



Real insights. Real uplifts.

Qubit gives you the agility, and the confidence, to deliver personalizations that will actually impact the bottom line.



Qubit is a fully integrated Digital Experience Management hub built on the following pillars:

- Personalization and A/B testing
- Audience segmentation
- Web intelligence
- Tag management

These applications are the tools of the modern ecommerce trade. They give teams the power to understand the behavior of valuable

audience segments and the ability to deliver personalizations, making dynamic website changes at scale.

Beyond our core applications, our data is extensible throughout the whole business. Analysts can unlock the full power of their data via APIs whilst developers can build on our infrastructure toolkit, giving Qubit the power to optimize every part of your operation.

Our website optimization apps

Deliver

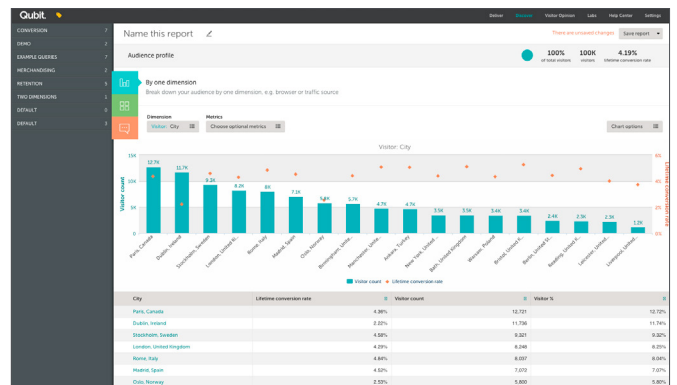
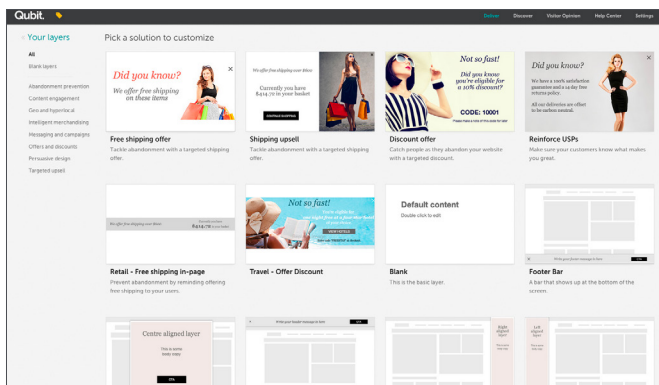
Qubit's web personalization app lets you test, validate and optimize your web content in real time. Deliver is also great for proving the incrementality of third party applications.

- Rich library of quickstart personalization solutions
- Built-in A/B testing with rigorous stats modeling
- Mobile and responsive compatibility

Discover

Qubit's audience segmentation app allows you to focus on specific segments of visitors and investigate metrics like conversion rate, lifetime value and user satisfaction, enabling highly granular personalizations.

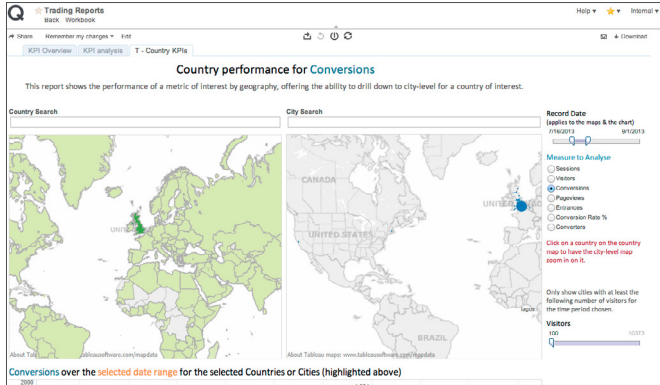
- Structured quantitative data with unlimited data points
- Auto-categorized feedback, by sentiment and topic
- Segment builder converging on a range of useful metrics



Decipher

Qubit's web intelligence app allows you to report on web data in either a business intelligence interface or via an API enabling unique data manipulation for fresh insights.

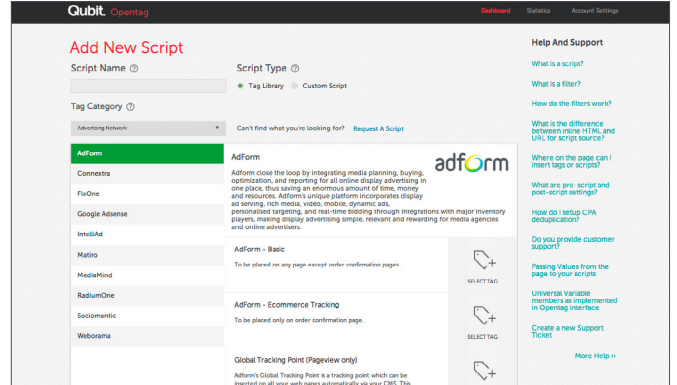
- Predefined reports tailored for different parts of your organization
- Flexible dashboard that goes beyond traditional analytics
- Real-time data and integration with other data sets



Opentag

Qubit's enterprise tag manager lets you upload, manage or exchange third party technologies outside of development cycles.

- Full enterprise feature set, including CPA de-duplication
- Powers two of the three fastest ecommerce sites in Europe
- Flexible CDN hosting options



The foundations we're built on

Universal Variable

Our data model gives you the foundation for advanced data collection and a common language to future proof data exchange for all your site's technologies. This model is extensible with over 300 variables, and is fully open-source.

Data Exchange

Qubit's data mapper gives you a data feed from your existing tag manager that is compatible with our personalization technologies. This is fully mapped and audited against Qubit's data model, and is compatible with top tier tag managers and web analytics packages to make implementation easy.

What our clients say

"Qubit's tool has given us the insight to understand our customers' needs, and respond to them, all within one single workflow. This means that we are creating greater experiences for our customers, and building better relationships for the future."

Melanie Kyrklund – Senior E-Commerce Analyst, Staples

"Qubit's rich dataset has unlocked granular user information which allows us to produce truly valid hypotheses. When Qubit says we see a 10% uplift in conversion, we see it in the bottom line."

Richard Wilson – Head of Digital, Burton

About us

Qubit is a Digital Experience Management hub. We investigate over 200 million unique customer journeys each month, have served over 3.3 billion personalizations to date, and drive double digit conversion increases for sophisticated ecommerce clients.

Some of our clients



Arcadia Group plc



JIMMY CHOO