

Global multi-channel retailer bringing personalized in-store experience online

L'OCCITANE en Provence proving
power of data-driven customer
experiences with Qubit Pro
and Qubit Aura





Our customers now expect the personalized service they receive in-store, online.

Our team, the ecommerce team, needs to ensure that that's the case, and on a worldwide scale. Qubit Pro allows us to deliver a personalization program on multiple domains that maintains L'OCCITANE as one of the leading multi-channel retailers.

Loanne Le Gac
E-Business Product Coordinator



The low down



Founded in 1976



50+ ecommerce websites



90+ countries



3000+ stores



Introduction

L'OCCITANE en Provence is a brand synonymous with the highest quality natural beauty products and cosmetics. A world-renowned manufacturer and retailer, the brand has fully embraced the opportunity that digital affords them, and has successfully brought the in-store experience online. They've done this with a focus on customer experience and by using granular data to power their personalization initiatives.

Using Qubit Pro across multiple domains, the global ecommerce team are able to collaborate and share best practices from location to location, from Japan to Brazil, London to Australia. With a single platform, they are able to take learnings from one market and apply them to another.

In addition, as more customers start using mobile as a way to engage, discover, and purchase the catalog of products, the company have deployed Qubit Aura, the product discovery solution for mobile web.

1:1 personalization on mobile for thousands of customers

Unlocking engagement, discovery and conversion on mobile is key for L'OCCITANE. More customers are using the device as one of the first places they start looking for products. Coupled with the growing influence of sites like Instagram (one L'OCCITANE account has over 740,000 followers), there was a need to make discovering products seamless from social media to mobile web.

The brand implemented Qubit Aura, the product discovery solution for mobile web. With AI, the solution matches the most relevant products based on a visitors intent (swipes, clicks and views). Each experience becomes unique and personalized to each visitor.

**17%
open rate
(UK)**

**159%
uplift in
CVR (UK)***



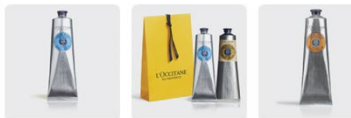
*Qubit Aura users vs. non-users

✕ Discover more from L'Occitane UK

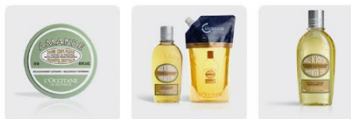
Make your experience personal

Pick some items to start

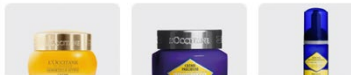
Shea Butter



Almond



Immortelle



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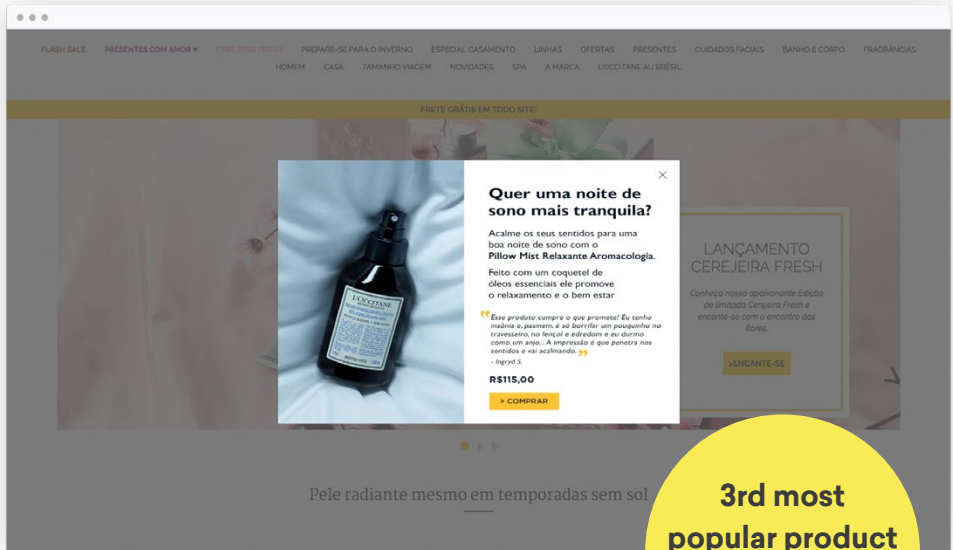
Recommended Almond Shea But



POPULAR RIGHT NOW

Delightful Body Balm





**3rd most
popular product
pre-launch
(Brazil)**

Helping late-night browsers get some rest

Through Qubit's Opportunities feature, which identifies segments of user that are underserved, the ecommerce team could see visitors, across domains, visiting the website between the hours of 10pm - 5am.

Based on the hypothesis that these people are potentially having trouble sleeping, and overlay appears during these hours to showcase L'OCCITANE pillow mist spray, developed to promote a restful sleep.



One of the greatest things about my job is the ability to collaborate with multiple teams across the globe. Qubit Pro is helping us achieve our collective mission and deliver a scalable personalization program.

Loanne Le Gac,
E-Business Product Coordinator



With Qubit Pro, we're able to create and deploy experiences that are both simple and complex, giving us the tools to build experiences meant to improve our online customers' experience.

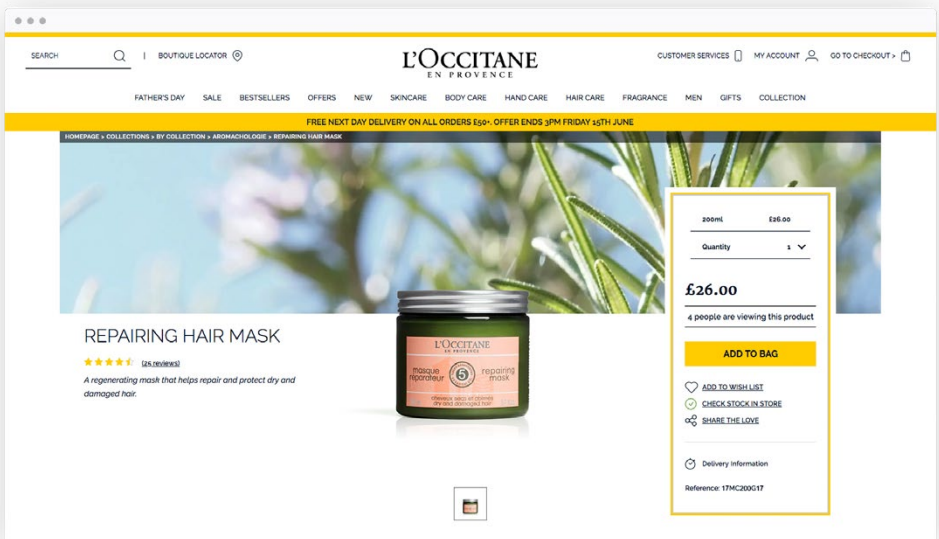
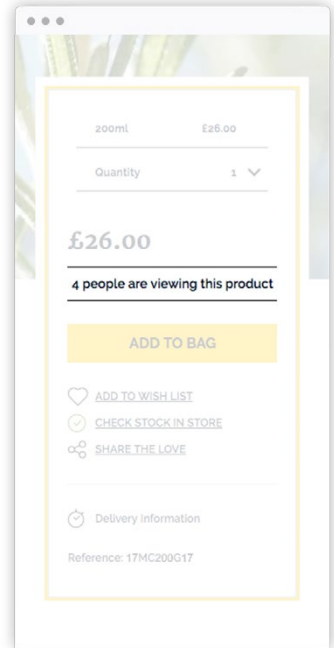
Loanne Le Gac,
E-Business Product Coordinator

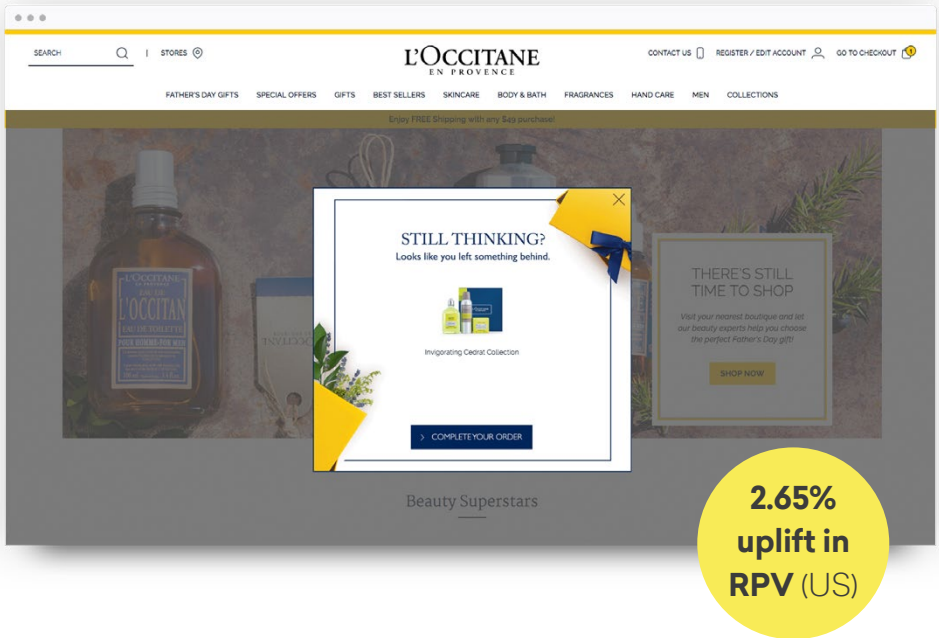
Social proof to complete the customer journey

Social proof is a personalization technique proven to boost conversion in ecommerce. L'OCCITANE knew this, and deployed messaging on the product detail page (PDP), for example '4 are viewing this product'.

**2.86%
uplift in
RPV (UK)**

**3.55%
uplift in
RPC (UK)**





Saving the customer before site abandonment

Many customers will add items to their carts during their session and time on the L'OCCITANE website. As the visitor displays behavior indicating they are thinking of leaving the site, a popup appears highlighting the last 2 products they added to basket.



Looking ahead

As the lines between instore and online become more blurred, the ecommerce team at L'OCCITANE will continue to build web experiences that match the personalized interactions customers receive when they browse and buy in-store.

The brand is seeing growth in the online channel as customers become more comfortable with making purchases online. L'OCCITANE will continue to use both

behavioral and intent data to scale their personalization efforts, ensuring that when each and every visitor online, no matter the channel, has an experience that engenders loyalty for life.

Personalizations that work in one market can be rolled out into others, with local nuances, meaning that L'OCCITANE can scale their efforts across the world.

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)

TOPSHOP

L.K.Bennett
London

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HOBBS
LONDON

ESTÉE LAUDER

COLOURPOP

FARFETCH