**NTOKLO PARTNERS WITH QUBIT PRESS RELEASE**

nToklo announce collaboration with Qubit, integrating their product recommendation engine as part of Qubit’s digital experience Hub.

**London: 27 April 2015**: Qubit, the leaders in creating personalized online experiences using visitor data, has chosen nToklo (http://ntoklo.com) to be its integrated product recommendation partner.

Qubit see product recommendations as an important component of the online retail experience, dedicated to improving the user journey within companies’ digital retail strategy. Qubit’s approach is to identify and test best-in-class partnerships while seeking to build the most valuable platform and ecosystem for ecommerce clients.

As competition in online retail increases, intelligent methods in connecting users with content and additional, relevant, products are an important part of maximising companies’ retail sales strategy.

Gareth Mee, CEO of nToklo comments:

“We are delighted that Qubit have chosen nToklo to provide online product recommendations. We genuinely believe that the addition of nToklo to Qubit’s existing applications and services will provide retailers with access to the widest and most advanced suite of online retail personalisation software products and tools in the market. Thus enabling them to easily cater for their customers increasing expectation for a truly personalised online retail experience.”

nToklo has become a key player in the retail space helping many global clients use data to sell more effectively by providing superior product recommendation.

**About nToklo**Give your customers the same personalised online experience as the Internet’s biggest shopping sites. Founded in 2012 to help online retailers sell more by providing personalised product recommendations based on customer behaviour. At nToklo we believe in the power of user behaviour and its utilisation to provide every online customer with their own personalised online shopping experience.

**About Qubit**
Qubit’s personalisation platform helps brands meet the demands of the Apple, Google and Uber generation of consumers, where user experience trumps marketing hype. Built around the needs of omnichannel businesses, its technology collects detailed information about users’ interactions with a website and analyses it to identify patterns of behaviour that drive onsite revenue and inspire business-wide optimisation decisions. Founded in 2010 by four ex-Googlers, Qubit is headquartered in London with offices in New York and Paris. Qubit works with some of the world’s leading ecommerce businesses, including TOPSHOP, Uniqlo, John Lewis, Jimmy Choo and Staples. The company received $7.5 million funding from Balderton Capital in December 2012.