

Qubit. x **juice**
BEAUTY

Beauty company redefining the customer journey with personalization

Juice Beauty building compelling experiences
to drive loyalty and conversion





Qubit has made it possible for us to deliver the best digital experiences.

Personalization is how you drive engagement with visitors and you need the technology and expertise to ensure that you create seamless customer journeys no matter the device.

Jeffrey Grannis,
Director of Digital

The low down



Founded in 2005



**Incorporates the best
certified-organic ingredients**



**Award-winning skincare
and makeup**

Introduction

Juice Beauty believes in advanced beauty solutions that harness the best certified-organic ingredients for their customers. With a constant focus on their customers and the products that they create, they have grown as a brand known for quality.

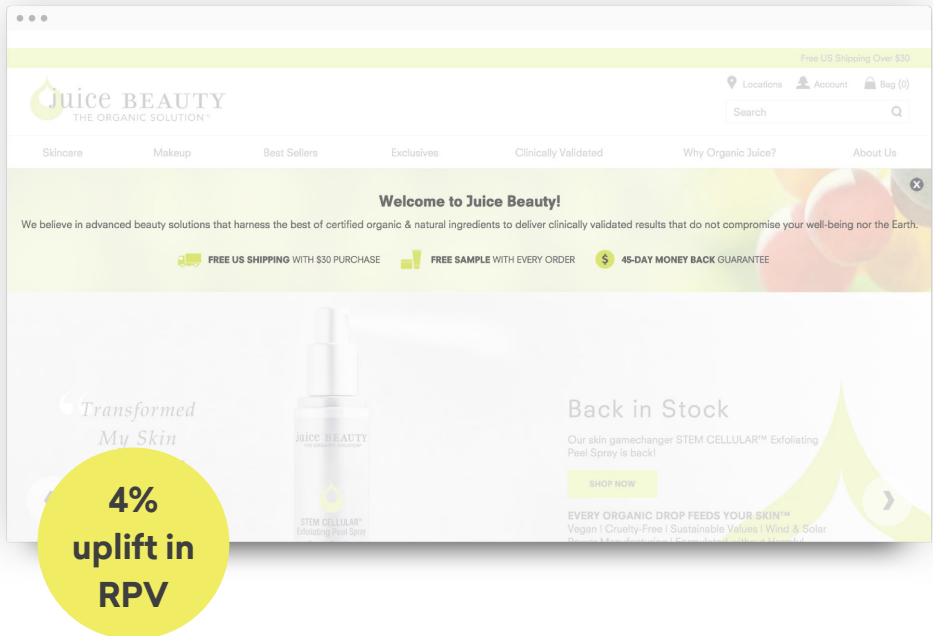
The ecommerce team have worked to match the unrivalled products they provide with personalized online customer experiences by using Qubit Pro. The company also uses Qubit Aura, the product discovery solution for mobile web, to build a multi-channel ecommerce strategy that is further differentiating the business from their competitors.



The metrics of a successful personalization program shouldn't just be financial, like conversion rate.

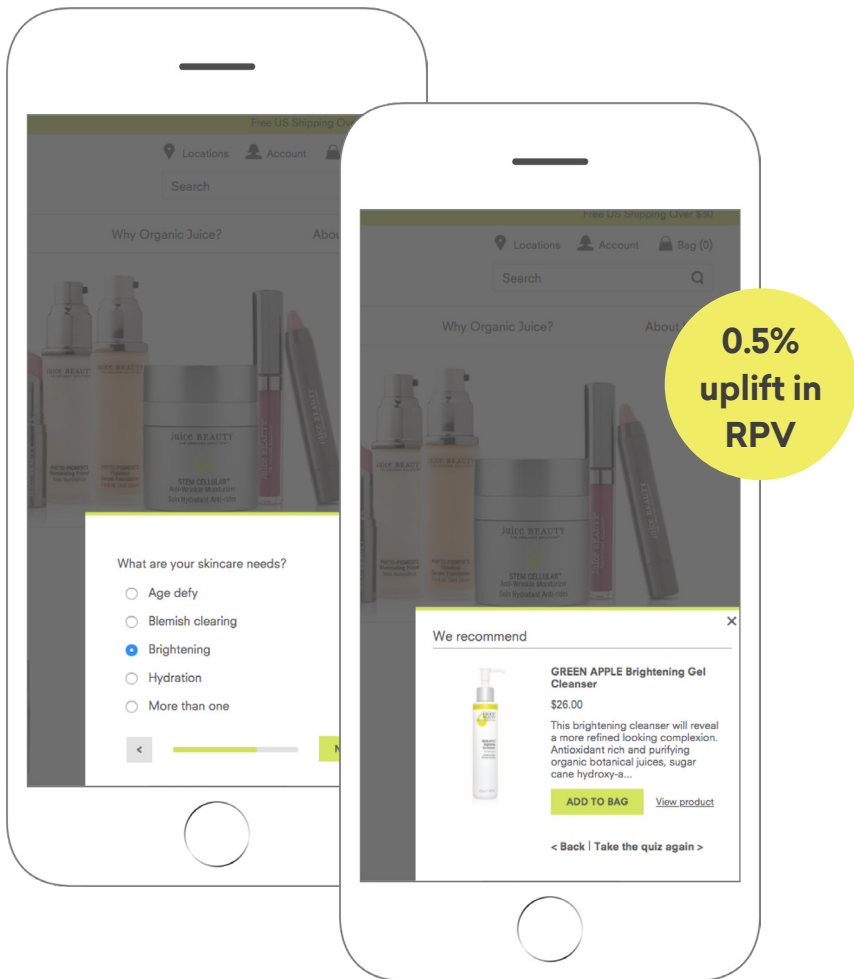
You need to think beyond that and understand the factors affecting customer lifetime value. If you can create individualized discovery experiences online, we believe the visitor will always come back.

Jeffrey Grannis,
Director of Digital



Welcome message to drive initial engagement

In order to welcome new visitors to the Juice Beauty brand, a message was surfaced to give more context on the brand's values and some of the offers that were available to first-time visitors.



● Building context with visitor Skin Quiz

Context is key to understanding why a visitor might be on site. By using a skin quiz to understanding whether they were looking for a 'cleanser', 'moisturiser', or 'treatment', Juice Beauty could guide customers to find the most appropriate product for them.

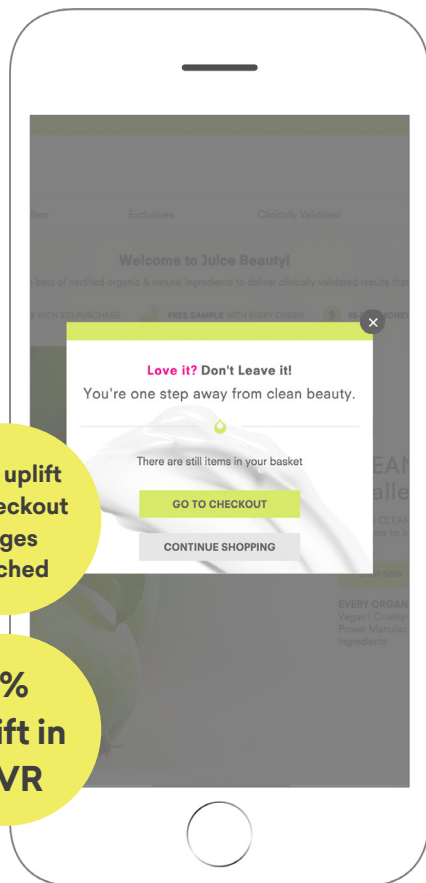
Boosting conversions with basket abandonment

Reaching out to visitors with products in their baskets before they leave is an incredibly effective experience for Juice Beauty. As a potential customer displays exit behavior, a message is fired — ‘Love it? Don’t leave it!’ — which encourages a customer to go the checkout and complete their purchase.

**5.5% uplift
in checkout
pages
reached**

**2%
uplift in
CVR**

**0.7%
uplift in
RPV**



Driving loyalty with existing customers

With an understanding of previously purchased items, Juice Beauty can create messaging that is personalized to returning visitors. A ‘Running Low on This?’ message appears with a product purchased from a previous session.

RUNNING LOW ON THIS?



**GREEN APPLE Peel Full
Strength**
\$48.00

ORDER IT AGAIN

Looking ahead

Juice Beauty is a shining example of how to build experiences which resonate, and the ecommerce team will continue to build personalizations which drive loyalty with their visitors. In the future, segmentation will be a key area of focus—enabling Juice Beauty to build experiences for more specific groups of visitors.

The company is creating multi-channel experiences for their customers with the Qubit Pro platform and they recognise that personalization isn't always about financial results. The team considers customer loyalty, user experience, simplifying the shopping experience, and helping customers to discover the most relevant products as vital goals for their personalization program.

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**](https://qubit.com)

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