

Qubit. × **MANOR**®

●
**Manor AG deploy
Qubit Start's proven
personalization tactics
to build confidence
and purchase impetus.**

Qubit Start's fast
implementation allows
businesses to enhance
the customer journey.





Since the business was founded, Manor has always focused on our customers and how we can curate experiences around them. Customer loyalty and lifetime value are essential, so personalization has become an important component in our business strategy.

Enrique Indacochea Hoyle
Head of Digital Marketing



Introduction

Headquartered in Switzerland, Manor AG is one of the largest and most successful department stores in Europe. Increasingly, the Manor customer has been using both desktop and mobile to browse and purchase products. As a result, the ecommerce team wanted to implement proven personalization techniques to increase customer lifetime value and loyalty across both channels.

With Qubit Start, the company has enhanced its customer experience program and has begun the journey to advanced personalization.



The low down



9,750 employees



60 department stores



1mil+ products

Social proof on the PDP

Social proof is the solution for building confidence, driving urgency and creating purchase impetus.

The industry average sees social proof drive **2.3% uplift in revenue per visitor**, however, Manor customers have been particularly receptive to the experience on the product detail page.

LIVRAISON GRATUITE* RETOUR GRATUIT* RETRAIT GRATUIT

MANOR

Entrez les mots clés de votre recherche ...

FR MAGASINS LOGIN PANIER

LIVRAISON GRATUITE* JUSQU'À DIMANCHE SEULEMENT.

FEMMES HOMMES ENFANTS BIJOUX & MONTRES SPORT & BAGAGES BEAUTÉ MAISON & MÉNAGE JOUETS MULTIMÉDIA VINS CADEAUX OFFRES %

Home > Hommes > Pantalons

N'attendez-plus! 24 personnes ont ajouté ce produit à leur panier aujourd'hui.

NEW Exclusif Line Home

MANOR MAN
Pantalon, Modern Fit

★★★★★

COULEUR: Anthracite

TAILLE Trouvez votre taille!

50

CHF 99.00
Retrait gratuit en magasin

4.26%
uplift in RPV

Low stock pointer to create urgency

To make sure a customer doesn't miss out on purchasing a product before it goes out of stock, Manor deployed a low stock pointer. Low stock pointers create urgency in the customer journey and can often be the required tactic to get them over the line to conversion.

9.34%
uplift in RPV

MANOR

Entrez les mots clés de votre recherche ...

MAGASINS LOGIN PANIER

FEMMES HOMMES ENFANTS BIJOUX & MONTRES SPORT & BAGAGES BEAUTÉ MAISON & MÉNAGE JOUETS MULTIMÉDIA VINS CADEAUX OFFRES %

Femmes > Accessoires > Sacs > Sacs à main

Cuir
COCCINELLE
Sac à main

★★★★★

COULEUR: Noir

TAILLE: ONE SIZE Trouvez votre taille! >

CHF 599.00

- ✓ Retrait gratuit en magasin
- ✓ Livraison gratuite* sous 1 à 2 jours ouvrables
- ✓ Retour gratuit* sous 30 jours

AJOUTER AU PANIER

Plus que **1** en stock



Our customers want a relevant experience with our brand every time they visit our site. With Qubit Start we've been able to prove the value that personalization can bring to the business and to visitors, and we already want to move to the next stage.

Samuel Duthoit

Web Design & UI Lead

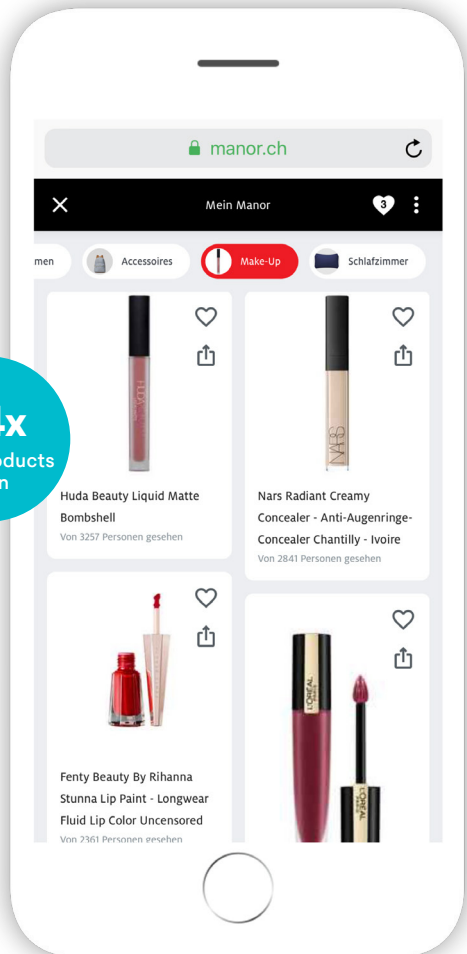


Qubit Aura increasing engagement on mobile web

Qubit Aura curates the shopping experience for each and every visitor. The solution instantly changes based on visitor actions, behavior and intent. This is done in real-time and leverages Qubit's proprietary machine learning algorithms.

For Manor, Qubit Aura enables visitors to see the most relevant products to them in a social-style, scrollable feed.

5.4x
more products
seen





Mobile is such an important channel for Manor. It's where our customers are spending more and more of their time and we need to cater to that behavior. With Qubit Aura, we can deliver a 1:1 personalized experience which can scale to millions because of machine learning and AI built within the solution.

Enrique Indacochea Hoyle
Head of Digital Marketing

Looking ahead

Personalization will continue to be a priority for Manor AG. The ecommerce team has been focused on the customer experience on both mobile and desktop, deploying social proof, Qubit Aura and 'low in stock' messaging. Qubit Start is just the beginning of their journey

to advanced personalization. The ecommerce and product teams will continue to use technology to get them closer to their customers and visitors in order for them to deliver seamless experiences no matter the channel.

About Qubit.

Qubit's mission is to drive customer loyalty and lifetime value through personalization. In 2018, the company was named a Leader in the Gartner Magic Quadrant for Personalization Engines.

Global luxury, fashion, beauty, travel and gaming brands partner with Qubit to transform the way they understand and influence their customers. Clients include **Topshop, L'Occitane, Bally, Hobbs, Estée**

Lauder, Net-a-Porter, and Farfetch.

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, please visit: www.qubit.com

TOPSHOP

L'OCCITANE
EN PROVENCE

BALLY

HOBBS
LONDON

ESTÉE LAUDER

NET-A-PORTER

FARFETCH