since 2014 to power the customer experience so that at any digital touchpoint the user journey is seamless, intuitive and, perhaps more importantly, relevant.

Due to the changing nature of both strategy and focus, the ecommerce and merchandising teams have been able to remain agile through the use of Qubit technology. From product recommendations to placements, trending carousels and weather personalizations, the user experience has been completely transformed.

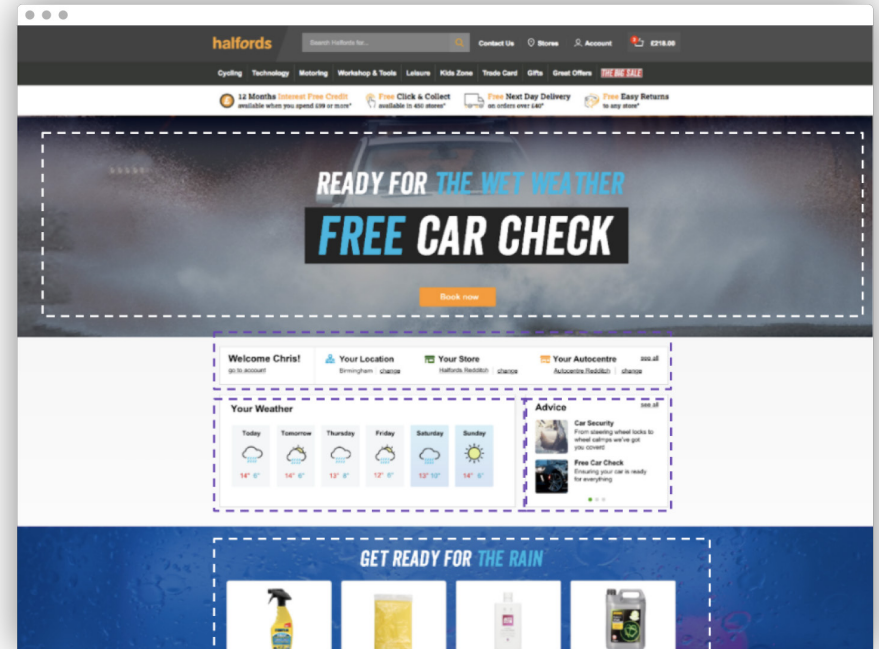
The low down.



Qubit customer since 2014



6 billion events captured per year



Personalisation entry page experience.

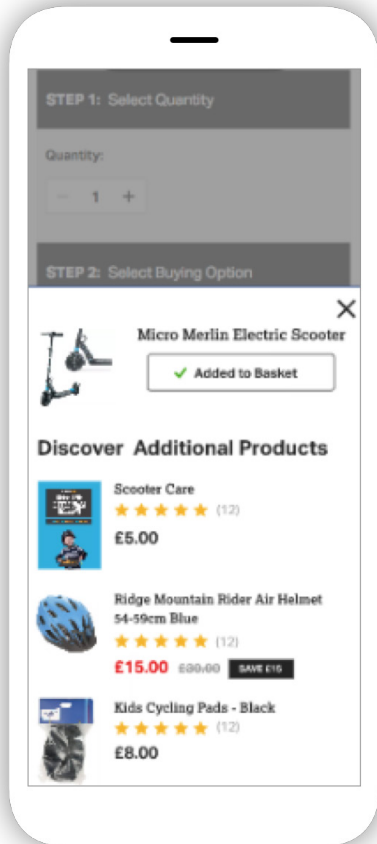
Halfords wanted to use their SCV to curate a differentiated and personalized experience for each of their key segments.

Through an understanding of distinct shopping behaviors combined with real-time location and weather data a unique experience could be created based on where the customer was shopping from.

The homepage was split into 5 distinct modules; a relevant banner, a personalized welcome banner (if logged in), weather forecast, a help and advice placement and finally a top trending carousel.

Within these modules Qubit can serve the most relevant content based on segment, location and weather

2.66% uplift in RPV



Product recommendations on the PDP.

With such a vast product catalog, the ecommerce team wanted to make sure that customers weren't left without items that could be complementary to the product they were considering.

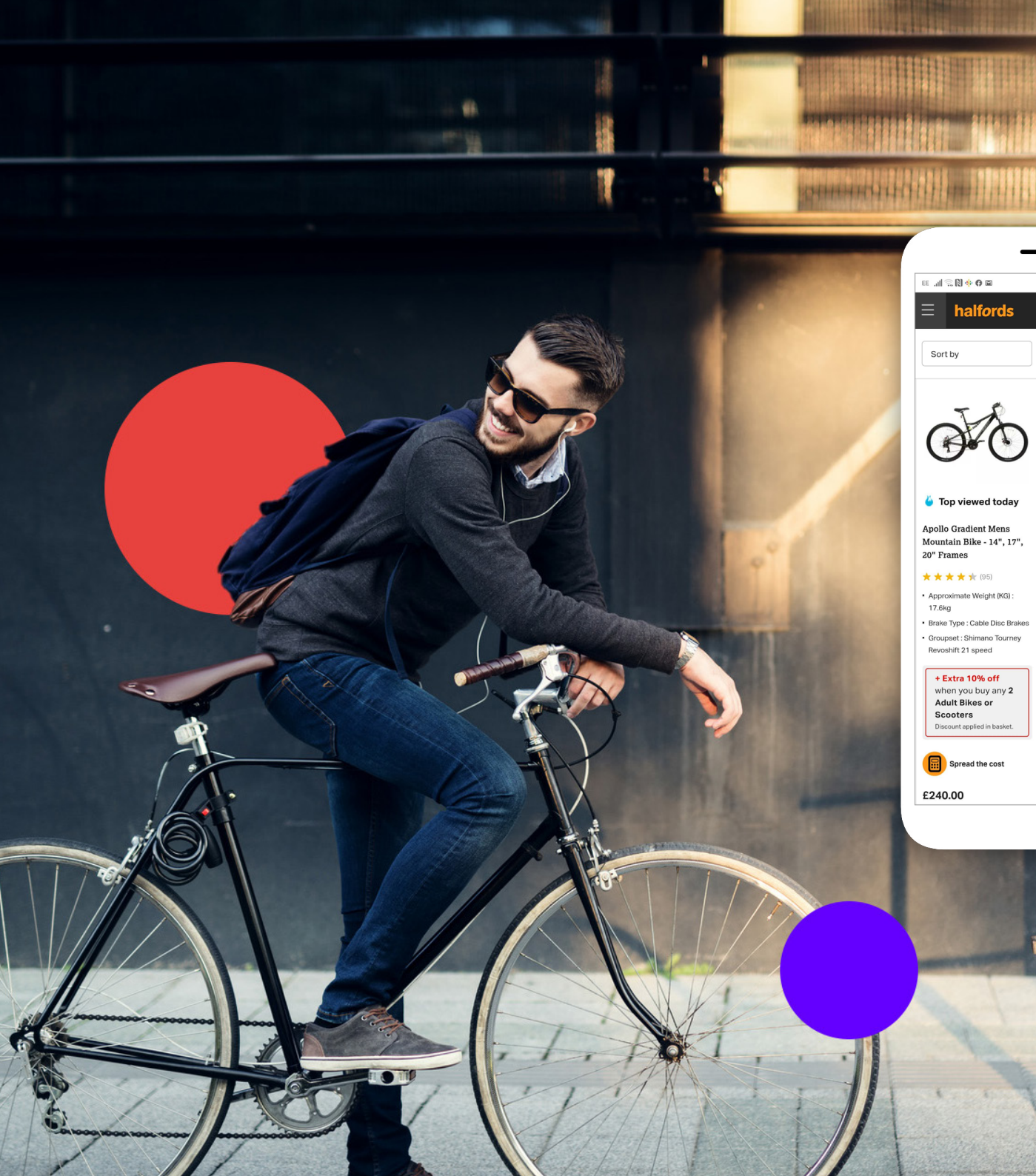
As a result, Halfords used a recommendations carousel, 'Discovery Additional Products', to encourage upsell of other products

3% uplift in item per basket

“

Halfords is famous for customer centricity and focusing on the needs and requirements of the people that matter most. As a result, we need to constantly push the boundaries of what can be achieved with the latest technology and strategy. Qubit has been an integral digital commerce partner for us.

Andrew Read
Head of eCommerce



Product listing page social proof.

To give onsite customers confidence to explore the product catalog more, social proof badging has been used on the product listing page.

The badges include 'Top viewed today' and '## views today'. Not only does this encourage customers to click on those products, it increases the likelihood of conversion.

3.12% uplift in RPV

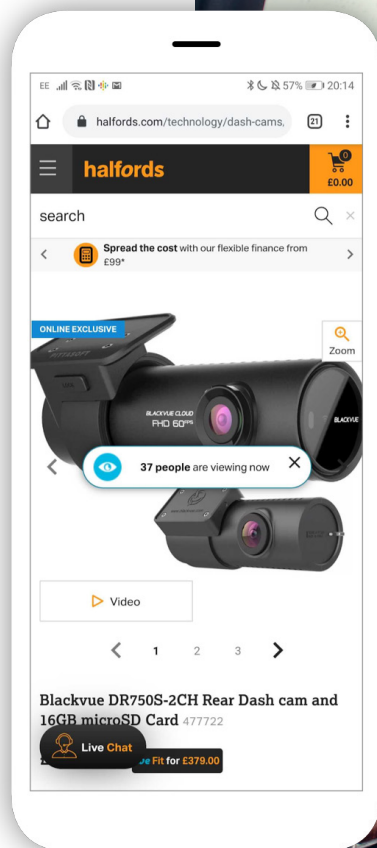
1.59% uplift in CR

Social proof on the product detail page.

In addition to social proof on the PLP, the ecommerce team also deployed the technique on the PDP.

The experience features prominently across the product image and shows how many others are viewing a product at the same time.

3.59% uplift in RPV





With millions of customers and thousands of products, matching the perfect product with each user can form any number of possible combinations. What we require is technology that can both inform, action and scale to our requirements - Qubit does all three and is the ideal partner for our ambitious growth plans.

Ellie Durn
Digital Personalisation Manager

Looking ahead.

The online experience is an integral part of how the majority of customers, both new and returning, interact with Halfords. Providing a seamless and relevant journey is imperative to maintaining growth and driving loyalty and lifetime value.

Millions of people buy and use Halfords' products and services each year and personalization has become a key differentiating factor of how the brand is perceived. Qubit enables the Halfords team to build experiences which will resonate now and into the future!

About Qubit.

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. Customers include LVMH Group, Farfetch, L'Occitane, Estee Lauder Group and more!

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

