

A woman with long dark hair in a ponytail, wearing a white sports top, is shown from the waist up with her arms outstretched horizontally. She is looking forward with a focused expression. The background is a blue wall with a geometric, low-poly pattern.

**Qubit.** x **Chemist Direct**

# Replenishment a key opportunity for personalized shopping journeys

ChemistDirect.co.uk leveraging customer  
data to build seamless experiences



**Working with the Qubit team we've been able to consistently deliver industry-first visitor experiences which go a long way to ensuring that we have a loyal customer base. As we grow the business, it's essential that we have a scalable technology enabling us to understand and influence our customers. 1:1 personalization seems a long way off for most, but with Qubit we're able to do it.**

Maya Moufarek

Chief Marketing Officer

## The low down



5\* customer rating with 35k+ reviews



UK's #1 online pharmacy



1:1 personalization at scale



## Introduction

With 10,000 products on site, personalization is a core component of ChemistDirect's business strategy. As a pure-play pharmacy, they've quickly become famous for delivering the best customer experiences on the market. For the ChemistDirect team, customer-centricity, and building journeys to make discovering and purchasing products seamless isn't just an aspiration, but something they're actually delivering.

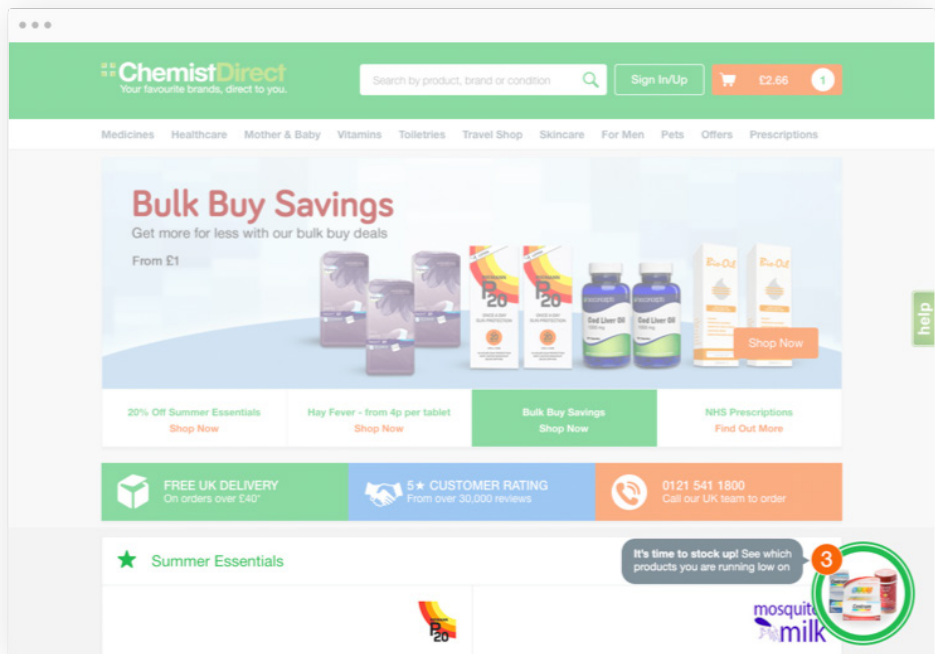
The teams at ChemistDirect and Qubit work closely together to continually look at trends in the customer data and build personalizations that increase retention, conversion, loyalty and ultimately revenues. Thanks to the personalization program, the company can attribute significant contributions to the bottom line of the business.

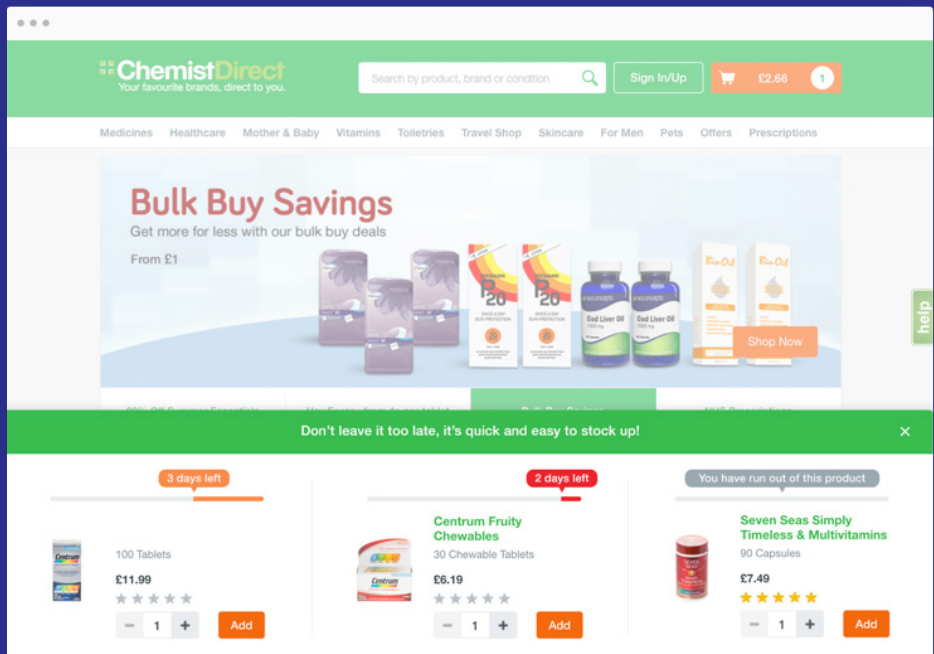
## Delivering 1:1 personalization with replenishment

### Challenge

A large proportion of ChemistDirect's customers are repeat purchasers. The team wanted to focus on these repeat shoppers who represent a significant volume of traffic, and total revenue. ChemistDirect knew from Segment

Metrics within the Qubit platform that these repeat purchasers have double the conversion rates of a normal customer and higher average order values (AOV). The team wanted to create an experience that targeted these customers, making the repeat purchase as seamless as possible.





## Solution

The team used datasets to ingest the number of replenishment days per product. Using Live Tap, they could build a query to predict when someone's supply would run out. This data was then ingested back into datasets to power the experience.

When a customer returns to the site, a notification appears that shows a slider with how many days are left until their products ran out - or if they already had. This was possible for multiple products, with messaging like '3 days left' or 'You have run out of this product'.

## Result

30% of customers have opened the widget and 5% of customers use it to add products directly to their shopping baskets.



**This is just the latest example of how we're thinking about the customer journey. It looks simple on the outside, but underneath the hood it's incredibly complex and something we rely on the Qubit technology to deliver. There's a direct correlation between great customer experience and customer loyalty, therefore if we can make the journey seamless and the experience great, people will always come back to ChemistDirect.**

Chris Wood

Digital Merchandising & Customer Experience Manager

## Looking ahead

This is the first iteration of the replenishment experience and the team is already looking at trends and understanding what more they can do with the data they have to create better customer experiences.

More widely, the business is continuing to use the Qubit platform to deliver segmented experiences across the site, ensuring that the ecommerce team are demonstrably creating customer-centricity in everything they do.



## About Qubit

Qubit is the leader in highly persuasive personalization at scale.

Award-winning brands in ecommerce, travel and gaming work with Qubit to transform the way they understand and influence their customers. Companies like Ubisoft, CafePress, Topshop, Shiseido, Ladbrokes and Emirates are using the Qubit personalization platform to increase revenue, build loyalty and significantly improve their marketing efficiency. Every week Qubit is used to personalize approximately \$600 million in online sales.

Headquartered in London, the company has offices across Europe and the US.

For more information, visit: [qubit.com](http://qubit.com)

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