

Qubit. x  Express Gifts Ltd

- **Social proof
drives £1m in
annualized
revenue for
Express Gifts**



The low down

Express Gifts is one of the largest multi-channel retail businesses in the UK:

Express Gifts are looking to understand and influence their online visitors to achieve personalization at scale with Qubit.



1.4m customers a year



35,000 products sold



56% of orders placed online



owns studio.co.uk and ace.co.uk

May 2016

started working with Qubit

£1m

annualized revenue driven by social proof



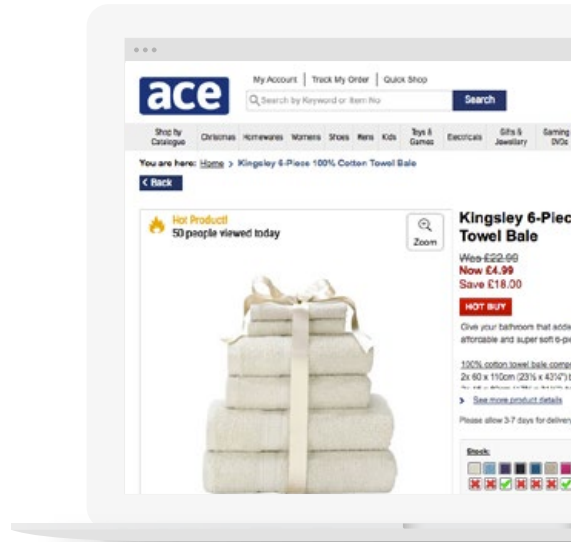
The biggest barrier to thinking about personalization is a legacy mindset. However, the work we've been doing with Qubit makes it real for both our customers and our board. The key has been to keep things simple and build a business case for each and every experience we want to deploy. Qubit has, and will remain, a core component of our entire digital strategy as the business grows and scales.

Gareth Rees-John
Digital Director

Social proof in action

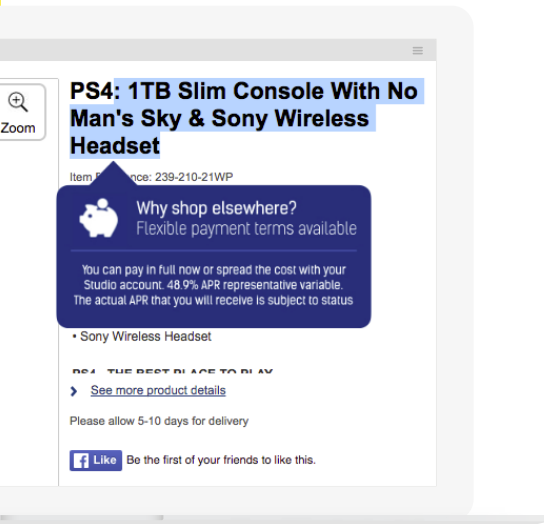
By grouping customers into valuable segments, Express Gifts can now deliver personalized messaging throughout the complex visitor journey, significantly increasing new customer acquisition.

Using Qubit's social proof solution, Express Gifts has served up trending products to visitors, which is already achieving over £1 million in annualized revenue.



Intelligent abandonment recovery

Qubit abandonment recovery is also being used to address the challenge of visitors highlighting product names in order to search for cheaper alternatives elsewhere. Copy paste detection surfaces a message around flexible payment terms.



About Qubit

Qubit is the pioneer in delivering context-driven customer experiences.

Qubit offers a digital experience management platform, which transforms the way businesses understand and influence their customers using Qubit Visitor Cloud, a customer data platform that fuels experiences across all your brand touchpoints leveraging an elastic customer record.

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

For more information, visit: qubit.com

