



Specsavers focus on digital commerce to deliver against strategic goals.

Optical retail brand use
personalization and data
to impact bottom line
and customer loyalty.





Today's consumer expects relevancy as soon as they land on site and with a plethora of different products and services on offer we require technology to guarantee the best experience. Qubit enables us to do that to our millions of monthly online customers.

Luke Norman
Head of eCommerce & Digital Performance

Introduction.

Specsavers is a multinational optical retail company with millions of visitors each year. Increasingly, customers have been going online to browse the product range and understand more about the services provided. This has meant a focused approach to the user journey and experience on the website.

From scalable placements and product badging to advanced product recommendations and surveying, the Specsavers ecommerce team have been leveraging Qubit to ensure that each and every customer has an individualized experience with the brand.

The low down.



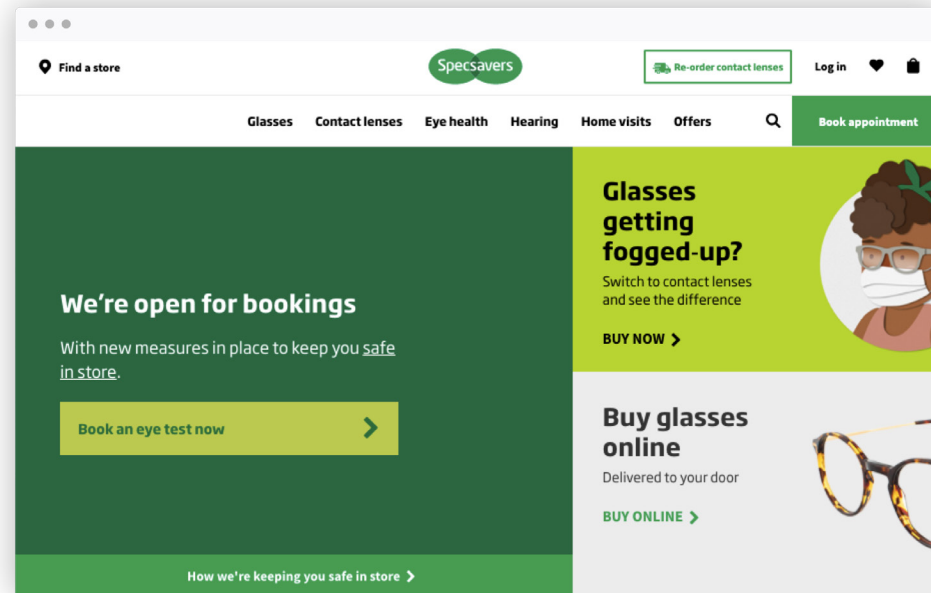
Founded in 1984



1.4mil online visitors each week



Qubit customer since 2017



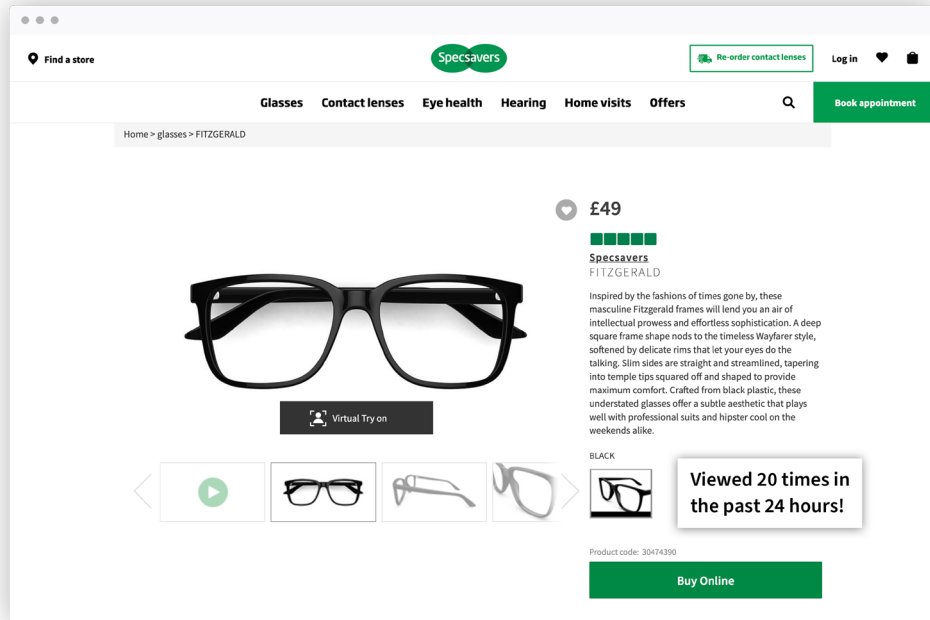
Homepage placements for the business user.

In a fast-paced environment, non-technical teams often need to update and push new messaging to customers in an instant.

To do this, and not break the code of the site, Qubit gives the business user the ability to quickly update key content at will across the site once a developer has built the placement

2.34% uplift in RPV

3.23% uplift in CR



Social proof product badging for PDP.

Leveraging the wisdom of the crowds to encourage conversion is a key experience the ecommerce team have delivered this year.

In this example, the experience leverages two parameters; the number of purchases (20) and time (24 hours), related to the product.

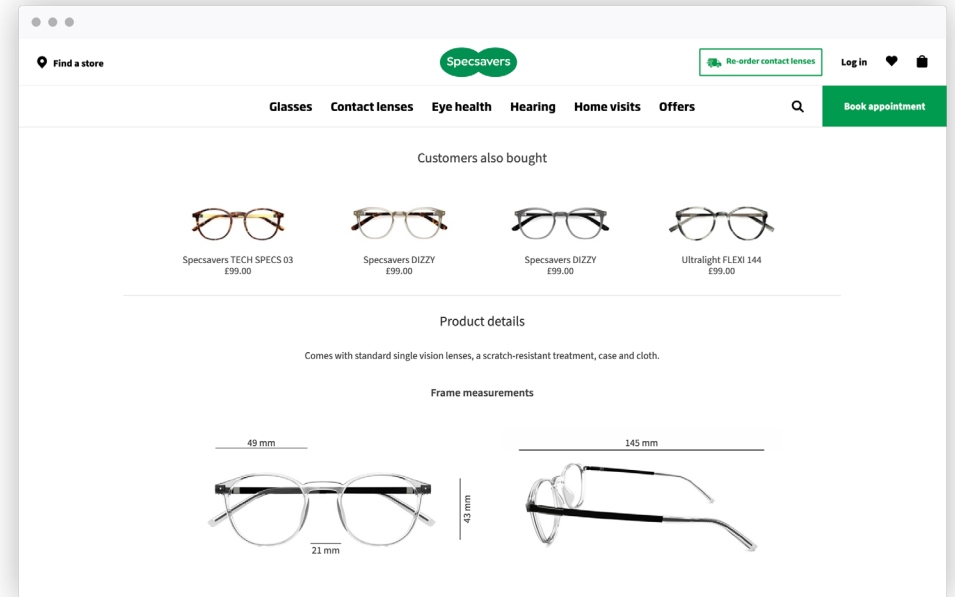
2.33% uplift in RPV

2.09% uplift in CR

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The ability for our team to quickly act and deploy relevant and timely experiences has demonstrably improved our conversion rates and customer loyalty. We're armed with a tool that means we can deliver against a transient strategy with quick turnaround times.

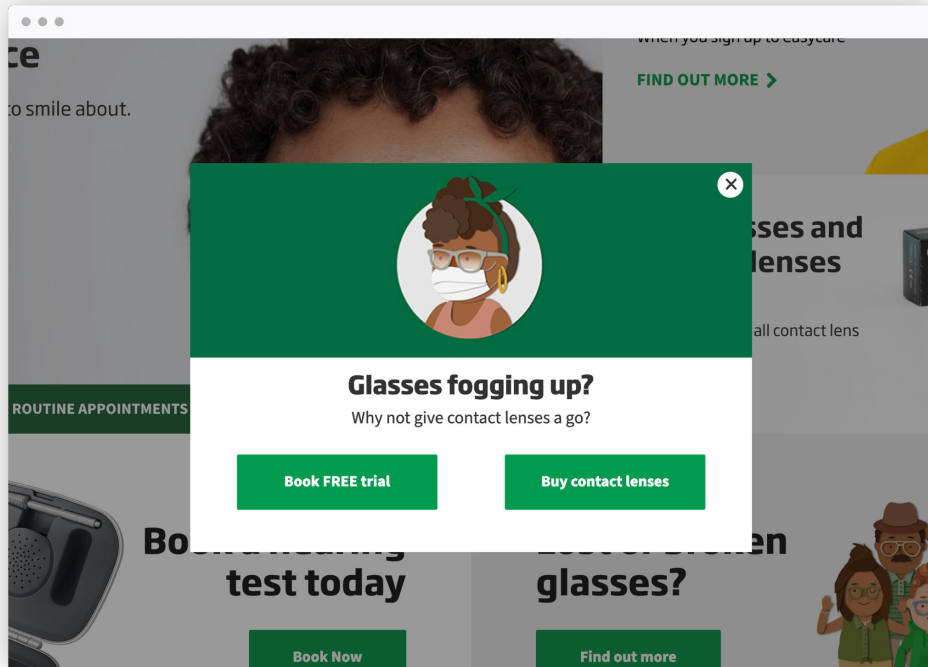
Steph Le Prevost
CRO and UX Manager



Recommendations on the PDP.

Product recommendations deployed correctly give the ability for customers to discover more of the product catalog.

By showcasing similar products to the item a user is looking at you can encourage increased clicks and ensure the user understands the full breadth and depth of the products on offer.

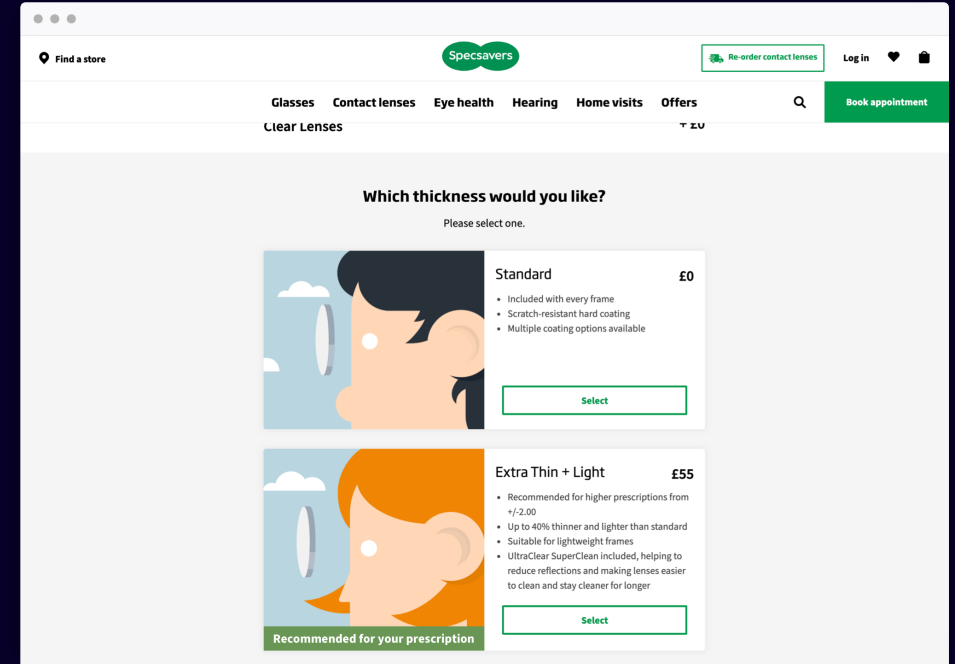


Helping customers navigate with pop-ups.

By providing customers with a choice on the homepage, Specsavers can seamlessly help them to find the products or services they are looking for easily.

Through the use of this pop-up on the homepage, asking browsers whether they are looking for 'Glasses' or 'Contact Lenses'.

2.05% uplift in RPV



Thin and light lens notifications.

In order to upsell the purchaser at the point of conversion, the Specsavers team have highlighted an additional feature for the type of lens a customer can buy.

By recommending and telling the customer why the upgrade would be advantageous to them they upsell can be achieved.

9% uplift in CR



Qubit is a technology that should be in every ecommerce and merchandising teams' toolkit. It provides us with an unrivalled way to engage with our customers at every digital touchpoint in a timely and personalized way.

Luke Norman

Head of eCommerce & Digital Performance

Looking ahead.

Specsavers will continue to leverage the latest strategies and techniques when it comes to delivering against their personalization goals. The digital commerce component of the business is one that will see significant growth in the upcoming years as the Specsavers customer increasingly goes online.

Through the partnership with Qubit, the Specsavers team will continue to be armed with the most scalable technology that will impact millions of onsite customers.

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

LVMH

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