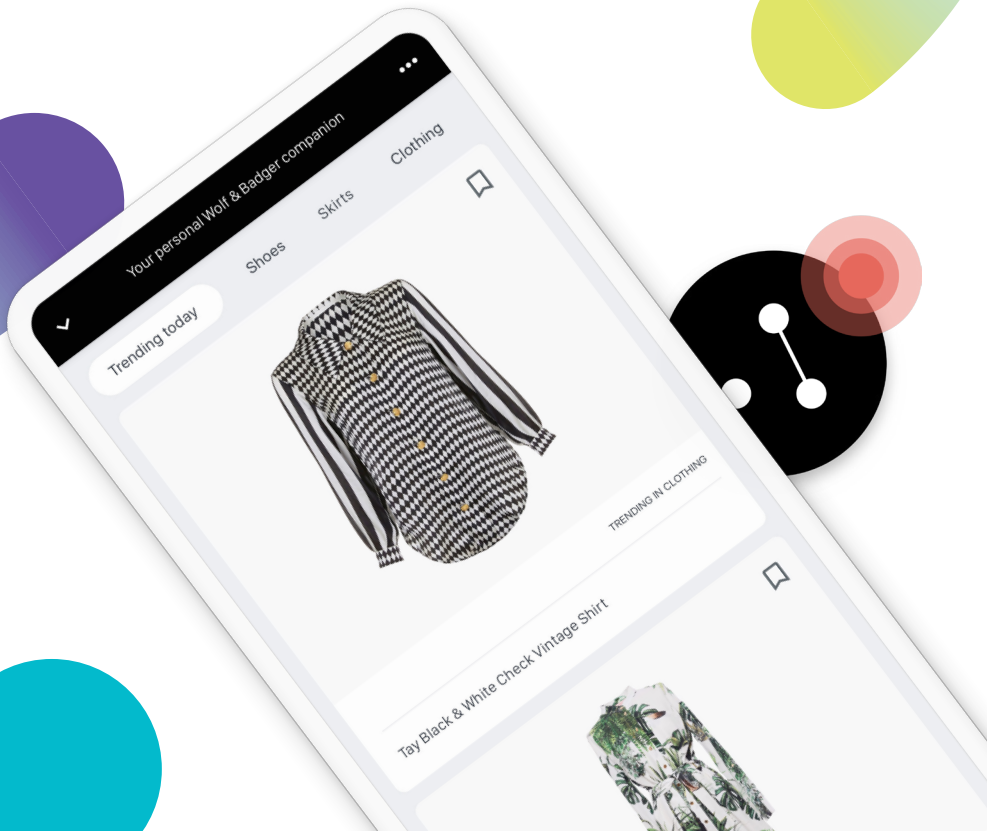


Qubit Aura. x **WOLF & BADGER**

Leading the way toward the future of mobile commerce

Wolf & Badger solving mobile
discoverability challenge by delivering
one-to-one personalization at scale



Introduction

Wolf & Badger is a global marketplace for independent brands and emerging designers, allowing them to reach new audiences and markets. Working with Qubit since the beginning of 2016, the company has successfully leveraged the platform to tailor their onsite experience and get an in depth understanding of their visitors.

Traffic from mobile has been steadily increasing but conversions are lower than desktop which presents an acute problem. Acknowledging this challenge, Wolf & Badger became one of the first companies to use Qubit Aura, an AI-powered discoverability solution for mobile web.



The low down



Established in 2010



700 independent global designers



30,000 products



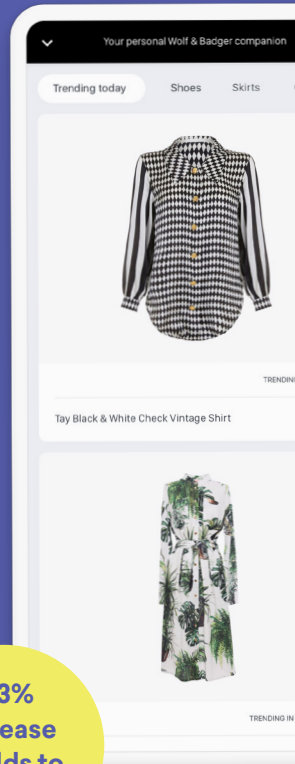
Increasing mobile conversions with Qubit Aura

● Challenge

Wolf & Badger recognized that with mobile what's important is the joy of discovering new products, new designers and new trends easily. It's simple to filter products if you already know what you are looking for, but new users in discovery mode or those looking for inspiration don't want to miss out on anything that might be relevant.

● Solution

By understanding the need to make discovering new products simple, Wolf & Badger trialled Qubit Aura. Using the AI-powered technology, when a visitor interacts with Qubit Aura, it adapts. For example, if someone shows a preference for products from certain categories, Qubit Aura will then start to surface a list of products that match.



**4.3%
increase
in adds to
basket**

**3.6%
conversion
rate uplift**

“

Qubit Aura delivers an individual experience for every visitor and allows us to automatically tailor an app-like experience on our mobile site through the use of artificial intelligence. Fashion and style define a person's identity, so providing a way to discover things that resonate with each unique user is key. Qubit Aura allows us to deliver one-to-one personalization for our visitors on mobile at scale.

Alex Crawley
Chief Technology Officer



Looking ahead

As visitors from mobile increase, there is undoubtedly an opportunity for conversion rates from this channel to improve. Qubit Aura, and the entire Qubit platform, will continue to be used by the company to consistently inspire visitors.

By having an astute understanding of how their customers interact with their brand they can create experiences that not only increase the discoverability of their diverse product range, but grow the business through solid personalization strategies in every channel.