



# Visitor pulse

Continuously expand your customer knowledge and build a more complete visitor record

When it comes to building hypotheses, no one gives you better advice than your customers. Qubit has a selection of feedback and surveying tools to help with this, all easily deployable via our platform.

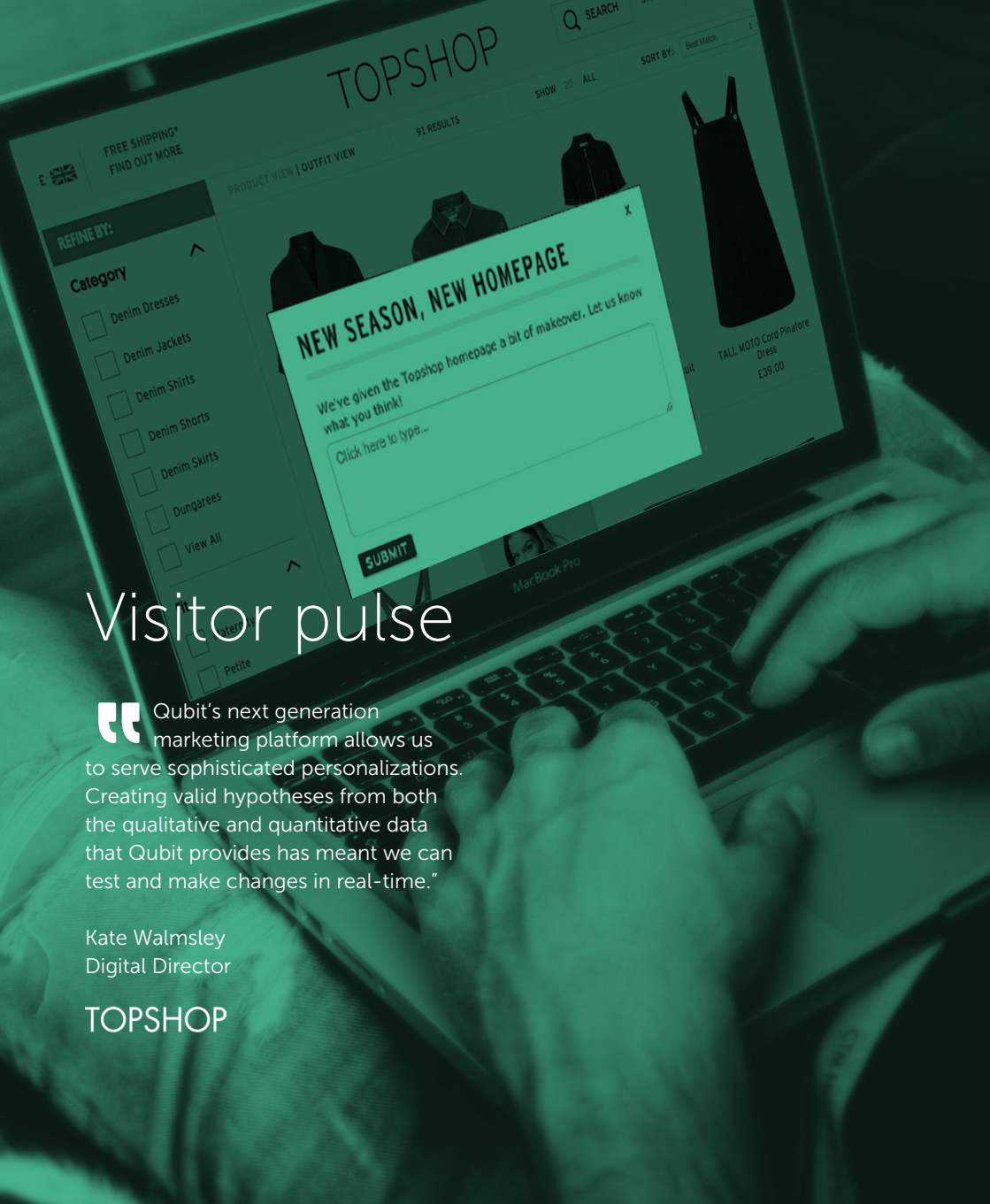
The beauty of our integrated approach is that preference data can be continuously and incrementally collected and tied to the analytics data we already collect. This means you will be able to combine customers behaviors with their preferences collected over time through periodic short surveys. The result is more accurate targeting and personalized experience.

### Key features:

- ▶ Open ended user feedback questions with sentiment and category categorization of results using our NLP engine

- ▶ Surveying and quiz tools with multiple questions types
- ▶ Measure Net Promoter Score
- ▶ Easy to explore results by sentiment and topic
- ▶ Tied to a quantitative behavioral data for more precise targeting and personalization
- ▶ Continuous and incremental customer affinity and preference collection

Qubit Visitor pulse 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.



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“ Qubit’s next generation marketing platform allows us to serve sophisticated personalizations. Creating valid hypotheses from both the qualitative and quantitative data that Qubit provides has meant we can test and make changes in real-time.”

Kate Walmsley  
Digital Director

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