Qubit. x mothercare

Delivering a data-driven personalization and segmentation program

Mothercare integrating multiple data sources to understand and influence all customer journeys

Introduction

Mothercare has become a brand synonymous with not only expectant parents, but also as the retailer specializing in merchandize for children up to 8 years old.

As a global business, being able to segment and understand the customer base has become an essential part of creating a personalized experience for each and every visitor. Key to this has been using Qubit to understand visitors to the site so that the team can create and tailor experiences.

43% of sales online

Over 1,300 stores globally

26+ websites

Understanding key segments

The team at Mothercare deploy 3 different, but complementary, strategies to understand their customers for segmentation, integrating data into the Qubit platform for future segmentation by:

1. Using Qubit Visitor Pulse

For first time browsers, Visitor Pulse is deployed so that users can self-segment themselves into 'parents-to-be', 'parents', or 'gifters'. The survey also captures other information like due date, gender and relationship.
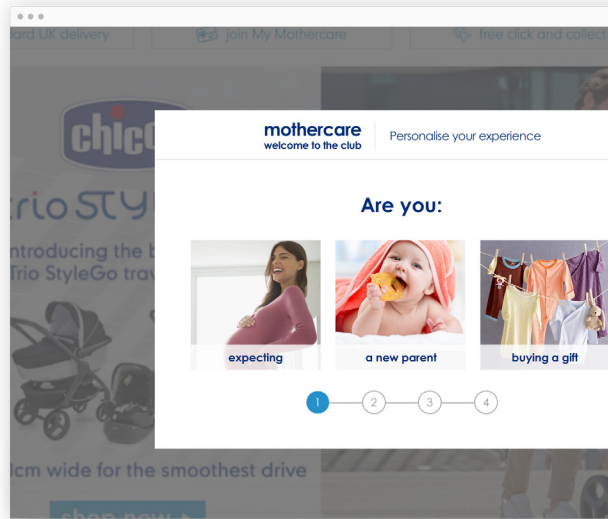
"At Mothercare we have 1,000s of product lines, we therefore need a technology that can surface relevant products to specific segments of customers at the right time."
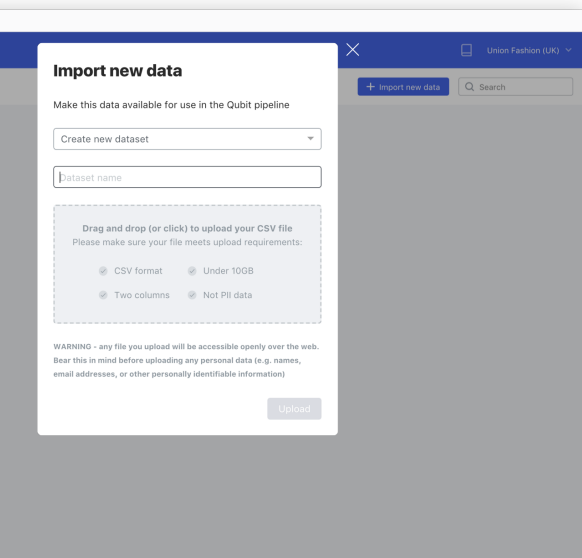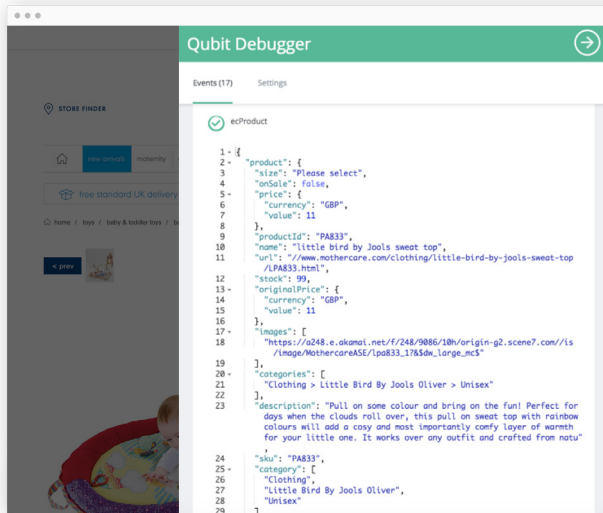
Jo Homer
Head of User Experience

2. Browsing and purchasing data

Data is collected from across the Mothercare website to understand the purchasing and browsing behaviors of different groups of visitors. Coupled with an understanding of how particular customers engage online, additional segments could be explored.
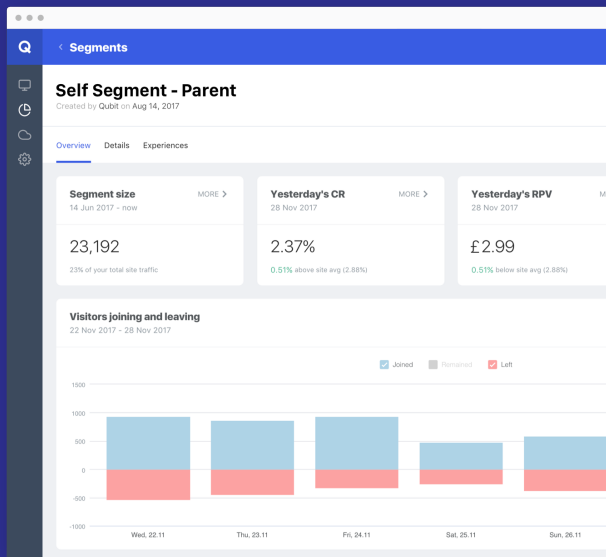

3. Ingesting CRM Data

Through the use of batch upload, Mothercare can ingest CRM data, from pre-natal and post-natal visitors, to add further context.

With these 3 data sources compiled in the Qubit platform, the Mothercare team can build a complete understanding of their customers - who they are, what their interests are and where they fall within the customer purchase lifecycle.

Identifying core needs

Once Mothercare have a handle on the data, they can use Qubit to segment their visitors into different groups. By using the collected data, Mothercare are able to create more than 9 brand new segments specific to their (and their customers') needs, for example, pre-natal mothers, post-natal mothers, due date in 4 weeks.

< Segments

Self Segment - Parent
Created by Qubit on Aug 14, 2017

Overview   Details   Experiences

Segment size	Yesterday's CR	Yesterday's RPV
14 Jun 2017 - now	28 Nov 2017	28 Nov 2017
23,192	2.37%	£2.99
23% of your total site traffic	0.51% above site avg (2.88%)	0.51% below site avg (2.88%)

Visitors joining and leaving
22 Nov 2017 - 28 Nov 2017

Joined   Remained   Left

1500
1000
500
0
-500
-1000

Wed, 22.11   Thu, 23.11   Fri, 24.11   Sat, 25.11   Sun, 26.11

"

"Qubit's technology can enable any business to personalize online. Being able to target experiences to specific visitor segments is now demanded by customers even if they don't know it."

Jo Homer
Head of User Experience

Delivering persuasive personalization

After understanding and identifying the different customer segments, Mothercare can start creating personalized and segmented customer experiences.

With the variation of different customer segments, coupled with an understanding of what works well in each case, Mothercare surface tailored experiences for customers.

## 1. Social proof for different customer segments

Social proof acts as a form of affirmation and is one of the most powerful tools in creating a sense of urgency. Mothercare wanted to provide a personalized and educational experience, whilst layering in this powerful conversion driver. Two segments that the company personalize for is 'parents to be' and 'new parents'.

A social proof experience was fired for a segment of 'parents to be', created by their browsing behavior, purchase behavior, and those that had segmented themselves as 'expecting' in the Visitor Pulse entry quiz (i). Similarly, social proof was fired for new parents based on previous behavior, as well as those that had segmented themselves as 'parents' in Visitor Pulse (ii).
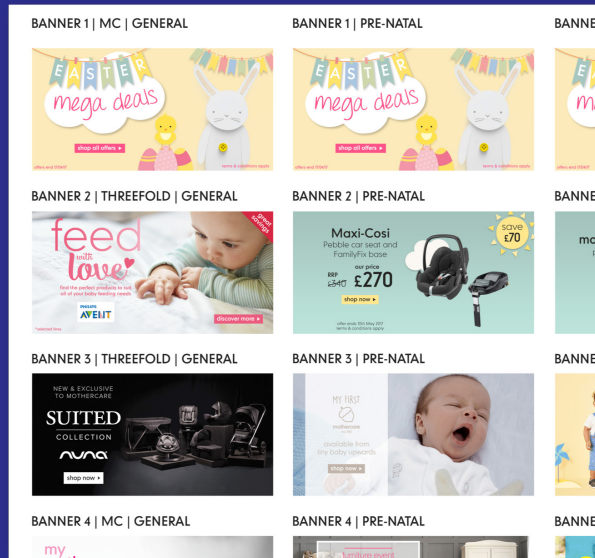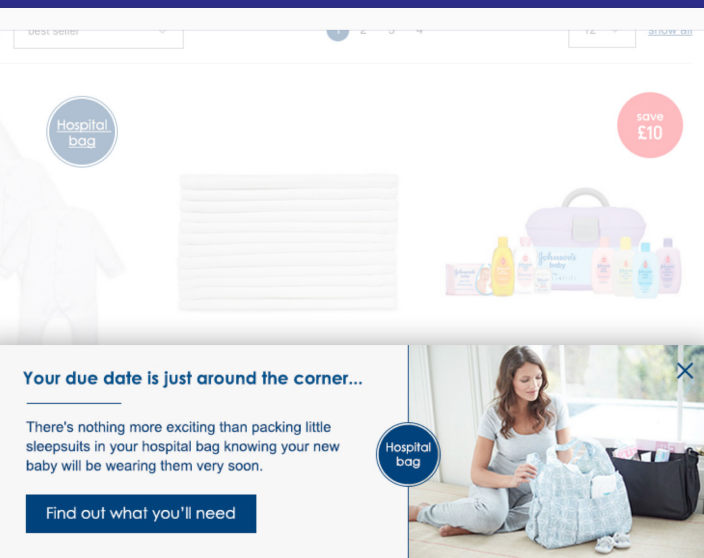
(i)
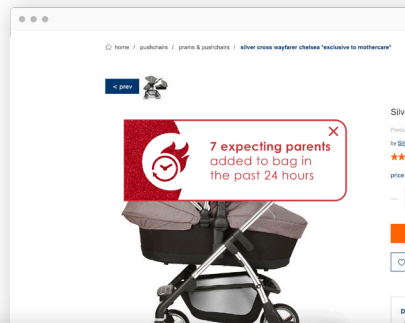
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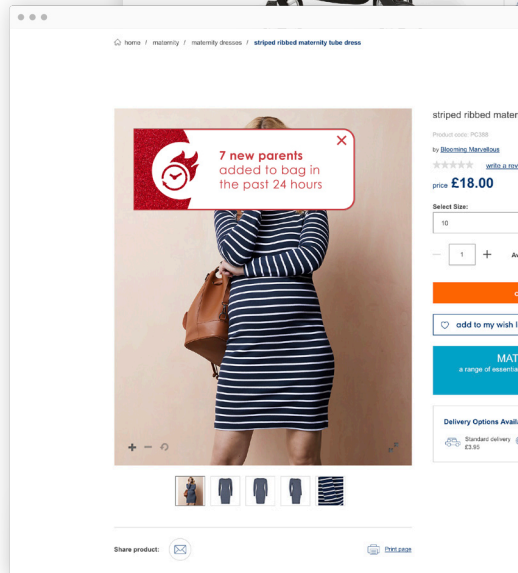
2. Personalized homepage banners

Mothercare have developed templated experiences to quickly personalize the homepage carousel images for pre-natal, post-natal and general segments. Images are updated on a weekly basis, creating three sets of content each time.

BANNER 1 | MC | GENERAL
BANNER 1 | PRE-NATAL
BANNER 2 | THREEFOLD | GENERAL
BANNER 2 | PRE-NATAL
BANNER 3 | THREEFOLD | GENERAL
BANNER 3 | PRE-NATAL
BANNER 4 | MC | GENERAL
BANNER 4 | PRE-NATAL

3. Imminently due urgency messaging

For expectant parents, within the 4 week period of the due date, badging has been created to ensure that these customers were fully prepared for everything they may need for their upcoming hospital visit.

Your due date is just around the corner...

There's nothing more exciting than packing little sleepsuits in your hospital bag knowing your new baby will be wearing them very soon.

Find out what you'll need

Looking ahead

Mothercare are a company with big digital ambitions and have plans for global expansion beyond the countries where they currently operate. They want to continue being supported by data-driven actions and want digital sales to account for over half the company's turnover by 2020.

The UK market has become the research and development hub of the business so that successful operations in this region can then be rolled out to the other 55+ countries in the group.

Qubit have become an integral part of the growth of their ecommerce business, supporting Mothercare in delivering personalized experiences to multiple visitor groups. The plan now is to make this even better and continue to serve customers in the most relevant way.

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