

# BCBG MAX AZRIA GROUP Looks to Qubit's Data-driven Customer Experience Platform to Execute Personalization and Agile Product Merchandising Strategies

- BCBG's investment in Qubit's data-first platform reaped immediate benefits, including 9X ROI
- Campaigns led to a six percent increase in conversions and 10X increase in email sign-ups
- Long-term objectives include meeting BCBG's omnichannel goals using in-store and online data to create better experiences internationally

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DALLAS & NEW YORK - With more than 570 retail stores worldwide, [BCBG MAX AZRIA GROUP, LLC](#) sought to create the same high quality shopping experience online that they provide in-store. Realizing they faced challenges, one being the extremely competitive fashion retail market, BCBG decided to take a different approach – one that would allow the global brand to create more personalized, self-service experiences and also execute more cost-effective agile merchandising strategies. BCBG turned to [Qubit](#), which provides a data-driven customer experience platform, to collaborate with the retailer's agency, [PixelMEDIA](#), which focuses on helping lifestyle brands launch, manage and grow their eCommerce channels through highly personalized online shopping experiences.

“After more than 27 years of providing high quality on-trend clothing, we plan on continuing this commitment to our existing customers, while appealing to a new generation of shoppers who are more accustomed to buying products online,” said Nathan Dierks, director of web operations at BCBGMAXAZRIAGROUP. “We knew that one of our biggest challenges would be creating a personalized shopping experience that sets us apart in the crowded fashion retail market, especially when the market has been so promotion-heavy.”

“Analytics without action is torture. Qubit gives us the tools to not only see our customer but to reach out to them and take action,” added Dierks.

Thanks to the rich data layer implementation delivered by PixelMEDIA on BCBG's brand sites, Qubit has been able to target geo-specific experiences to customers depending on what's popular where they reside. Also, strategies to create differing merchandising experiences for existing and new customers provided further personalization, increasing the relevance to specific segments and leading to a six percent uplift in conversions.

“We couldn't be happier at the work we've done with Qubit for BCBG,” said Thomas Obrey, co-founder and CTO at PixelMEDIA. “We were able to easily integrate the Qubit platform into

BCBG's existing Demandware infrastructure and are pretty amazed at the speed to ROI. The Qubit platform paid for itself within the first few weeks."

"Qubit and PixelMEDIA did a fantastic job of understanding our vision and then delivering a robust integration quickly," said Dierks. "In the race to ROI, we were done in a few months which gave us breathing room to work together on the big ideas that will set us apart from the competition."

"Working with PixelMEDIA to achieve BCBG's goals of reaching new audiences and creating a highly personalized shopping environment for their worldwide customer base is exactly the challenge we love to tackle," said Graham Cooke, co-founder and CEO of Qubit. "We look forward to our continued work with PixelMEDIA to meet BCBG's omnichannel goals, including leveraging in-store and online data to create new promotional strategies and rolling those out globally."

For those attending the [Shop.org Retail Digital Summit](#), held September 26-28, 2016 in Dallas, Texas, please visit Qubit at booth 6039.

#### **About BCBG Max Azria Group, LLC**

BCBG Max Azria Group, LLC is one of the worldwide leaders in ready-to-wear, encompassing a portfolio of brands that includes BCBGMAXAZRIA, Hervé Léger by Max Azria and BCBGeneration.

Brands are present in over 41 countries with approximately 1000 points of sale worldwide, showcasing a luxury spectrum of premier women's ready-to-wear and accessories collections. The collections are also sold in specialty boutiques within major department stores across the globe, including Saks Fifth Avenue, Neiman Marcus, Bloomingdale's, Nordstrom, Macy's, Lord & Taylor, Net-a-Porter and Harvey Nichols.

#### **About PixelMEDIA**

[PixelMEDIA](#) is a digital experience agency that helps lifestyle brands launch, manage and grow their eCommerce channels. Clients include Ecco Shoes, The Company Store, Vibram, BCBG, Bauer, and Stonewall Kitchen. Keep up with the latest news and updates at [www.pixelmedia.com](http://www.pixelmedia.com) and on [Twitter](#), [Facebook](#), and [LinkedIn](#).

#### **About Qubit**

Qubit is the pioneer in delivering data-first customer experiences.

Qubit offers the tools for businesses to deliver their big ideas. Our digital experience hub integrates analytics, data and experience management with the Visitor Cloud, a customer data platform connecting data across all your brand touchpoints through an elastic customer record. Whether it's creating highly targeted personalizations or acting on data science, we fuel innovation and ensure marketers are never held back by digital roadblocks.

Our infrastructure gives your engineering team the opportunity to extend the custom experiences they are already building, and then deliver these experiences at scale using multiple data sources. Qubit has been recognized by Forrester as a leading digital customer experience delivery platform.

To date, we have received over \$76 million in funding from Goldman Sachs, Accel, Sapphire Ventures, Balderton Capital and Salesforce Ventures. For more information, please go to: [www.qubit.com](http://www.qubit.com).