

studio × Qubit.

**Studio build
ecommerce
strategy around
the customer
with a focus
on relevant
experiences.**

Multi-category retailer
scales personalization
program with a data-
driven approach to the
user journey.





The combination of Qubit's technology and Endless Gain's expertise has allowed us to generate and deploy a number of successful strategies across the site. We are constantly analyzing user behavior through Biometrics and AI to understand how we can better serve each customer. Qubit and Endless Gain enable us to implement iterations in strategy quickly and effectively.

Danny Short
CRO Executive

Introduction.

Studio, is one of the largest online value retailers in the UK with over 2 million customers per year. Once a catalog mail order business, the brand now does 90% of its sales online and leverages Qubit technology to make each and every online visitor have a unique and relevant experience every time they visit.

The ecommerce team is able to boost revenue per visitor and conversion rates through a focus on experiences driven by the behavior of onsite visitors. Whether they are new to the brand or long-term VIPs, Studio are able to tailor the user journey with the most relevant and timely personalization strategies including social proof, product recommendations and abandonment recovery.

Through a combination of industry best practices and advanced use cases the team have the perfect blend of merchandiser enabled and developer enabled use cases.

The low down.



32x ROI on Qubit investment



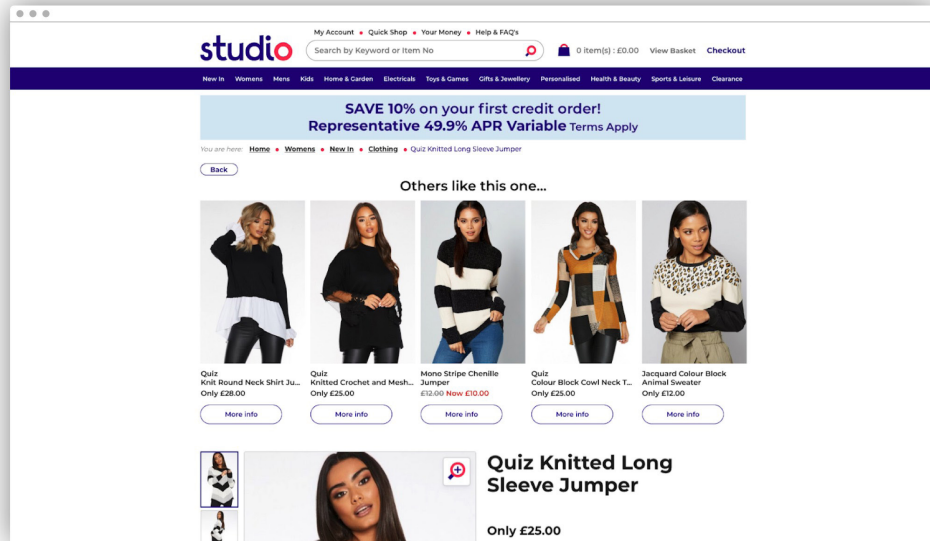
2mil+ customers per year



40,000 items online



Qubit customer since 2016



Recommendations for Google Shopping customers.

Working with the team at Endless Gain, Studio realised that Google Shopping was a key acquisition channel, but was suffering from high bounce rates as consumers could be easily distracted.

By showing users who've landed from Google Shopping potentially more relevant or alternative products in a dropdown carousel the likelihood of that visitor going onto convert would be higher. The carousel featured 5 products; 3 of which were similar and 2 of which were from the same brand.

9.3% uplift in conversion rate

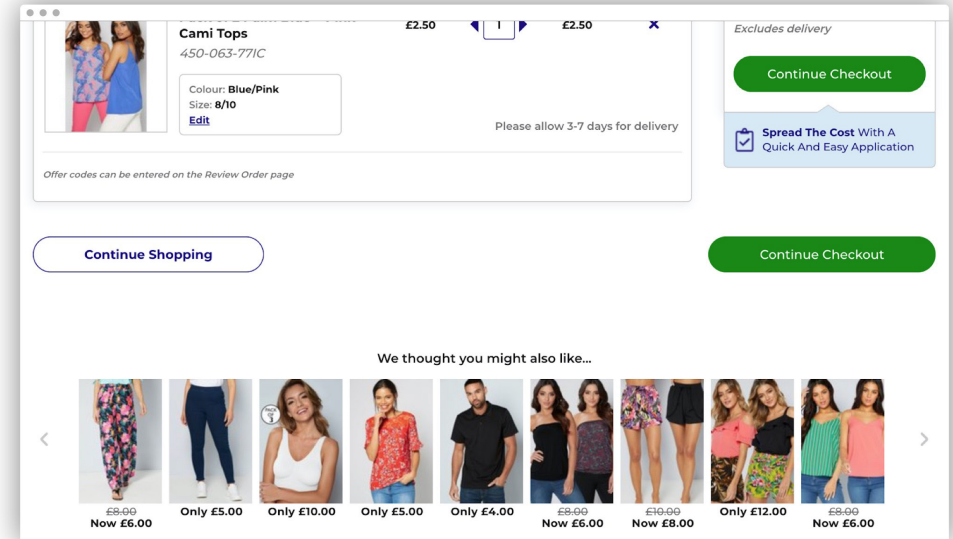
14% decrease in bounce rate



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Qubit enables our team to deploy a wide array of experiences without the requirement to use developer resources every time. Once set up, we can enable our business users to create experiences with a simple to use workflow that doesn't break any code!

Danny Short
CRO Executive

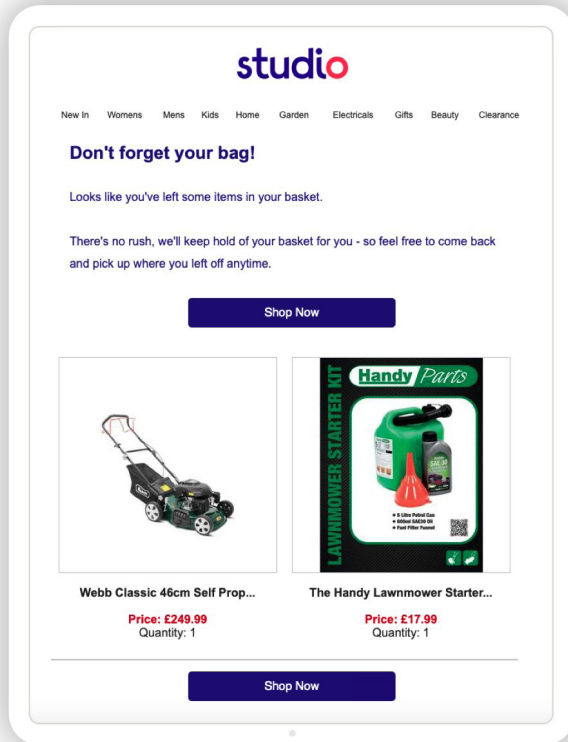


Product recommendations on the basket page.

As a customer is considering their basket and looking to convert, product recommendations were deployed to make sure the customer didn't feel like they were missing anything from their basket.

Based on user behavior the 'We thought you might also like...' carousel shows the shopper products that are similar to the ones they have in basket.

2.77% uplift in revenue per visitor



Integrating with SFMC for an abandonment recovery.

Through Qubit's integration with Salesforce Marketing Cloud, Studio is able to fire abandonment recovery emails to customers who have previously shown an intent for certain products. The integration curates an email with products that have been left in the basket, encouraging customer to complete the purchase. The email is sent approximately 30mins after abandonment.

4mil customers converted after abandoning

Looking ahead.

With the customer at the heart of the Studio teams' strategy, personalization has been a key tool in driving customer loyalty, engagement and lifetime value. Advanced use cases and data integrations have enabled the team to curate a best-in-class online experience and the numbers are speaking for themselves.

Millions of customers use Studio every year, and will continue to do so, as they've been able to unlock what great customer service looks like at scale. Through the use of Qubit, and its unrivalled technology, any idea or strategy is possible.

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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