

UN JOUR AILLEURS PARIS × Qubit.

Un Jour Ailleurs uses Qubit Start to establish a personalization program.

French fashion brand
modernize customer
experience with a
laser focus on the
user journey.





Personalization is an important component of the brand's global strategy. As we look to understand our customers even more, we need to have the technology to make sure we can meet their expectations. Qubit provides us with the capability to move quickly and meet our customer experience objectives.

Marie Dominique Lacroix
Marketing Director

Introduction.

Un Jour Ailleurs, the French founded women's fashion company, is the trusted companion for women with collections designed to make them look and feel good. The Un Jour Ailleurs team has been working with Qubit to get closer to their customers through the use of personalization.

A key component of the personalization strategy has been to increase the context customers are given about specific products. This has included surfacing relevant items with recommendations, showing trending items with social proof and highlighting product stock levels with a low stock pointer. In addition, the brand has leveraged Qubit Aura, the product discovery solution for the mobile web, which tailors a product feed of relevant items based on the behavior and intent on an individual visitor.

The low down.



Founded in 1985



160 global stores

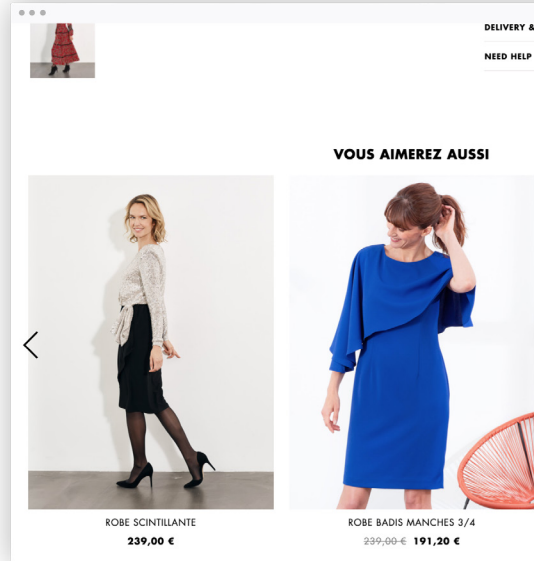


10+ countries

Product recommendations on the PDP

In order to surface the most relevant products throughout the customer journey, product recommendations were deployed on the product detail page (PDP) to highlight complementary products to those being looked at.

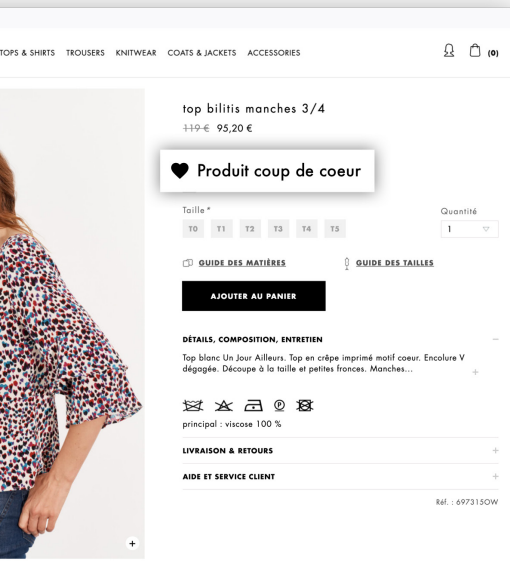
5.2% uplift in RPV



Social proof on the PDP

Social proof technology has enabled the Un Jour Ailleurs team to show product popularity to create a sense of reassurance for customers who haven't added to their bag yet. The strategy boosts confidence and validates the intent and choice the visitor is making.

4.88% uplift in RPV



The ability to deploy different strategies across our website is essential. Qubit Start has been integral to us understanding what works, and what doesn't. Recommendations, social proof, and low stock experiences are all ways in which we are giving our customers the context they need to make the right decision. Qubit Aura really brings our mobile experience to life. The combination of all these experiences is having an immediate impact on trading.

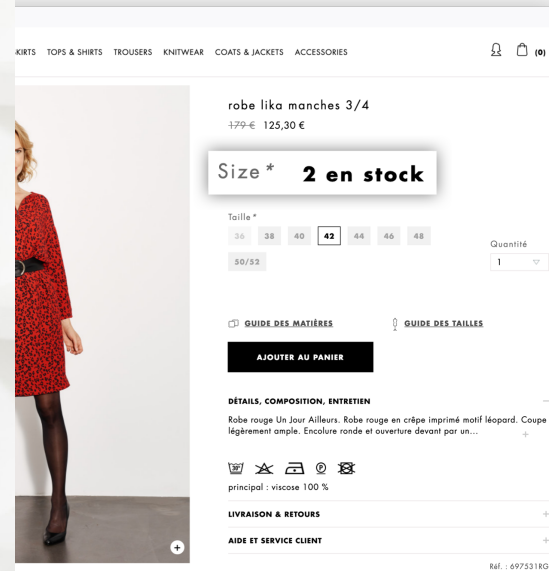
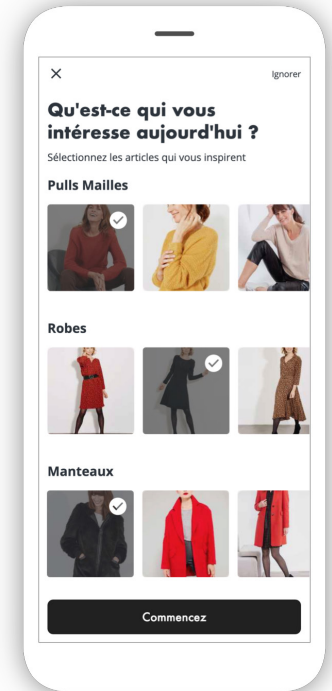
Louis Larivière
Ecommerce Manager



Qubit Aura for mobile web

With customers increasingly using their mobile as a main engagement channel for shopping, it's imperative brands offer experiences that maximize the number of products seen to increase the chances of adds to bag. Qubit Aura uses the behavior and intent of an individuals' interactions to curate a bespoke experience and surfaces the most relevant products based on those interactions.

- 11% increase in open rate
- Average products seen: 21
- 3.7% uplift in CVR



Low stock pointer on the PDP

Low stock pointers create urgency in the purchase journey and ensure that a customer isn't disappointed about missing out on a potential product they really wanted. This strategy is very effective in increasing adds to bag and average order values.

4.0% uplift in RPV

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Qubit Start is just the beginning of our personalization journey. We're already looking to the Qubit team to accelerate our efforts so that we can differentiate our online experience before anyone else. Personalization gives us the opportunity to build relationships with our customers, it's imperative that we use this strategy to build lifetime loyalty to the brand.

Marie Dominique Lacroix
Marketing Director





Looking ahead.

The Un Jour Ailleurs team is looking to increase the effectiveness of the personalization program by combining strategies and working with the Qubit team to understand additional challenges that can be helped with a focus on experience optimization.

Key initiatives include implementing strategies to move customers from the 1st to 2nd purchase, segmented homepage experiences and using a combination of datasets to power basket abandonment. The segmentation strategy is important as Qubit will power experiences the brand should be showing to new visitors vs. loyal customers - could new be shown content to educate them about the brand, and could loyal customers see the latest product lines? All questions answered using personalization and Qubit.

About Qubit.

Qubit's mission is to drive customer loyalty and lifetime value through personalization. In 2019, 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. Clients include LVMH, NET-A-PORTER, Farfetch, Emirates, L'OCCITANE en Provence and Ladbrokes Coral.

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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