


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



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# Why the leading online pharmacy is scaling personalization efforts

Chemist Direct exceeding expectations with a focus on customer centricity



**Personalization has become key to build loyalty and reduce wasted efforts around acquiring new customers. We want to become the trusted brand for consumers looking for products they would normally go into store for. Customers are becoming much more comfortable buying products online but the challenge is making sure the experience you're delivering is relevant with thousands of products to choose from, that's where Qubit comes in.**

Maya Moufarek  
Chief Marketing Officer



## Introduction

Chemist Direct is the largest online pharmacy in the UK, serving hundreds of thousands of customers each year. The company has been working with Qubit since 2015 to understand their customer base, and create experiences based on their preference and behavioral data to increase brand loyalty and conversion.

Health and beauty sales online are set to increase exponentially as consumers become much more familiar with the idea of buying everything online. Chemist Direct prides itself on making it as simple as possible for visitors to easily and efficiently find the products they are looking for, as well as providing detailed product information.

Using the Qubit platform, the company has been able to simplify the customer journey and create experiences to inform their visitors and keep them coming back.

## The low down



**Founded in 2007**



**1+ million customers**



**10,000+ products**

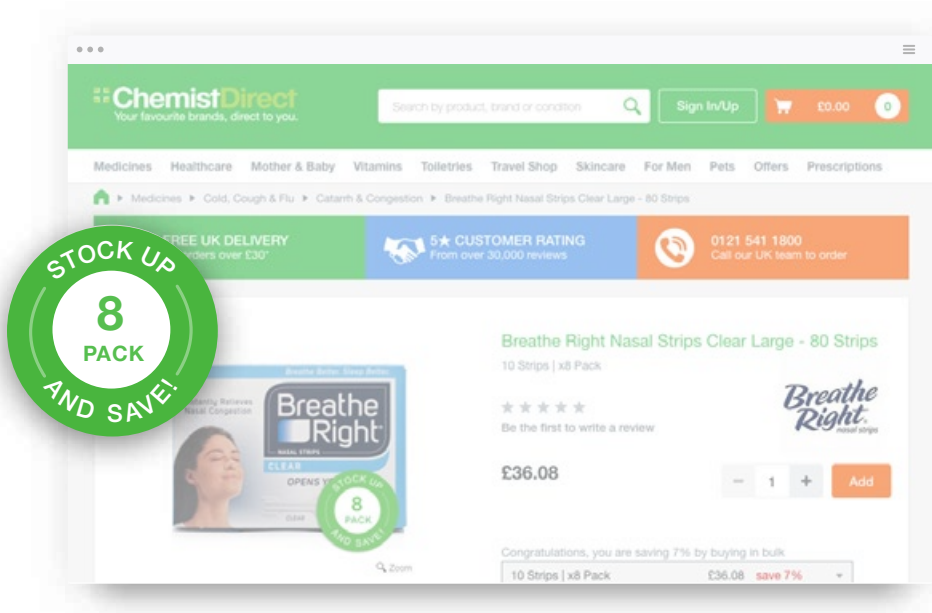
## Purchase Journey Confidence

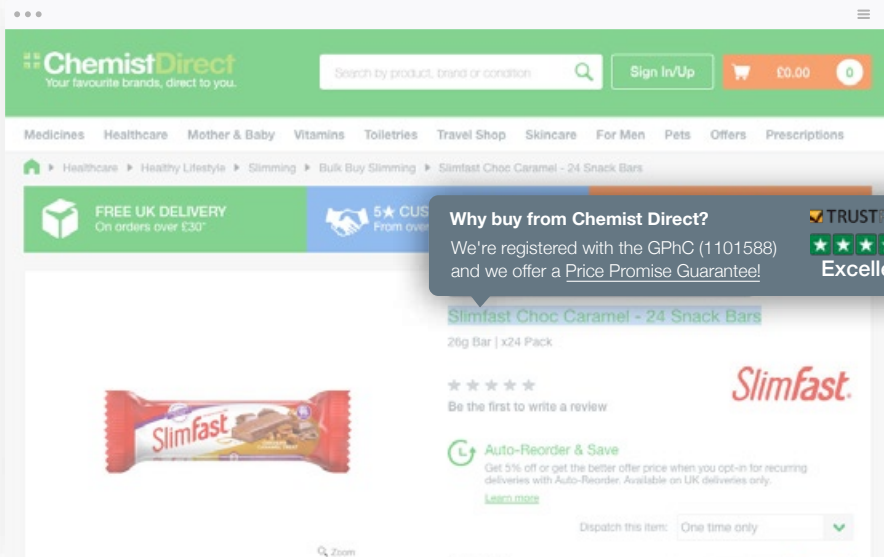
A key challenge for Chemist Direct was educating each visitor and giving them a clear understanding of the product they were purchasing.

**+5.2%  
Uplift in  
RPV**

Using Qubit, Chemist Direct was able to surface messaging that provided clear and obvious product information to interested shoppers, making sure the potential customer felt confident when adding to cart and their expectations were met.

This resulted in a reduction in the number of clicks it takes customers to find and buy the right products and a 5.2% RPV uplift.





## Social proofing product information

When purchasing pharmaceuticals, customers can often feel more conscious that they aren't purchasing the correct product. The challenge was to give confidence to the visitor browsing.

The solution was that if a visitor highlighted the title of the product, they would be able to see information about why they should buy from Chemist Direct including information about the Chemist Direct price promise. The visitor also saw social proof messaging from TrustPilot, the third-party consumer review website, rating the product. This resulted in a 4.5% RPV uplift.

**+4.5%**  
**Uplift in**  
**RPV**



**Using the Qubit platform makes it easy for us to deliver on our visitor targeting strategies. It's important to be able to have a technology which allows for quick, easy, and scalable ways to create experiences which are really going to resonate with our customer base. Qubit has become an essential platform for the Chemist Direct ecommerce team.**

Chris Wood

Digital Merchandising & Customer Experience Manager



## ● Looking ahead

Having merged with Pharmacy2u.co.uk, the company are now looking to further leverage Qubit and build a personalization strategy that maintains their leading position.

Organizations like Chemist Direct need to differentiate and creating personalized

experiences for consumers has become integral to ensuring lifetime customer value. They have built a reputation as being a trusted supplier for all consumer needs, and Qubit are the platform the company has chosen to help them grow by scaling and expanding their efforts towards more tailored personalization.

## 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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