



Personalization

Millions of user journeys, relevant every time

If testing is the journey, personalization is the destination. We can turn your site into a blank canvas that adapts to different visitors using their past and present behaviors and preferences to shape their future experience with you.

Content personalization and product recommendations can be used to pull a number of interactive triggers that yield successful results. For maximum ease of use we've taken these solutions, including urgency, scarcity and social proof, and put them at your fingertips.

Key features:

- ▶ Fully supported by testing methodology and statistical rigor
- ▶ Multiple traffic allocation modes
- ▶ Customizable plugins so you can develop your own features
- ▶ Use customer data to inform customer service and in-store teams

Qubit Personalization capabilities are enhanced with Adaptive targeting, which lets you deliver hyper-relevant digital experiences based on any combination of visitor attributes, behavioral data, or surveyed preferences.

Personalization

“ Using Qubit has enabled us to do more tests in a month than many of our competitors do in a year. It allowed us to increase our tests and experimentations by 300% from 35 tests a year to over 500 tests a year. Using Qubit’s personalization platform allows us to get the test done that we want to do but more importantly we’re moving to pretty much real-time results.”

Jonathan Wall
Group Ecommerce Director

SHOP 
DIRECT

