



EVANS

“ At Arcadia, we have always been focused on making sure our digital marketing investments drive true, incremental value to the business. Personalization is helping us build relationships with our customers that translate into increased engagement, loyalty and revenue. Like all the Arcadia brands, Evans is working with Qubit and seeing great returns by investing in a platform that delivers personalization at scale.

Simon Pritchard
Group Digital Director at Arcadia



Introduction

Evans was the first high street brand designed for plus-sized women and is part of the Arcadia Group. Working with Qubit since 2011, the company has been able to use the platform to understand its visitors and make decisions about ways it can influence different customer segments based on their previous purchase and behavioral data.

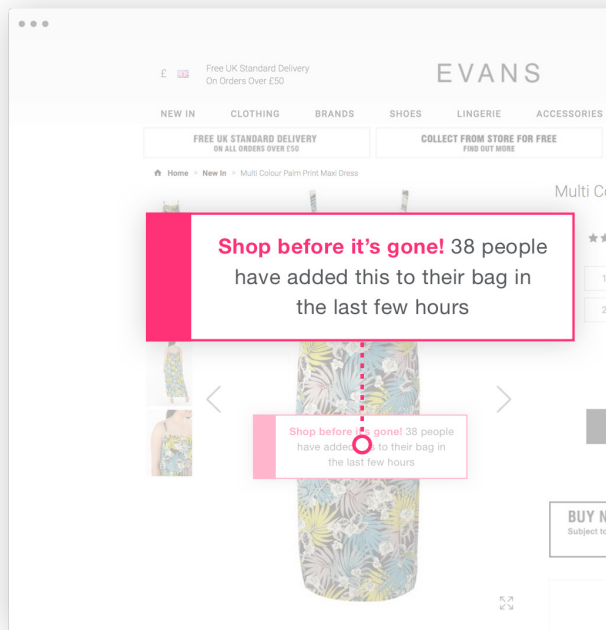
The Qubit platform has proved integral to creating experiences on the website which not only win new customers, but retain existing ones. By implementing the technology, which enables the most intelligent understanding of their visitors, the team at Evans can precisely match each customer with the widest range of personalization experiences and successfully impact customer behavior at scale.

Together, the personalization program delivered through the Qubit platform has added several million pounds of revenue to the brand's top-line performance.

'Shop before it's gone!' on the product page

Social proof messaging is surfaced showing how many other users have added the same product to basket within the last few hours.

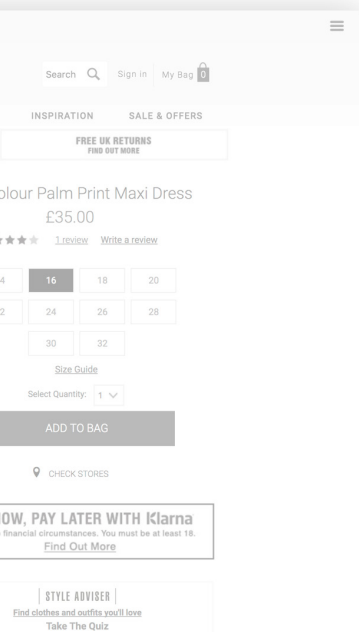
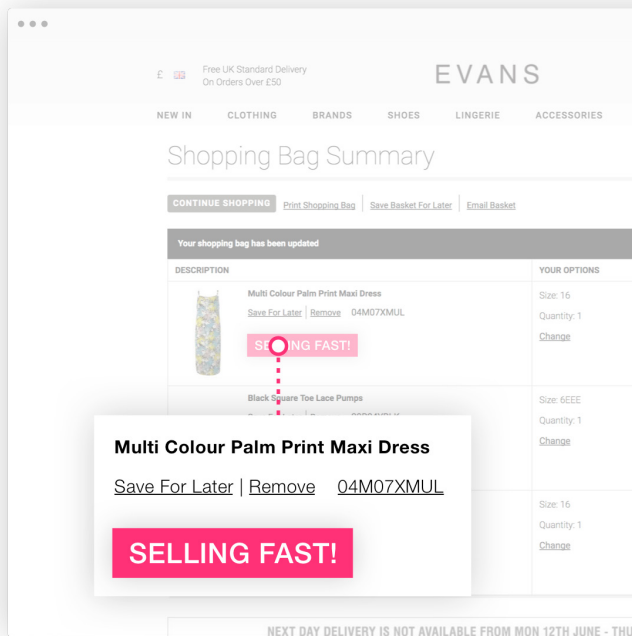
↑ **3.34%**
RPV uplift



'Selling Fast!' on the basket page

By highlighting items that are selling fast on the basket page, Evans has been able to drive urgency at a crucial time.

↑ **3.47%**
RPV uplift



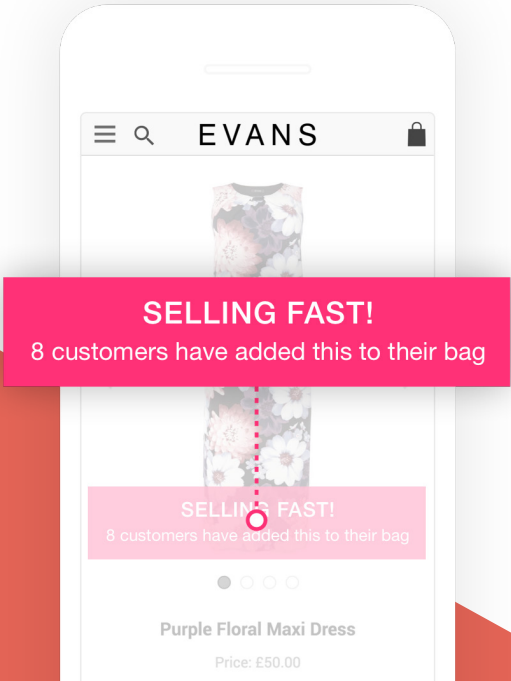
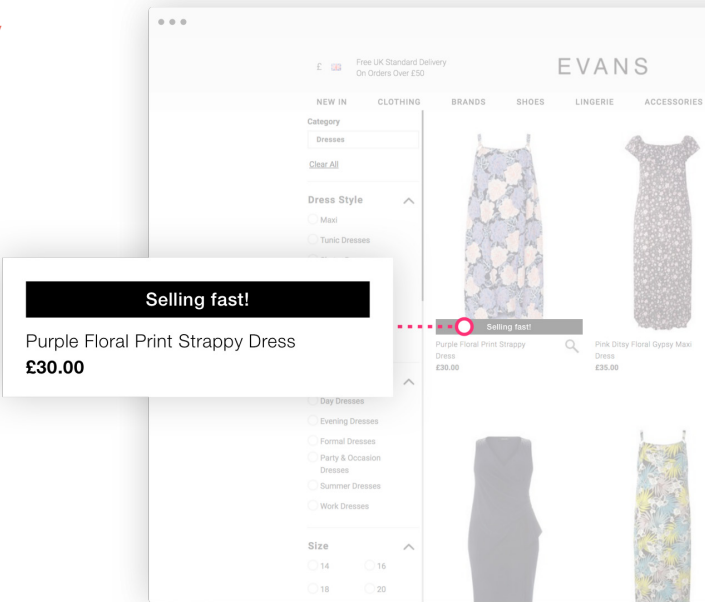
“ As with any retail business, we face a constant challenge to win and retain customers. We need to stay ahead of the game with the latest technology and strategies to continually delight visitors on our website. The Qubit platform gives us the ability to deploy experiences throughout the customer journey, backed up by an astute understanding of what works and what doesn't, thanks to in-depth access to our data and high-quality analysis.

Beverley Imrie
Digital Director at Evans

Highlighting popularity on the product page

Displaying messaging alongside the top 200 added to bag products in the previous 24 hours drives further urgency.

↑ **8.43%**
RPV uplift



Prioritizing best-sellers on mobile

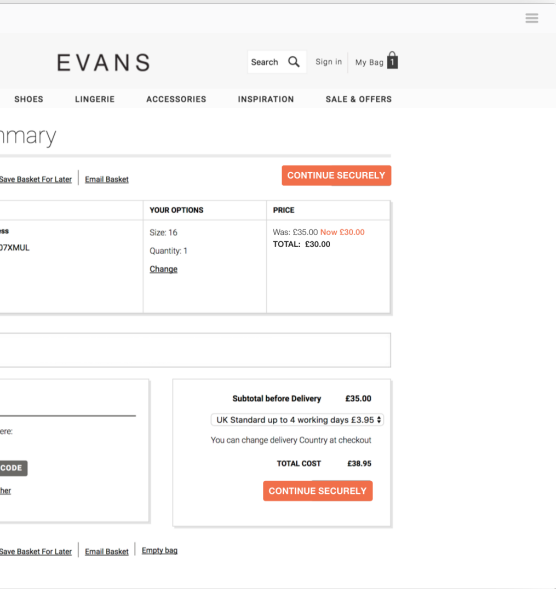
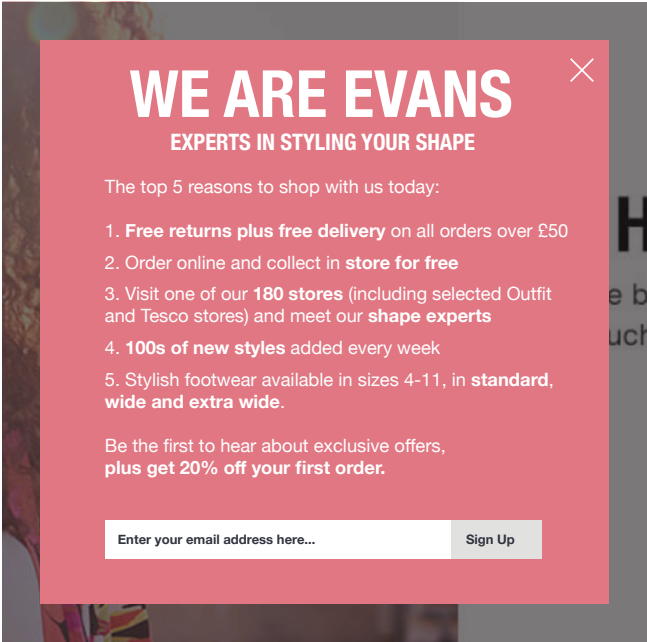
As well as on desktop, Evans uses urgency messaging on all products in the top 200 added to bag items in the past 24 hours to increase conversion.

↑ **5.62%**
RPV uplift

Segmented welcome message

Greeting new visitors to the Evans site is a great way to start a personalized customer relationship. For those new visitors, Evans has surfaced a welcome message giving advice on how the site works, available offers, and other interesting information for new shoppers.

↑ **2.5%**
RPV uplift



Simplifying the checkout

Making the purchasing journey as efficient as possible was a key priority for the Evans team, especially when the predominant customer base are not digital natives. When a visitor is at the point of purchase, having filled their shopping cart, it's crucial to get them to convert. Evans has optimized the cart page and streamlined the path to purchase thereby making the customer journey more straightforward.

↑ **3.19%**
RPV uplift

Looking ahead

Having seen the results that personalization can deliver, it will remain a top priority for the brand. Evans is a company that continually tries to understand its customers in more detail, exploring their behaviors and preferences to deliver a stand out experience for any visitor to the website.

With a smart segmentation strategy, the company is now looking at how certain personalizations can fit specific customer groups, at definite times in the purchase journey.

The company is one of the seven Arcadia brands that uses Qubit to better personalize online journeys, as part of a wider initiative to deliver more customer-centric experiences both digitally and in store — matching the best experiences with the right customers at the right time.

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 U.S. For more information, please visit: www.qubit.com

Some of our clients

TOPSHOP



INDOCHINO

SHISEIDO

FARFETCH

DIANE VON
FURSTENBERG

MONSOON

NET-A-PORTER

COLOURPOP

FRENCH CONNECTION

