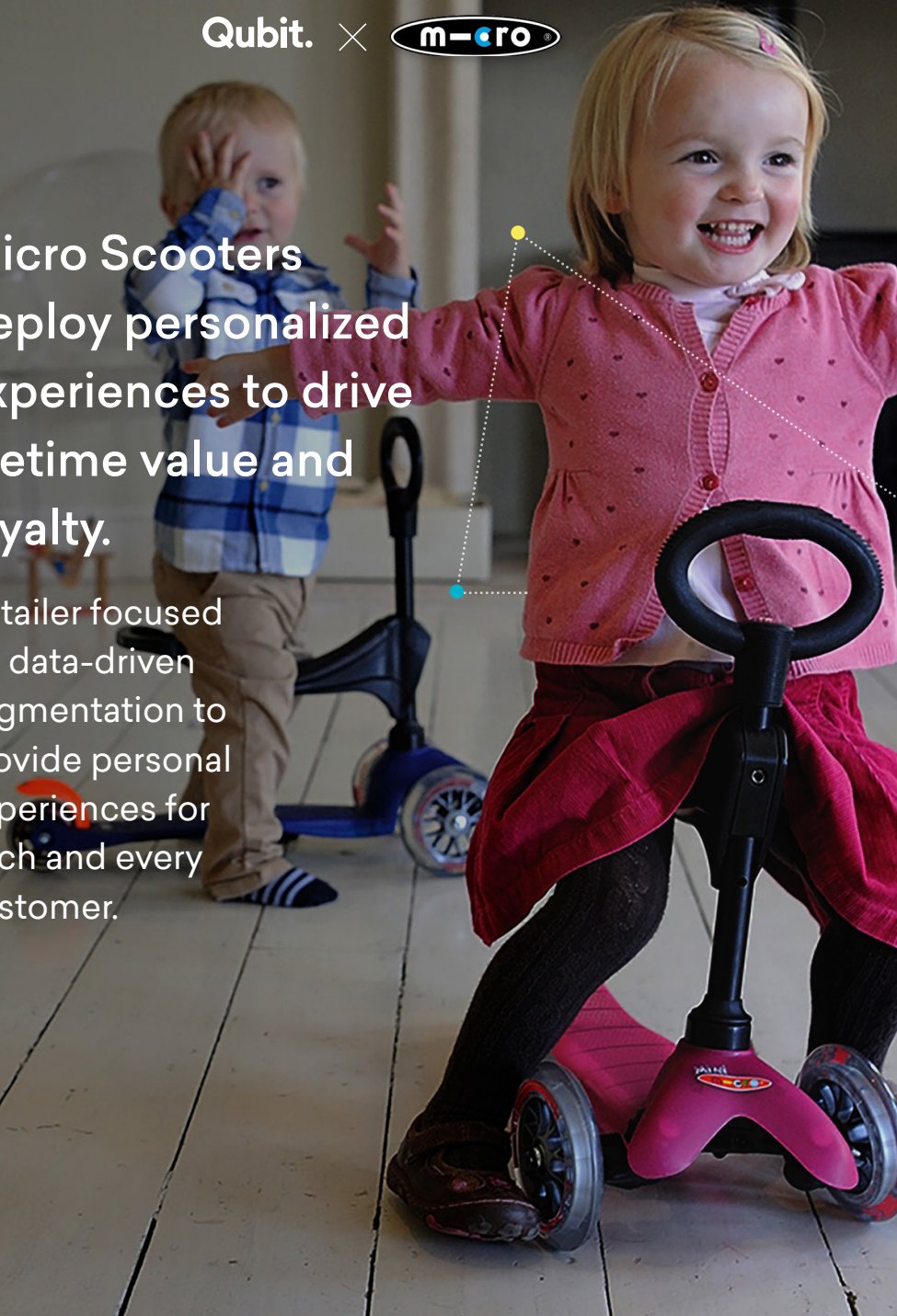


• Micro Scooters
deploy personalized
experiences to drive
lifetime value and
loyalty.

Retailer focused
on data-driven
segmentation to
provide personal
experiences for
each and every
customer.





We are seeing an enormous shift in the way our customers are engaging and shopping for new products. Qubit has enabled us to curate experiences across the customer lifecycle, gaining the trust of new visitors and building loyalty with returning customers.

Mhairi Wood
Head of Ecommerce



Introduction

Micro Scooters is an internationally recognized retailer, famous for revolutionizing the school run for millions of parents by providing the most durable Swiss designed and engineered scooters for all the family. Founded by Anna Gibson and Philippa Gogarty, the company are using personalization, and Qubit Pro, to build meaningful experiences that drive customer lifetime value and loyalty.

Through the insights they get from onsite visitor behavior, the ecommerce team curate personalizations that resonate with different customer segments and profiles. The company have used Qubit Pro since 2016, and have launched experiences including Visitor Pulse Lite, Abandonment Recovery, custom and visual mode experiences.

With mobile traffic now surpassing desktop traffic, the team has also begun using Qubit Aura, the product discovery solution for the mobile web. As a mobile-first experience, it will mean that the majority of onsite visitors will be able to discover more of the products they love ensuring they find the right scooter to last them a lifetime.

The low down



Founded in 2004



2mil+ scooters sold



Over 250 awards won

Delivery countdown driving urgency

Micro Scooters wanted to drive urgency with onsite visitors, encouraging them to complete their purchases by highlighting how soon next day delivery would end.

**+3%
uplift in
RPV**

The screenshot shows the m-ero website interface. At the top, there is a navigation bar with the m-ero logo, a search icon, and a 'BAG' button. Below the navigation bar, there are several menu items: CHILDREN, ADULT, ACCESSORIES, OFFERS, SPARES & SUPPORT, and LIFESTYLE. A secondary navigation bar contains the following text: LOWEST PRICE GUARANTEED, SWISS DESIGN, FREE DELIVERY OVER £50, AWARD-WINNING SERVICE, and 97% POSITIVE FEEDBACK. The main content area features a 'MAXI MICRO' product listing with the text 'Adventure awaits! The Maxi Micro is ideal for 5 to 12 year olds and all their adventures' and a 'SHOP NOW' button. A child riding a scooter is shown in the background of the product listing. A red dashed line highlights a delivery countdown timer in the top left corner of the website, which reads 'Next day delivery ends in 02 hours : 32 minutes : 22 seconds'. A yellow circle in the top right corner of the image indicates a '+3% uplift in RPV'. A white callout box at the bottom left of the image shows a magnified view of the delivery countdown timer, displaying 'Next day delivery ends in 02 hours : 32 minutes : 22 seconds'. In the bottom right corner of the website screenshot, there is a chat bubble that says 'Hello, Can I help?'.

Next day delivery ends in
02 hours : 32 minutes : 22 seconds



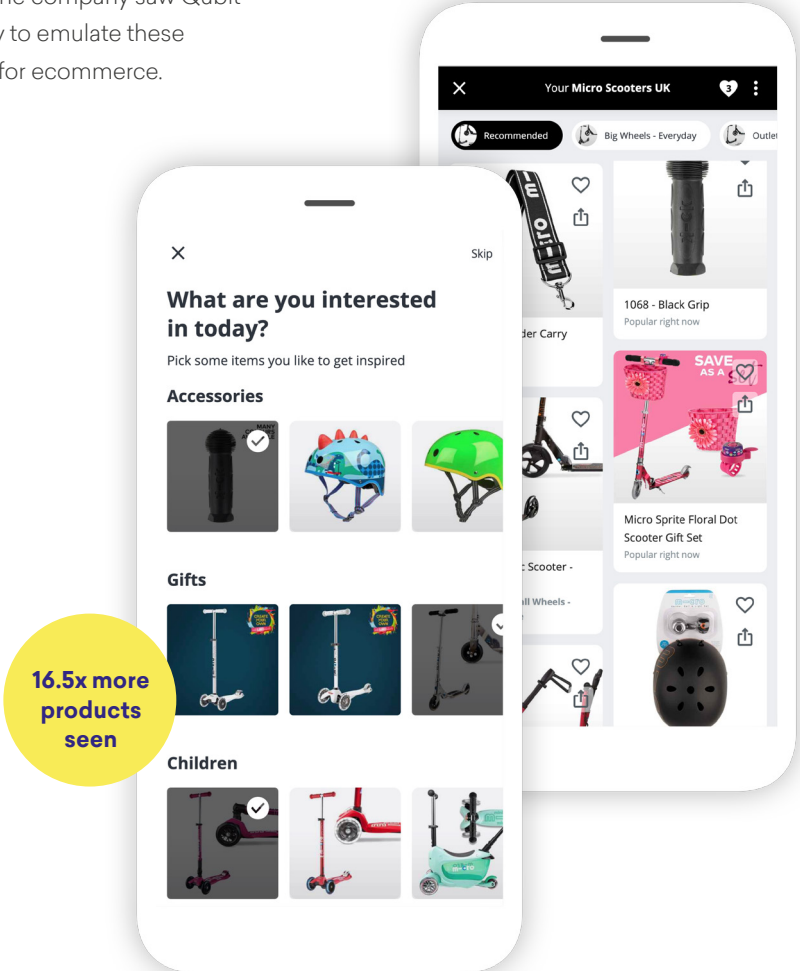
Micro Scooters' raison d'être is, 'It's the micro things that matter,' and that's the philosophy we have with our personalization program as well. With Qubit we're ensuring we deliver the most relevant content and products at any point in the customer journey.

Mhairi Wood
Head of Ecommerce

Qubit Aura to drive mobile discovery

As more and more of Micro Scooters' visitors use their mobile phones as the key channel for engagement and discovery, the ecommerce team have invested in Qubit Aura to bring the mobile experience to life.

With customer expectations being driven by the likes of Netflix and Spotify, the company saw Qubit Aura as a way to emulate these experiences for ecommerce.





Qubit Aura has exponentially increased the level of engagement on mobile and has allowed our customers to discover much more of our product catalog. Qubit Aura is the solution to deliver scalable and individualized experiences to a customer that's demanding it.

Mhairi Wood
Head of Ecommerce



Looking ahead

As the innovator in the category, Micro Scooters are already pushing ahead with new products (including an electric car) that will enrich Micro's premium brand credentials. It is therefore important that the technology the company uses also stays one step ahead. With multiple experiences live on site already, the global retailer is set to roll out more in tandem with a segmentation strategy

that makes sure visitors have the best experience possible.

Mobile will remain an ever-growing channel of engagement for the business and the ecommerce team is looking at ways to increase product views, time on site, and discoverability of their growing product catalog - the use of Qubit Aura will enable just that.



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 **Halfords, Manor, Specsavers, Farfetch,**

River Island, Hobbycraft, and Net-a-Porter.

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

halfords

MANOR[®]



FARFETCH

RIVER ISLAND



NET-A-PORTER