

mamas
& papas® × Qubit.

Mamas & Papas driving 22% in online revenue through Qubit experiences.

Nursery brand using a focused approach
to customer journey's to increase
conversions and lifetime value.





With such a wide offering of products for customers at all stages of parenthood, we wanted to build trust and ensure that each visitor felt confident in their purchases when shopping with us. Using Qubit's personalization capabilities, we've been able to achieve this and demonstrably impact the bottom line.

Jo Molineux
Digital Director

Introduction.

Mamas & Papas, the UK based nursery and baby brand, pride themselves on understanding parenting better than any other. With that in mind, the Mamas & Papas digital team wanted a deep understanding of every visitor on the website in order to curate experiences around an individual.

Depending on the time in a parent's, or gifter's, lifecycle the products they might be looking for can change hugely, therefore, the digital team needs to provide personalized experiences that ensure relevancy with every interaction no matter the lifecycle stage they are in. A Qubit customer since 2015, Mamas & Papas have recently launched new personalization experiences, including a 1:1 low stock reminder for returning visitors and social proof.

The low down.



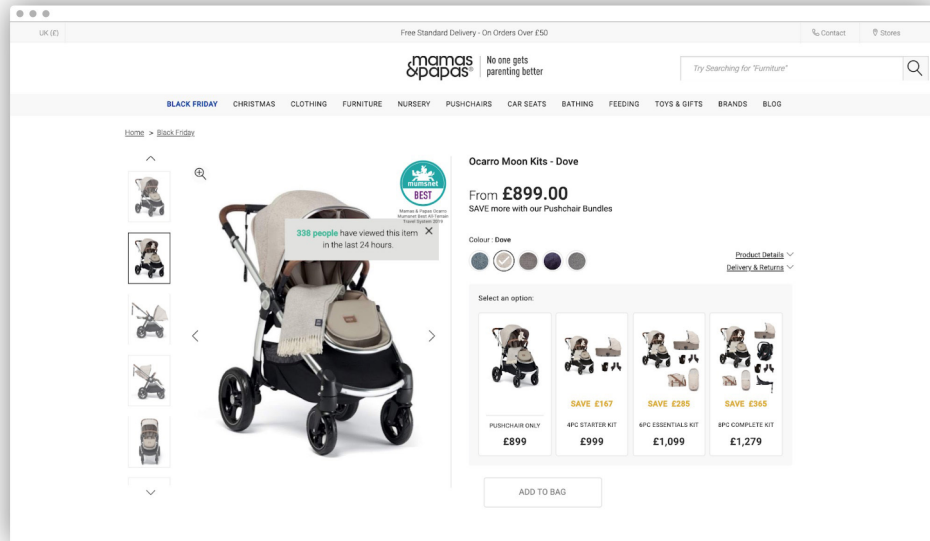
Founded in 1981



Qubit customer since 2015



30 UK stores



Social proof on the PDP.

Mamas & Papas launched real-time social proof messaging on the product detail page (PDP) to give more context around the popularity of products customers are interested in.

By launching badging that counted both “views” and “adds to bag” over a certain time period, Mamas & Papas is able to offer the reassurance of wider interest in specific products and reaffirm a visitor’s decision to purchase.

3.8% increase in Revenue Per Visitor

3.1% increase in Conversion Rate

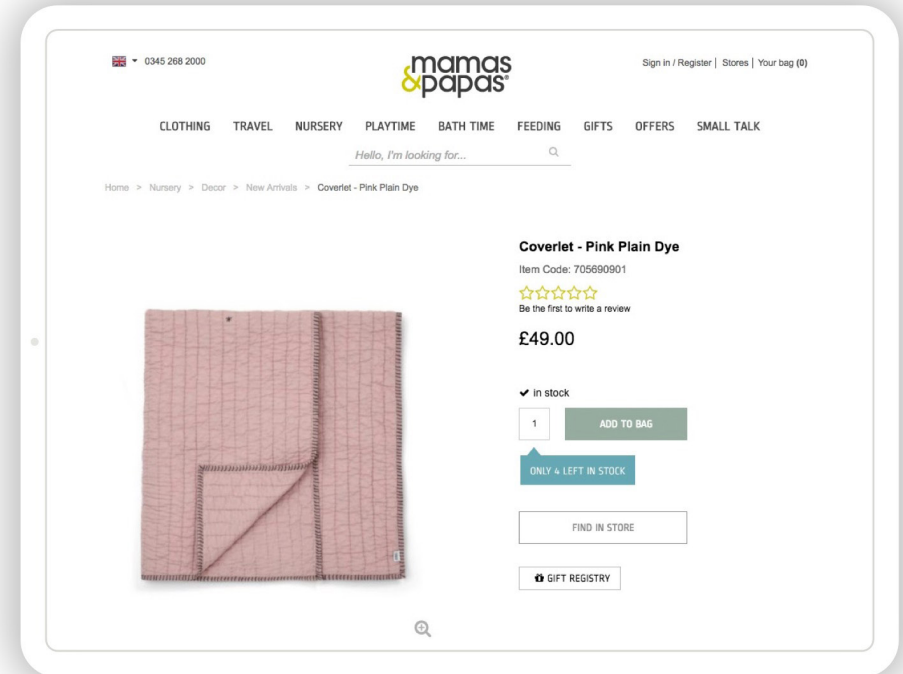




Qubit allowed us to deliver our first, scalable, digital experience with the low stock intent notification. The ability to deliver this 1:1 personalization at scale with Qubit meant our customers have an unrivaled customer experience online.

Jo Molineux

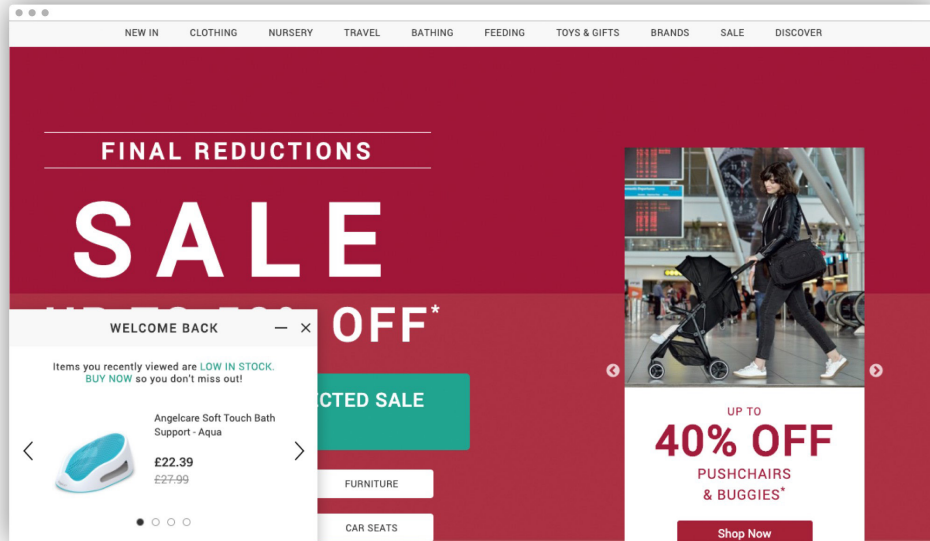
Digital Director



Low stock pointers.

Low stock pointers are used to ensure customers don't bounce from a product page without first securing an item in their basket. By programmatically displaying the stock levels of items, customers won't miss out.

2.5% uplift in Revenue Per Visitor



1:1 low stock notification for returning visitors.

Mamas & Papas wanted to avoid customers missing out on products they had previously demonstrated intent for and were close to being out of stock on a returning visit if the customer hadn't converted on that particular item in a previous session.

For any returning visitor who had viewed a product in the last 60 days, Qubit deployed a pop-up on the homepage that highlighted any previously viewed products that were now low in stock.

3.7% uplift in Conversion Rate

Looking ahead.

The Mamas & Papas team will continue to deploy advanced personalization use cases through the effective combination of the right data and the right offer, fired at the right time. With customer expectations always increasing it's important that the brand can leverage technology like Qubit to meet that.

Parents and gifters have unique requirements at a particular "life-stage" and the Mamas & Papas digital team want to ensure relevancy at every single moment for every single visitor.

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

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