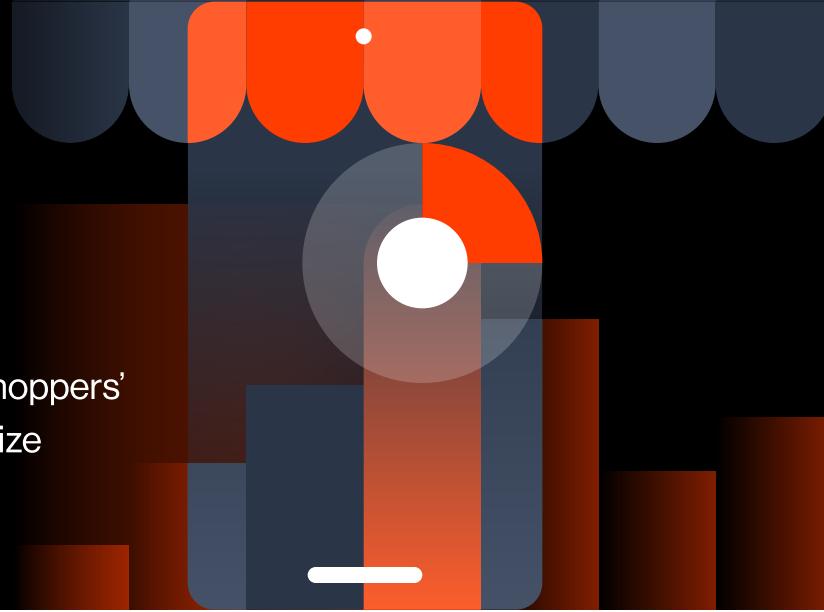


Quantum Metric for retail.

Helping the world's top retailers understand shoppers' needs and build digital experiences that optimize conversion, while driving internal efficiencies.



Drive better digital outcomes.

Proactively detect revenue leaks and missed opportunities on web, mobile, or kiosk.

Quickly validate and diagnose friction, whether it's a technical error or confusing UX.

Make the business case to prioritize enhancements that drive the biggest lift.

Increase speed and efficiencies across e-commerce, product, and technology teams.

 lululemon

“Quantum Metric has allowed us to identify some of the biggest guest pain points. We specifically identified multiple errors in the checkout funnel and systematically chipped away at those errors. It’s been a multi tens of millions of dollars of impact to the business.”

— **Danny Ryder**

SVP of Digital and Omnichannel at Lululemon



How digital retail teams use Quantum Metric.



Monitor

- Capture over 300 behavioral and technical signals on web and mobile without constant tagging
- Monitor, detect, and alert on shifts from the baseline, including KPI drops or increases in customer friction



Diagnose

- Validate and diagnose issues impacting customers with segmentation, session lookup, and session replay
- Easily quantify the business impact and scope of customer friction with one click quantification



Optimize

- Drive design decisions with heatmap, page, or journey analysis correlated to business impact
- Ideate and validate experiments faster with real-time insights and side-by-side behavioral analysis

Pre-built guides for every aspect of the retail customer journey.

Get started faster with dozens of retail-specific guides based on our industry expertise and work with 100s of retail leaders.

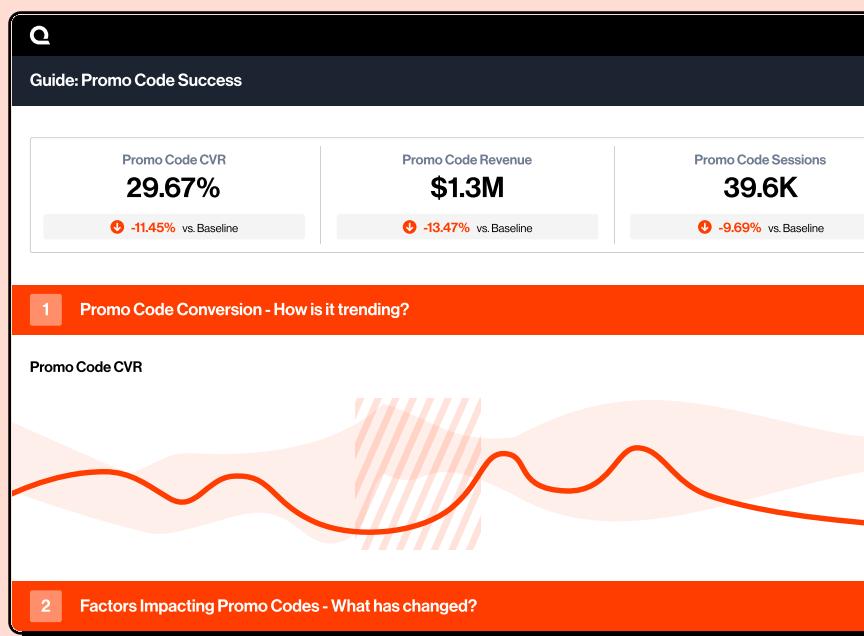
Sample guides.

Checkout funnel.

Easily pinpoint friction impacting checkout completion, quickly gain a complete view of checkout performance, and increase revenue and team efficiency.

Product placement.

Analyze conversion rate and scrolling behavior by product category and determine the trends and differences between categories.



[See more retail guides in action](#)



Quantum Metric partners with the world's best retailers.

Canadian Tire increases promo conversion by 40%.

With Quantum Metric, the Canadian Tire analytics team found that on any given day: 20% of a segment called “bargain hunters” attempted to use an expired coupon card and abandoned the cart when it failed. In addition, 70% of these customers left the site without making a purchase. To retain and convert these customers, Canadian Tire used Quantum Metric to identify and reactivate popular coupon codes on specific sales days, resulting in a 40% lift in conversion rate for these price-sensitive customers.

[Read the case study](#)



Vista undertakes global replatforming with real-time experience monitoring.

Vista partnered with Quantum Metric to ensure a global replatforming effort met internal success metrics and minimized negative impacts on customers. During smaller pilot launches, Vista connected Quantum Metric’s real-time site analytics with a customer feedback tool. As negative customer experiences were identified in these smaller launches, Vista could size the impact and diagnose root cause, then make changes on a global scale rather than having to make individual changes for different markets.

[Read the case study](#)

[Request a demo](#)

[View a product tour](#)