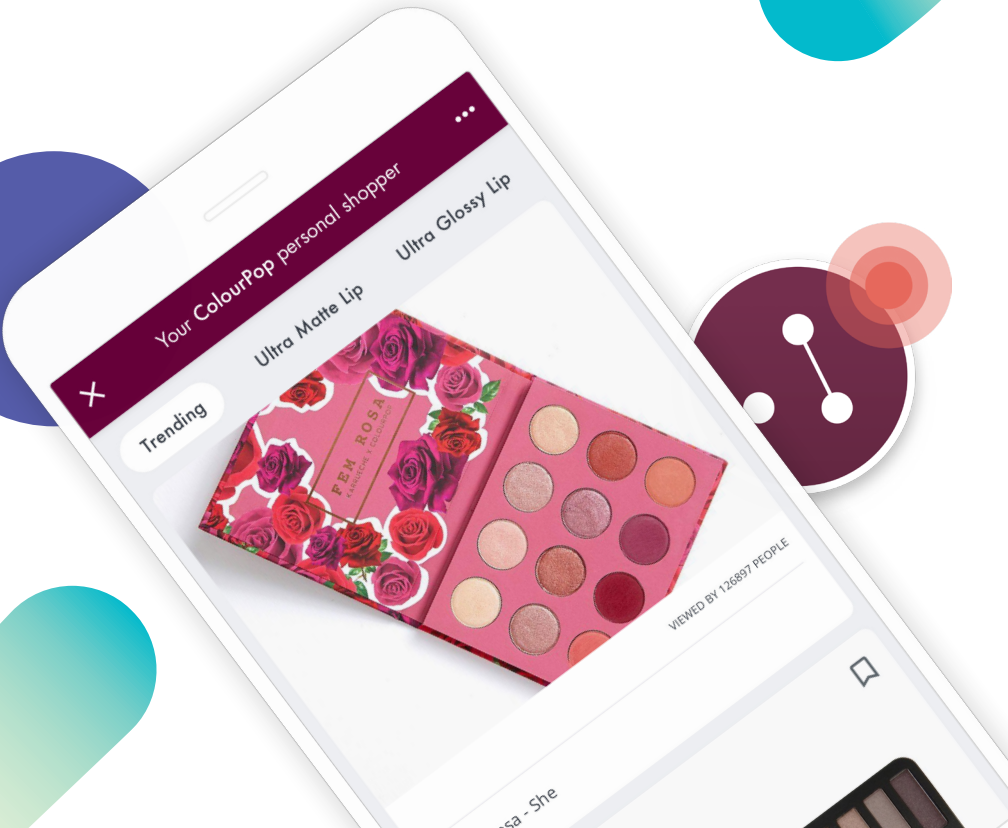


Qubit Aura. x *COLOURPOP*

Bringing an app-like experience to the mobile web with Qubit Aura

ColourPop using artificial intelligence to transform shopping experience on mobile



Introduction

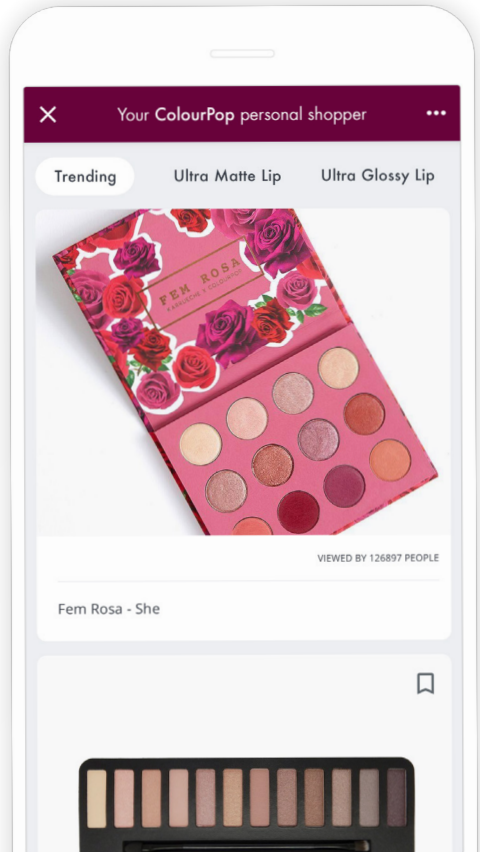
ColourPop is a new Los Angeles-based cosmetics company that has seen phenomenal growth. In a fast-paced industry with always changing trends, it's imperative that the company has technology that can scale to their requirements.

With many of their customers discovering new products on social media websites like Instagram and YouTube, coupled with many exclusively shopping on mobile, it was essential to create an experience that brought the best of the social media experience to mobile web - so the company deployed Qubit Aura.



The low down

- +** Founded in 2014
- 5.1M** Instagram followers
- 1.5M** Facebook likes



Qubit Aura for Mobile Web

● Challenge

With more than 5.1 million followers on Instagram, ColourPop recognized that the mobile web was a very important channel to get right. On the launch of new products traffic to the mobile website can be huge so making sure that visitors can discover the product catalog in a simple and familiar way was vital.

● Solution

ColourPop implemented Qubit Aura, so that visitors to the mobile website would see the Qubit Aura icon. Once visitors tapped the icon, they see a new experience - a layer which sits on top of the site and shows a discovery feed of products - already different for new visitors and those who had launched Qubit Aura before

Within the discovery experience, Qubit's artificial intelligence and machine learning algorithms react in real-time to re-prioritize the products based on the intent signals each visitor gives. Within a couple of interactions - within a session - each visitor will see a totally different selection of categories and products.

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The biggest thing about mobile shopping right now is if you don't know what you're looking for, discovering it is really difficult. If you're new to the brand, what does the experience need to be in order for you figure out what you want from the site? Do you need the usual mobile web experience, or just a focused discovery page that shows you what other people are looking at, what's popular, what's about to sell out, and what you should know about this brand

Nathan Dierks
Director of Technology

4.2%
uplift in
RPV

31%
open
rate



Looking ahead

ColourPop has big growth ambitions, matching their unprecedented rise since 2014. The company represents a new breed of business model, one which can listen to customers and react quickly to those customers' feedback. Customer expectations are set by experiences delivered by the likes of Instagram and YouTube and ColourPop has to match these to maintain customer interest.

The ColourPop team will use both Qubit Aura and Qubit Pro to understand their customers and identify different groups based on their behavior. No matter what channel a visitor is engaging with the brand in, ColourPop will build personalizations that always put the customer first.