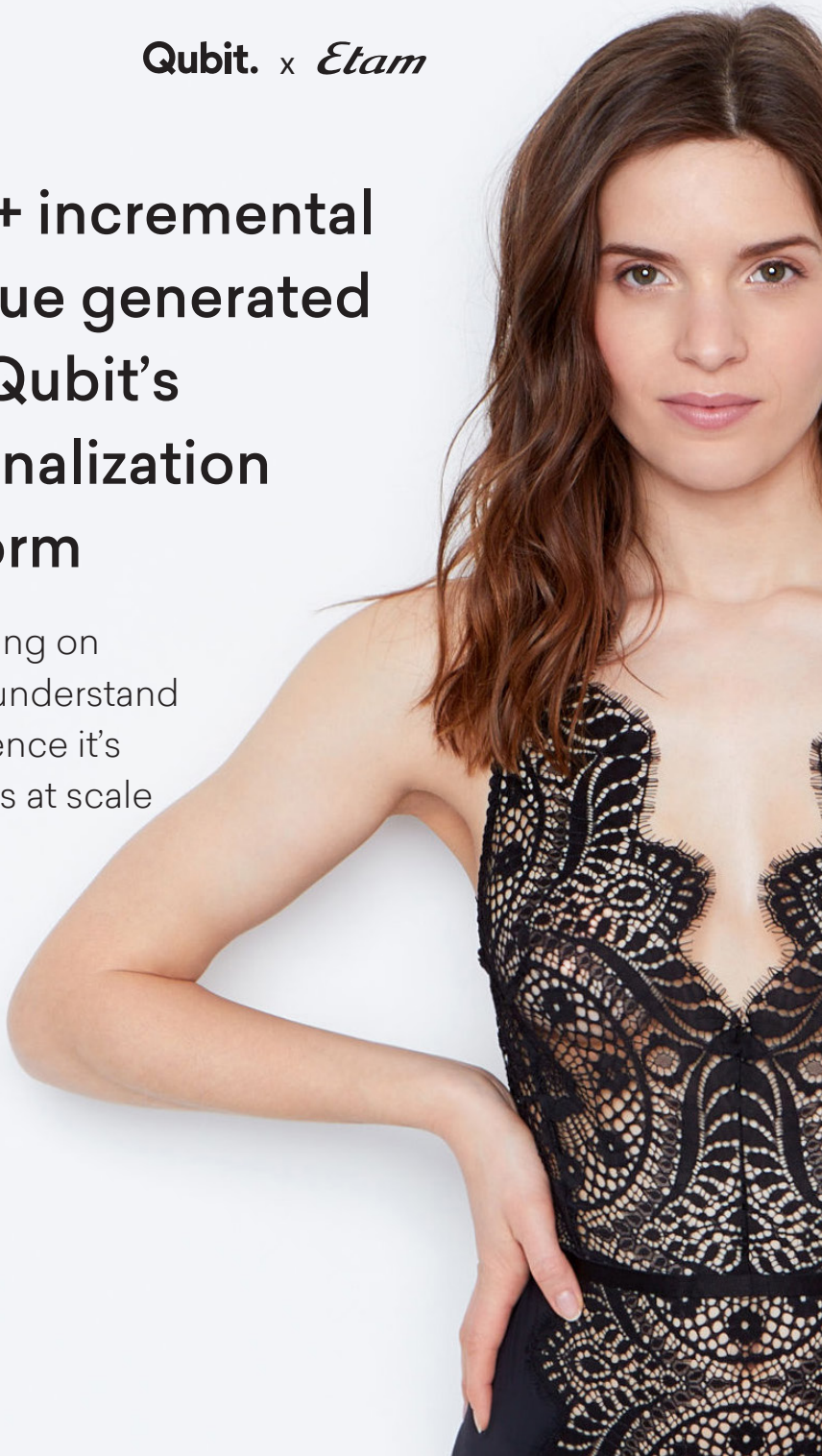


**Qubit.** x *Etam*

**€1mil+ incremental  
revenue generated  
with Qubit's  
personalization  
platform**

Etam relying on  
Qubit to understand  
and influence it's  
customers at scale



# Introduction

Etam is a historic brand, already marking their 100 year anniversary of operation, and has consequently become one of the most recognised underwear brands in the world. The diversified product portfolio including ready-to-wear clothing and cosmetics is available in over 50 countries. Etam focuses its strategy on three key growth areas; digital, international expansion and innovation, all of which center on creating the best customer experience.



Implementation in 15 days



Up to 6.3% increase in RPV

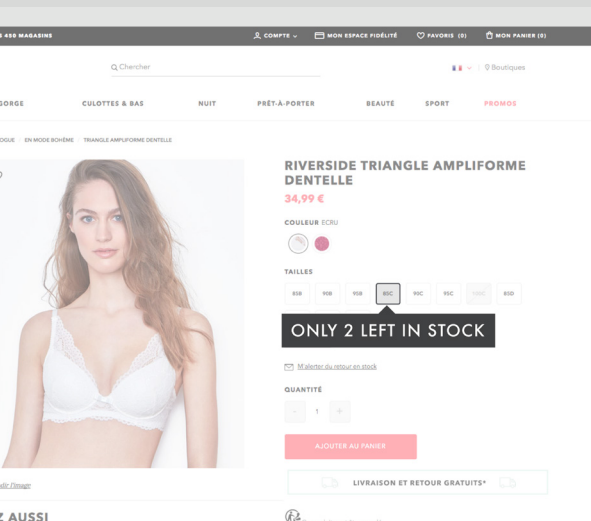


€1 million annualized incremental revenue



**At Etam, we believe that the traditional loyalty program is disappearing. It is the experience online and offline that customers receive which will really build customer loyalty.**

Jonathan Attali  
Director of Ecommerce & Innovation



## Using scarcity and urgency effectively

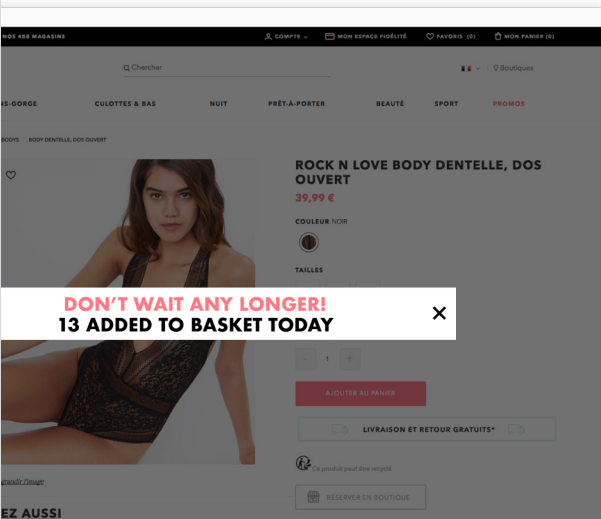
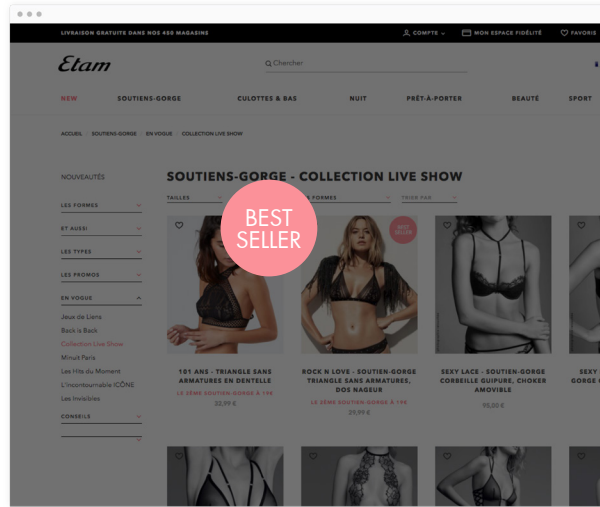
Etam highlighted the products that would soon be 'out of stock' as the visitor selected a size.



## Leveraging social proof - part 1

By highlighting the most added products to the basket on the product listing page.

3.3%  
uplift  
in CR



## Leveraging social proof - part 2

By highlighting the most added products to the basket on the product pages.

6.3%  
uplift  
in RPV



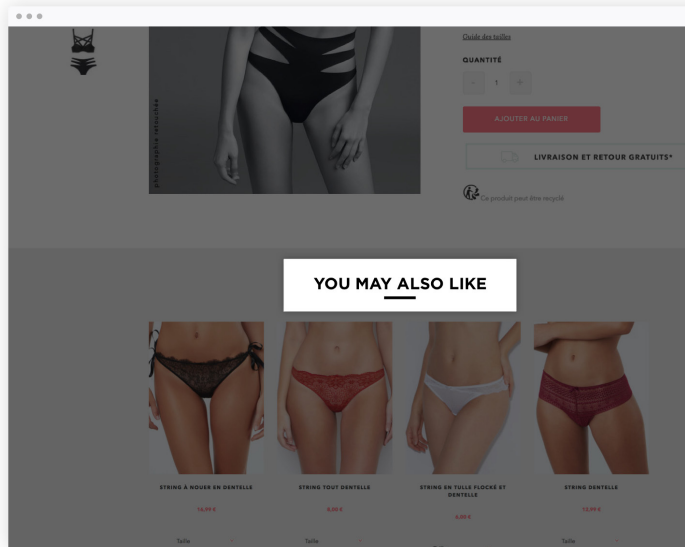
“The products we emphasise on the website do not necessarily match what our merchandizing or marketing teams recommend. Now that we are enabled with artificial intelligence and data, we can display the most appropriate products at the right and most relevant time”

Jonathan Attali  
Director of Ecommerce & Innovation

## Increasing average order values

Etam have been able to display recommendations most relevant to specific customer cohorts using segmentation.

**13X**  
increase  
of RPV



## About Qubit

Qubit is the leader in delivering 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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