

# Qubit.

## Qubit Named a Leader in the 2018 Gartner Magic Quadrant for Personalization Engines

[LONDON 30 JULY 2018] -- [Qubit](#) today announced that [Gartner Inc.](#) has named the company a Leader in their 2018 Magic Quadrant for Personalization Engines.

Founded in 2010, Qubit enables the world's leading retail, travel and eGaming brands to deliver effective and scalable personalization across their digital channels. Qubit is currently used by more than 1,000 ecommerce and tech professionals, and the platform is delivering 55 billion personalizations per month making it one of the most robust in the market.

Qubit CEO Graham Cooke said, "We're absolutely delighted to be named a Leader by the analyst team at Gartner. We feel it's wonderful to have this recognition - we live and breathe personalization every day so customers like NET-A-PORTER, [L'OCCITANE en Provence](#), [Emirates](#), [ColourPop](#), [Thomas Cook](#), and [Ladbrokes Coral](#) can thrive in this digital era."

This is the first time Gartner has released a Magic Quadrant for Personalization Engines, which we feel reflects the growing importance of Personalization for marketing and digital leaders. In a Gartner report called, "Use Data-Driven Personalization to Grow Digital Commerce," Jennifer Polk, Research Vice President at Gartner, wrote:

"Customer expectations for personalization are rising due to increasing interaction with digital technology, such as sophisticated websites, mobile devices and applications, and social networks that recognize them as individuals, track their behavior and use this data (advanced and predictive analytics), to tailor the experience. These experiences set the standard for personalization in digital commerce."

Evaluated for ability to execute and completeness of vision, Qubit believes it was recognized for its real-time personalization capabilities across multiple customer touchpoints at scale.

Qubit CTO Emre Baran said, "We were really pleased to see Gartner mention our support for technical teams. Personalization is marketing technology, but we know that technical and data teams are deeply involved in large-scale personalization projects in collaboration with their marketing colleagues, therefore we build solutions for both groups."

Key products reviewed included [Qubit Pro](#) and [Qubit Aura](#).

**Additional Resources:**

- Read more about this announcement [in our blog post](#)
- [Download a complimentary copy](#) of the Gartner report
- Learn more about Personalization in the [Resource section](#) of our website
- Follow Qubit [on Twitter](#)

Gartner, "Magic Quadrant for the Personalization Engines," Jennifer Polk, Bryan Yeager, 25 July 2018.  
Gartner, "Use Data-Driven Personalization to Grow Digital Commerce," Jennifer Polk, Refreshed: 6 April 2017, Published 24 February 2015.

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### **About Qubit.**

Qubit is the leader in delivering highly persuasive personalization at scale. Leading brands in retail, travel and egaming work with Qubit to transform the way they understand and influence their customers. In 2018, the company was named a 'Top Rated A/B Testing & Personalization Tool' by TrustRadius, and the winner of the 'Best Breakthrough Product Collaboration' at the Glossy Awards alongside Qubit customer, ColourPop. Headquartered in London, the company has offices across Europe and the U.S.

For more information, please visit: <https://www.qubit.com/in-the-media/>

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# Qubit announces new solutions for Beauty, Fashion and Luxury to deliver personalized brand experiences in high-growth categories

[LONDON - 13th November 2018] [Qubit](#), a leader in marketing personalization technology, today announced the availability of three new solutions designed for beauty, fashion and luxury retailers. Each package includes Qubit's proprietary [personalization platform](#) along with specific personalization use cases that are designed to drive engagement, repeat purchases and lifetime value in these competitive and high-growth categories.

"Over the past eight years, we've been privileged to work with some of the world's most innovative beauty, fashion and luxury brands," said Graham Cooke, CEO of Qubit. "Through these long-standing partnerships, we understand the specific challenges they face. These categories are experiencing consistent and rapid growth in their online business. Personalization is essential in order to differentiate and yet this has to be done with the vision of the brand, and often at very large scale. It's essential to deliver solutions that meet these challenges."

Qubit's personalization platform includes more than 800 million monthly interactions and \$600 million influenced in monthly sales combined. Using Qubit, brands can collect, ask for and analyze data from different sources and silos, derive insights, and then deploy truly personalized experiences throughout the visitor journey.

## [Qubit for Beauty](#)

Beauty products are inherently personal - often going directly on the consumer's face and body. Qubit for Beauty addresses the specific requirements of the cosmetics industry that include replicating elements of the in-store experience online, uncovering nuanced insight about the types of purchasers and their reasons for purchasing certain products. [Beauty customers](#), including [L'OCCITANE en Provence](#), Charlotte Tilbury and [Elemis](#) use Qubit to enrich their customer understanding and provide a personal touch online. Experiences within the solution include:

- *Replenishment*, the ability to predict when a shopper might run out of a particular product and encouraging them to return to your site, or surfacing replenishment options when they do.
- *Skin type recommendations*, the ability to quickly understand the customer through a short survey and serve them the right product, for example, based on a customer's specific 'skin type'. By coupling this with product badging, visitors can navigate to the most relevant products in the catalog much faster.
- *Smart sampling*, the ability to offer the most relevant samples based on what the shopper already has in their cart or has tried in the past. This could be complementary, popular or based on how a shopper has self-segmented.

## [Qubit for Luxury](#)

Personalization defines the shopping experience for a luxury brand. Qubit for Luxury uses behavioral data, both asked and ingested, to build 1:1 digital experiences that are highly personalized, but without altering brand values. There are a number of experiences luxury customers, like Net-a-Porter, Farfetch and [Diane von Furstenberg](#), can deploy to tailor the experience for their discerning visitors, including;

- *Trending in fashion capitals*, the ability to highlight products that are sought after by customers based on what is trending in their nearest fashion capital, or allow them to get an inside view of what's trending around the world. For example, this could be 'what's trending' in Milan during Milan Fashion Week.
- *VIP exclusive offers*, the ability to target your VIPs directly with tailored offers, messaging and services that will drive loyalty and increase future spend.
- *Personalized homepage carousel*, the ability to serve customers a tailored carousel on the homepage that responds to their relationship with the brand. A customer who has recently bought might be shown complementary items, a customer who has been browsing in a specific category might be shown related items and a new visitor encouraged to explore a specific category.

Ludovica Cesareo, Assistant Professor of Marketing at Lehigh University, said in a study for [Knowledge@Wharton](#): "...millennials and Generation Z shoppers accounted for about 85% of 2017's growth in luxury goods sales. "They represent the new aspirational class," Cesareo said. "Millennials and Gen Zs who purchase luxury want much more than just a brand name and a status symbol. They want an experience, which for them has to encompass some form of digital interaction, [and] has to be inspirational."

#### [Qubit for Fashion](#)

It's one of the most competitive categories online. 'One and done' purchasers will not help fashion brands achieve the lifetime value that's essential for loyalty and growth targets. Qubit for Fashion uses large datasets about visitor behavior, past purchases, and CRM data to drive growth for [global fashion brands](#) like River Island, Topshop and [Hobbs](#). Qubit for Fashion introduces:

- [Qubit Aura](#), the product discovery solution for mobile web, especially effective with fashion brands who seek to provide their regular browsers with a fast, frictionless way of navigating through large product catalogs.
- *Trending product badging*, the ability to provide evidence on the PLP that 'people like you' are interested in a product that you may also be interested in.
- *Back-in-stock*, the ability to highlight to customers when items that they are interested in are back in stock, to create engagement and retention and a more personal shopping experience.

"Personalization is now pervasive online, not just in ecommerce, but in everything we do," continued Cooke. "Look at Netflix, Spotify and Instagram - all tailoring the online experience to engage their visitors with the most relevant content. Now is the time for ecommerce companies to catch up. Working with the teams delivering personalization for customers across the fashion, luxury and beauty industry means Qubit are in the unique position to understand what works in each industry and build AI-powered technology for these world-class brands now, and in the future."

To find out more:

- [Qubit for Beauty](#)
- [Qubit for Luxury](#)
- [Qubit for Fashion](#)

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travel and egaming work with Qubit to transform the way they understand and influence their customers. Companies like NET-A-PORTER, Topshop, Emirates, Ubisoft, Thomas Cook, and Ladbrokes Coral 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](http://www.qubit.com)

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