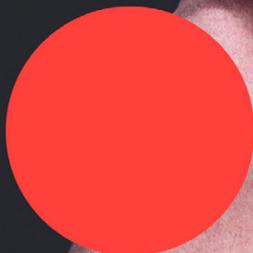


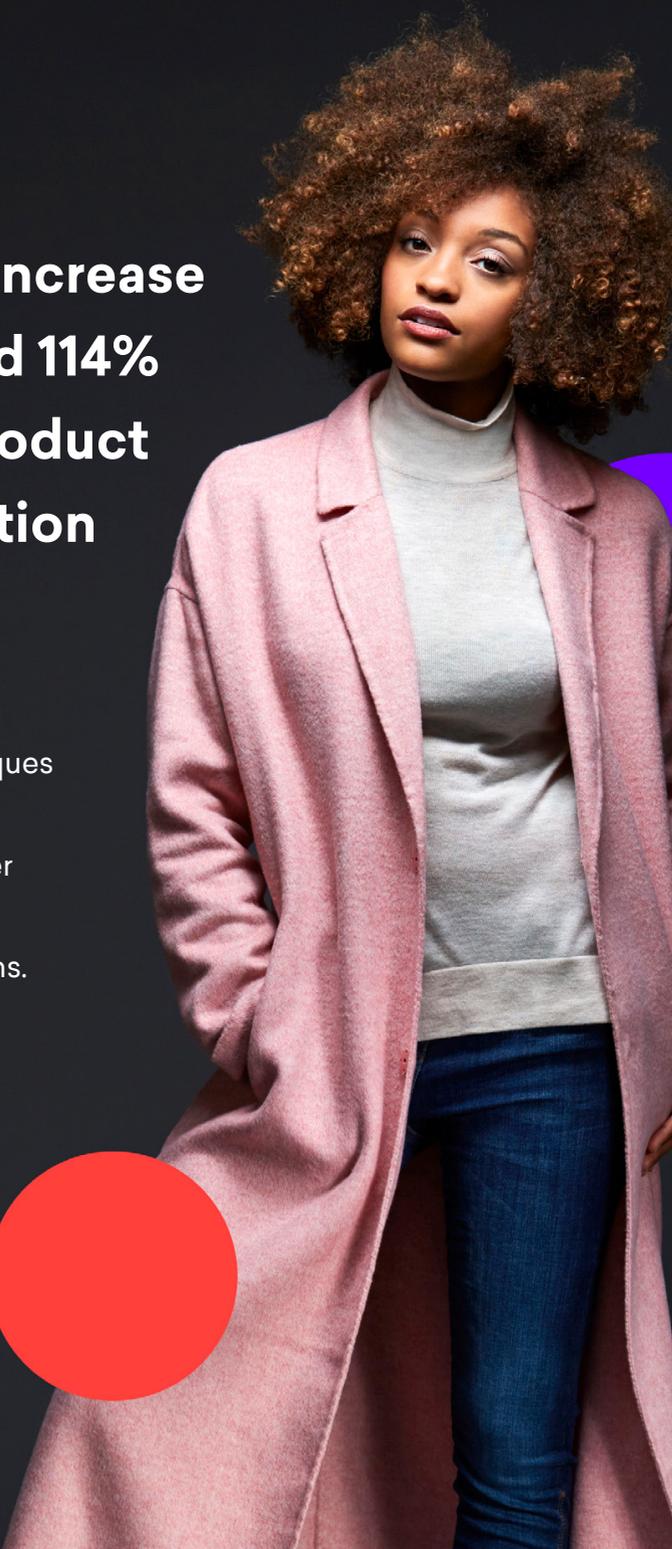
M^{and}m
DIRECT × **Qubit.**

**Driving 2.4% increase
in revenue and 114%
increase in product
recommendation
CTRs.**

Pioneering deep learning recommendation techniques to establish customer to product relationships over conventional product to product recommendations.



 Google Cloud





At MandM Direct we are always striving for the best. We haven't seen any other product recommendations solution perform as well as this.

Paul Allen
Head of E-commerce

Introduction.

MandM Direct is Europe's leading online off-price retailer, with millions of customers each year. The brand sells sports and outdoor products at unbeatable prices all year around and has been a Qubit customer since 2013.

The ecommerce team is consistently pushing the boundaries of how retailers can leverage disparate sources of data to positively change the customer experiences for their onsite visitors. As a result, they are demonstrably impacting the bottom line and revenue of the business.

Nearly every product recommendation algorithm available today is machine learning powered. The new and improved kid on the block is deep learning. It's faster, smarter and most importantly truly personalized.

By utilizing Qubit's latest deep learning recommendations powered by Google Cloud AI, MandM Direct has been able to dramatically increase customer engagement and revenue.

The low down.



Founded in 1987



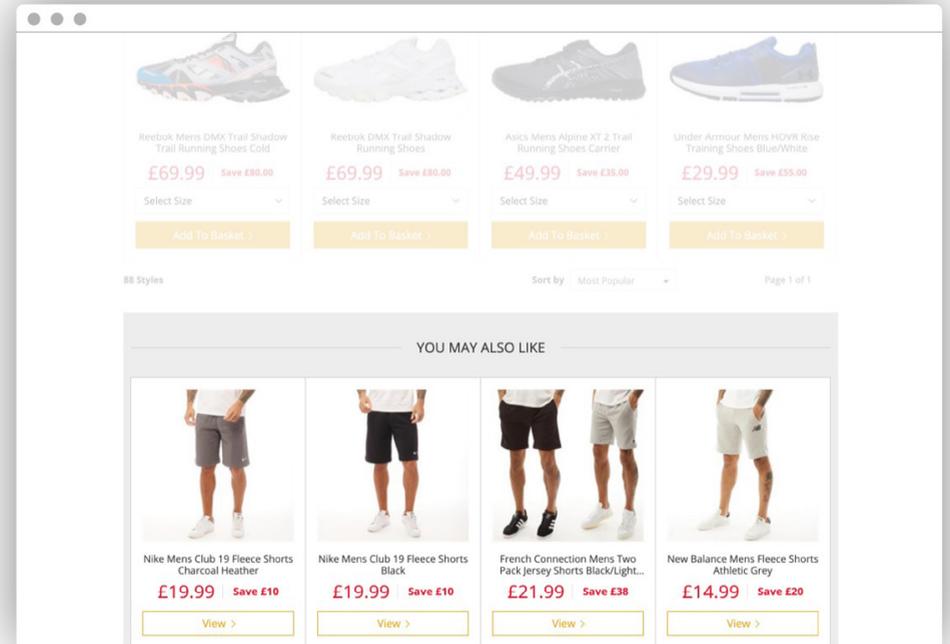
3 million active customers



20+ countries



150+ brands stocked



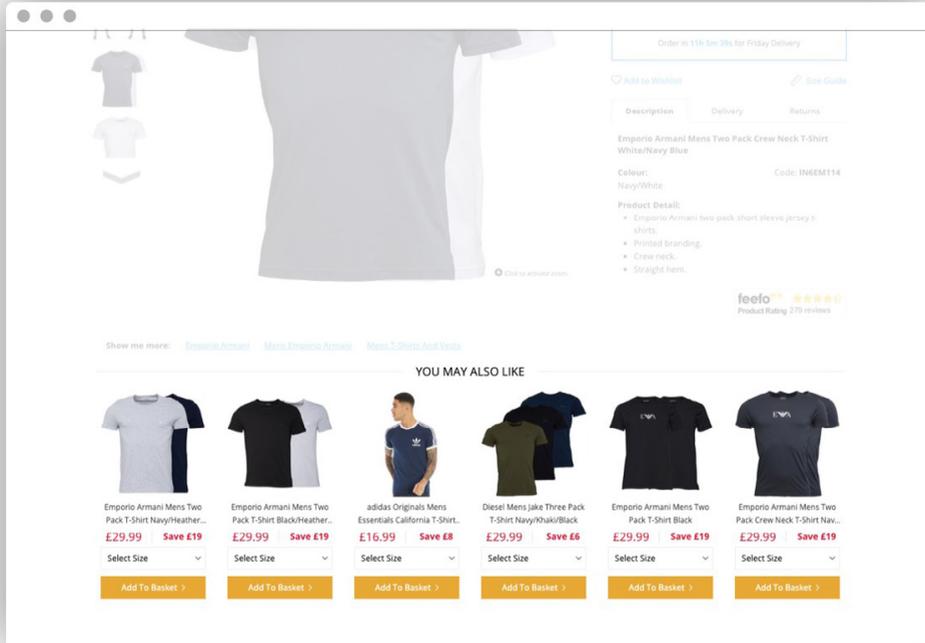
Google Recommendations on the PLP.

PLP sometimes struggle to be relevant to the individual, they're relatively static and purposely so. Adding recommendations that are individualized to the customer on these pages significantly helps to drive up revenue and CTRs.

1.8% uplift in RPV

1.57% uplift in CR

148% uplift in CTR



Google Recommendations on the PDP.

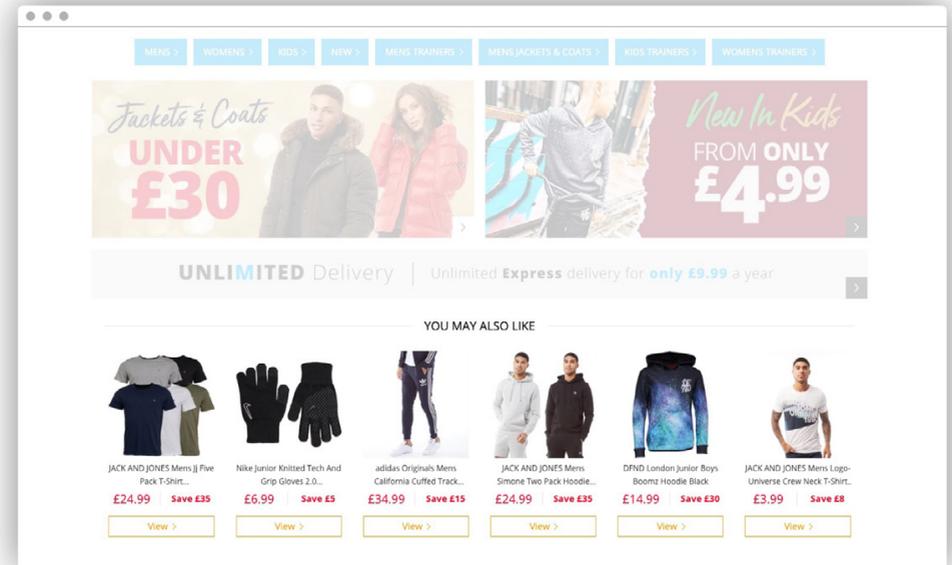
The PDP is such an important page for recommendations. Showing your customer you know them, you're aware of their journey and where they might want to go next is absolutely key. MandM Direct's use of Qubit pushed higher average order values driving RPV even higher.

0.72% uplift in RPV

0.93% uplift in CR

5.28% uplift in CTR





Google Recommendations on the homepage.

The homepage is the perfect place to inspire your customers, whether they are new or returning this deep learning recommendations technology knows what to show each visitor. Engaging the visitor with the product catalog is the first key step and the results speak for themselves.

0.7% uplift in RPV

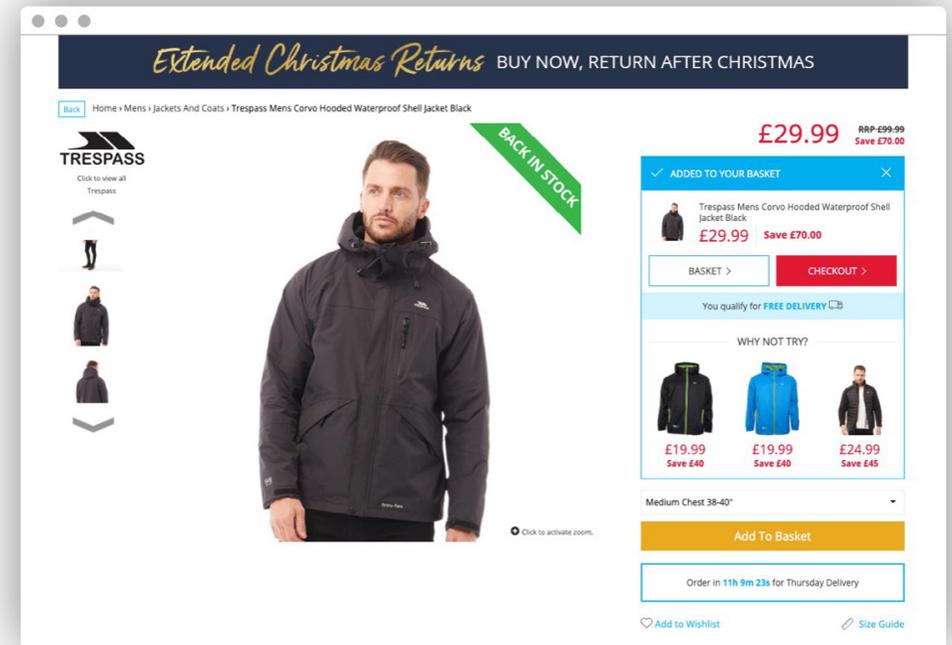
0.6% uplift in CR

118% uplift in CTR



Qubit has been a technology that has underpinned our online customer experiences for over 7 years. The Qubit team is continually building products that enable us to leverage our data and curate more relevant user journeys. Through a combination of technology and services our partnership is critical to the success of our online operation.

Paul Allen
Head of E-commerce



Google Recommendations add to bag on the PDP.

Driving upsell is usually done in the basket, however MandM Direct is harnessing the power of real-time deep learning recommendations to make suggestions to customers the moment they add something to their basket.

157% uplift in CTR

292% uplift in add to bag goal



Looking ahead.

MandM Direct is a brand that has become synonymous with great online experiences, as a customer you feel like you will find the products you're looking for in just a few clicks or swipes. This is because the team has focused on using different data sources from the customer, for example behavioral, intent and historical data, in combination to create the most relevant journey they can.

Qubit has, will continue to be, a key partner in the brands' efforts to maximize conversions through the effective use of the most advanced data and analytics tools. In addition, the team will work closely with Qubit to understand, benchmark and deliver against the requirements of not only the MandM Direct business, but also the ever expectant customer.

About Qubit.

Qubit's mission is to drive customer loyalty and lifetime value through personalization. In 2020, the company was named a Visionary in the Gartner Magic Quadrant for Personalization Engines.

Global luxury, fashion, beauty, travel and egaming brands partner with Qubit to transform the way they understand and influence their customers. Customers include LVMH Group, Farfetch, L'Occitane, Estee Lauder Group and more!

Headquartered in London, the company has offices across Europe and the U.S. Qubit's investors include Goldman Sachs, Sapphire Ventures, Accel Partners, Salesforce Ventures and Balderton Capital.

For more information, visit: qubit.com

LVMH

FARFETCH

SHISEIDO

ESTÉE
LAUDER
COMPANIES

RIVER ISLAND

KURT GEIGER