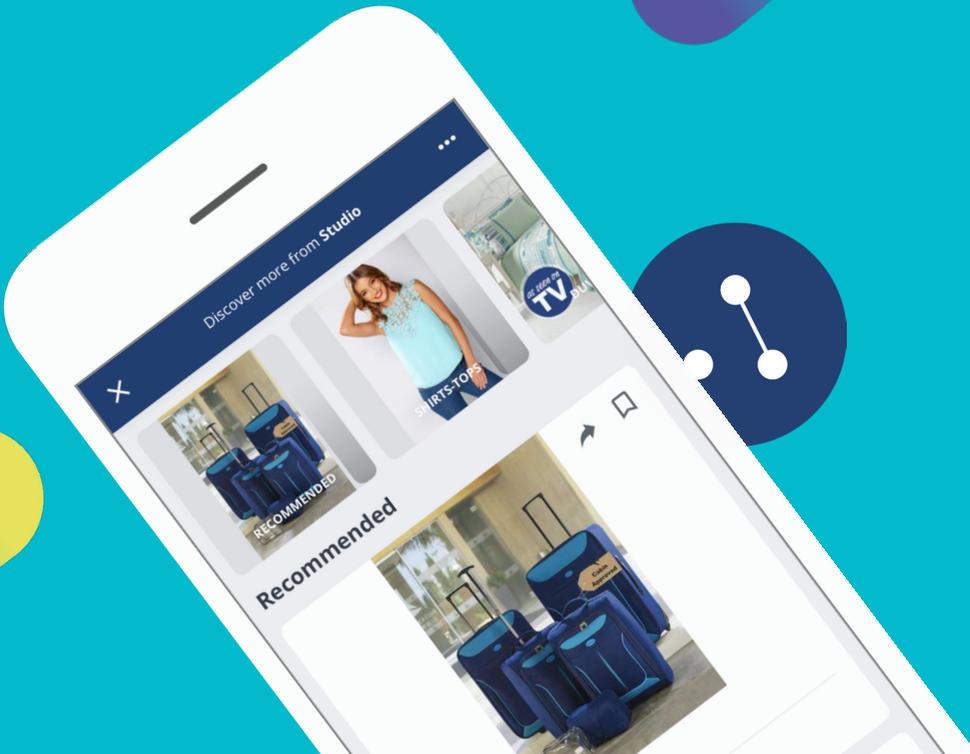


**Qubit Aura.** ×  Express Gifts Ltd

# Multi-channel retailer boosting mobile conversion with product discovery

Studio and Ace using Qubit Aura  
to build seamless experiences  
on mobile web



## Introduction

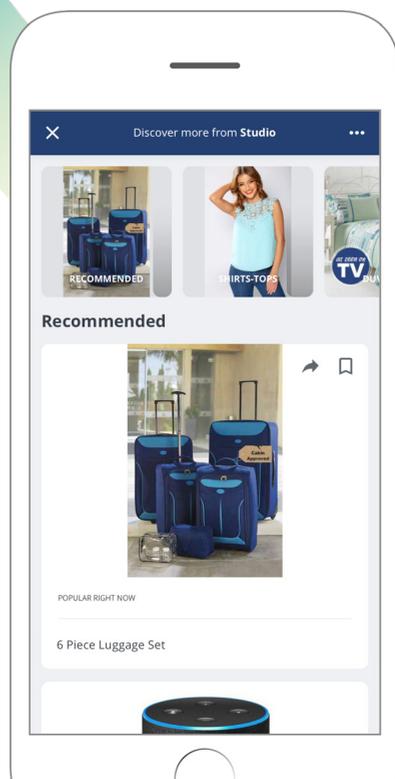
Express Gifts, the owners of the Studio and Ace brands, are a multi-channel retailer based in the UK. With millions of customers and thousands of products, delivering personalization to each and every online visitor, regardless of channel, means using AI is essential.

Traditionally a catalog business, the company have expertly navigated a digital transformation. Through the use of technology like Qubit Pro and Qubit Aura, the company have moved away from heavy reliance on the peak trading period of Christmas, and are now building customer loyalty all year round.

A key focus for Express Gifts has been mobile commerce, and building a seamless customer experience on a channel which is usually reliant on search or a hamburger menu for product discovery. With a catalog of 40,000 products, Express Gifts needed to show the right products to their customers, by using visitor behavior to tailor products according to their interests. As a result they implemented Qubit Aura.

## The low down

-  40,000+ products
-  65% of all orders online - 2/3s on mobile
-  9 mil parcels delivered per year
-  1.7 mil+ customers online per year



## Qubit Aura on Studio and Ace

The ecommerce team have been seeing a rise in customers using mobile web to explore and find new products. The team wanted to make the experience on mobile more seamless and much more in keeping with how users like to browse and engage on the small screen. With this in mind, the company deployed Qubit Aura across both brands to increase the number of products a visitor saw, and create a unique discovery experience for each individual visitor.

## Results

Since Qubit Aura went live on both brands:

- **Open rates approaching 20%**
- **Customers using Qubit Aura convert 2x more than conventional methods**

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“Like most multi-channel retailers we are seeing an enormous shift to online as it’s where our customer is spending more and more of their time. We need to be creating industry-leading experiences to make sure we are gaining the trust of new visitors and building loyalty with existing customers. With Qubit we can do this across our digital channels”

Craig Elwell, Head of Ecommerce



## Looking ahead

Express Gifts is a leading retailer, standing at the intersection of ecommerce and technology. The company has become known for innovation and rethinking the way customers engage with them and discover products from their ever-changing catalog.

With a vast, diverse product range, online personalization has become a key pillar of differentiation for the business regardless of the channel a visitor uses to browse, shop or purchase. Through Qubit Aura they are able to reinvent themselves for mobile, unlocking the channel as a key area of opportunity for the business.