



**Qubit. x INDOCHINO**

- **The world's largest  
made-to-measure  
suit company makes  
custom tailoring  
available anywhere**

Creating an omnichannel retail  
strategy to bridge online shopping  
and the in-store experience



**The best part of everything  
we're running with Qubit  
is that it's all measurable.  
We look at the results,  
and we iterate constantly  
to improve on our success.**

Pilar Catala

Director of Omnichannel Digital Experience



## **The suit makes the man**

Indochino started in 2007 with the goal of making high quality, made to measure suiting available to men everywhere. They've found success by delivering a unique and compelling customer experience to online shoppers. According to Pilar Catala, Director of Omnichannel Digital Experience, buying a suit is not like buying just any piece of clothing. So she uses Qubit to deliver the personal touch that her customers need so they can look their best.



**40% year over year growth**



**7 showrooms across North America**

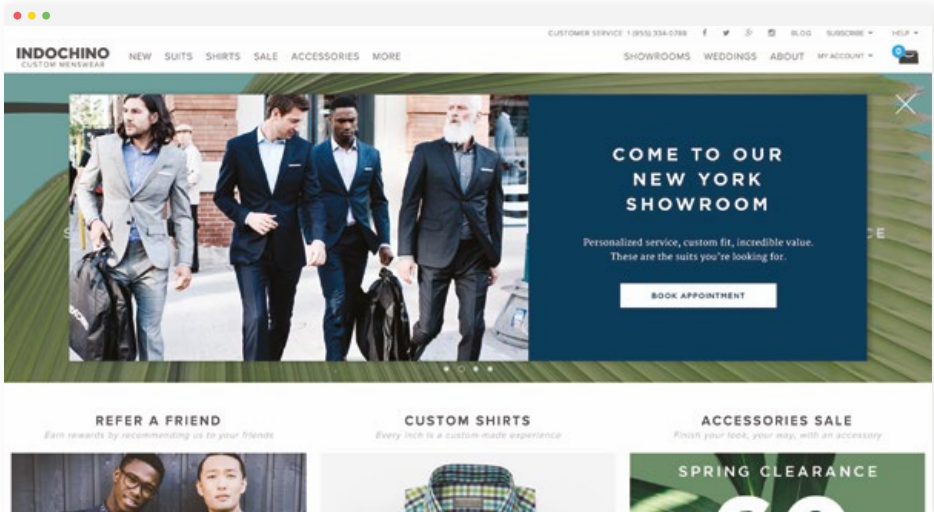


**32 shades of grey suits**



## **Custom suits require a custom experience**

Pilar relies on Qubit's digital experience platform to extend the possibilities of how her team is able to change the onsite experience in response to customer behavior. "I love everything that Qubit can show me about how customers are perceiving things on my website so we can be more responsive to their needs," she says. In just one year, Qubit has driven over one million dollars in incremental revenue by personalizing the site for different audience segments and connecting the site to a unified customer journey.



## Seven showrooms, one journey

Though they started selling online only, Indochino's business has grown to include brick and mortar showrooms in major cities across North America. The showrooms now drive almost half of Indochino's business because of the personal attention and incredible service, but before Qubit, they had no way to seamlessly connect online shoppers to the in-store experience. Now they use the Qubit platform to target online shoppers by geography and invite them to visit a showroom when one is nearby.

**3.2%**  
uplift in  
appointments

## Guiding the online journey

Indochino saw a need to make new visitors comfortable with the idea of ordering a made-to-measure suit online. They use Qubit to target a welcome message and discount to first-time shoppers, and they created a footer offering constant access to Indochino's fit guarantee. Now customers can learn more about Indochino and see the benefits of custom suiting no matter where they are in the site.

4.2%  
uplift in  
RPV

3.7%  
uplift in  
CR

The screenshot shows the Indochino website homepage. At the top, there is a navigation menu with links for 'NEW', 'SUITS', 'SHIRTS', 'SALE', 'ACCESSORIES', and 'MORE'. On the right side of the header, there are links for 'CUSTOMER SERVICE', '1 800 544 0704', social media icons, 'LOG IN', 'SIGN UP', 'SHOWROOMS', 'WEDDINGS', 'ABOUT', and 'MY ACCOUNT'. The main hero section features a dark background with a grid pattern and a central headline: 'MADE TO MEASURE AND DESIGNED BY YOU'. Below the headline is a call to action: 'JOIN OUR MAILING LIST AND GET 10% OFF YOUR PURCHASE'. A blue button says 'YES, SEND ME 10% OFF'. Underneath is a 'HOW IT WORKS' section with three steps: 1. PLACE YOUR ORDER (Choose just about any color and pattern you could want), 2. CUSTOMIZE YOUR SUIT (Choose your fabric, style, lining, and more), and 3. TAKE YOUR MEASUREMENTS (Follow our handy how-to video. It only takes ten minutes). At the bottom, there are three promotional banners: 'REFER A FRIEND' (Gain rewards by recommending us to your friends), 'CUSTOM SHIRTS' (Every shirt is a custom-made experience), and 'ACCESSORIES SALE' (Finish your look, your way, with an accessory). The accessories sale banner prominently displays 'UP TO 60% OFF'.



**By using Qubit, we're able to constantly evolve our digital presence and enhance what we can do to create a more rounded experience for the customer."**

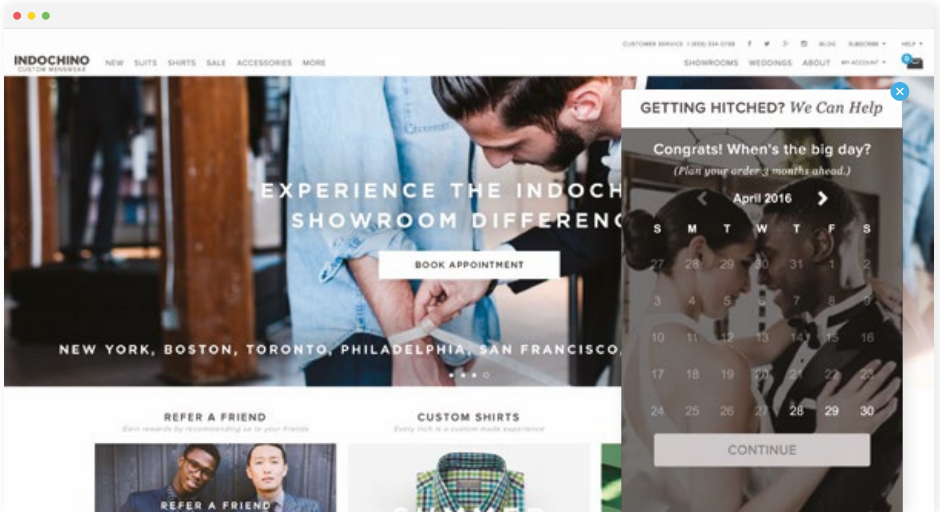
Pilar Catala

Director of Omnichannel Digital Experience

## Fewer roadblocks, more experiences

True to form, the Indochino site is built on a completely custom ecommerce platform, but it doesn't always keep up with their rapid growth. Qubit helps the team create new experiences online without hitting technical roadblocks. The merchandising team gained the ability to quickly add product badges to the site, and they're also launching a brand new system to help grooms manage outfits for their entire wedding party.

**+2%**  
in product  
views



## About Qubit

Qubit offers a blank canvas for marketers to deliver their big ideas. Our digital experience hub brings together analytics, segmentation, AB testing, and personalization into an integrated workflow, so businesses can deliver intelligent customer experiences across all digital touch points. We're trusted by the biggest brands in ecommerce.

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

For more information, visit: [qubit.com](https://qubit.com)

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