

GAIN



REBEL THINKING
REAL RESULTS

Services Definitions

2025/26



About us

About GAIN

Our mission, who we are, global reach

Why GAIN

Our differentiators, our e2e offering, and accreditations

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Our Services

Service overview

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About us

GAIN®



GAIN

We are pioneers in
partnering with public
sector organisations to...

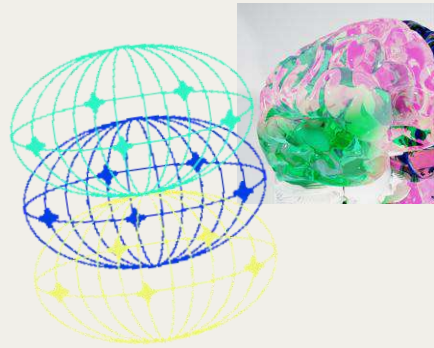


Who we are

DELIVER SERVICES THAT TRULY WORK FOR PEOPLE



CREATIVE



DATA



TECH

We believe the greatest impacts come from human ingenuity and creativity, powered by robust data and tools.

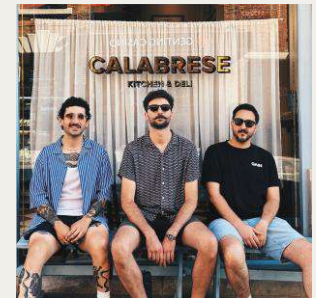


One company



650 people **worldwide**

Five specialisms



Unlimited potential

THIS BRINGS DEEP GOVERNMENT EXPERTISE



Paired with innovation, knowledge and skills from wider sectors and specialisms.

Meaning strategic excellence that's focused on not only meets standards but challenges thinking and demonstrably improves outcomes for citizens.

Deep insight from top-tier collaborations

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.

amazonadvertising

PREMIER Google Partner

Meta Business Partner

2025 Microsoft Advertising Partner

klaviyo PARTNER

Acquia Preferred Partner

TikTok Marketing Partners

tagger by Sprout Social

Google Partner PREMIER 2025

Google Trends

Circle Member SQUARESPACE

shopify partner

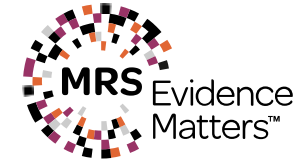
PartnerStack

Accreditations and professional communities

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BIMA



BRISTOL CREATIVE INDUSTRIES



W3C®



COLLABORATIVE BY DEFAULT

We work as 'One team' with our clients bringing our multi-discipline expertise to deliver real results efficiently and effectively.

Our team of user-centred design, delivery and strategy experts work as one to solve problems from every angle, quickly, collaboratively, and with precision.



We focus on return on investment

We're passionate about measuring user behaviour in response to design improvements, it informs our deeper understandings of people and how they live their lives.

This also demonstrates where the value of investments have delivered operational and commercial value.
It's always about value for money.



GAIN

We are big enough to scale, small enough to care

How we work

As GAIN we provide dedicated teams to deliver end-to-end service and experience design solutions, to seamlessly integrate with your business.

Because of our UK and Global footprint, we can scale rapidly, with access to over 800+ specialist staff and 4,000+ contractors. And with extraordinary specialist skills in data science and growth marketing services we can strengthen commercial opportunities.



Our social values

Accessibility and inclusivity are the values on which we were founded. We call it Humanising technology and apply this lens to drive social impact across 5 priority themes.

Levelling the field **EMPLOYMENT**

We're committed to inclusive and accessible employment, so there's a few ways we're closing the gaps. Digital industries can present a specific set of barriers to entry, like access to equipment or software. To support young people, we offer paid internships, work experience,

the Strive mentorship, workshops and we partner with local youth CICs like Babbasa. We always use optimised recruitment practises to reach marginalised groups.

Learning & education **INNOVATION**

21 years of experience and expertise free of charge with our thought leadership initiatives. Our Founder co-authors the WCAG government guidelines. We run Virtua11y, a free online accessibility conference, every year. We also host paid for events where we allocate diversity scholarship tickets, creating access for those who wouldn't be able to attend otherwise.



Building communities **SOCIAL**

We conduct 240 research sessions per year, giving marginalised groups and communities a voice. We see every project as an opportunity to have a positive impact on real communities. Our work in the public and charity sectors sees us turn community insight into tangible change. We creatively seek out research participants, deliver insights with actions and arm our clients with the tools to grow, foster and improve their communities.

Supporting business **GROWTH**

We help our clients grow in the ways they need. 70% of our annual turnover is in the



public sector, actively working on improving digital services for citizens. We're proud of this and intend to retain it as we grow.

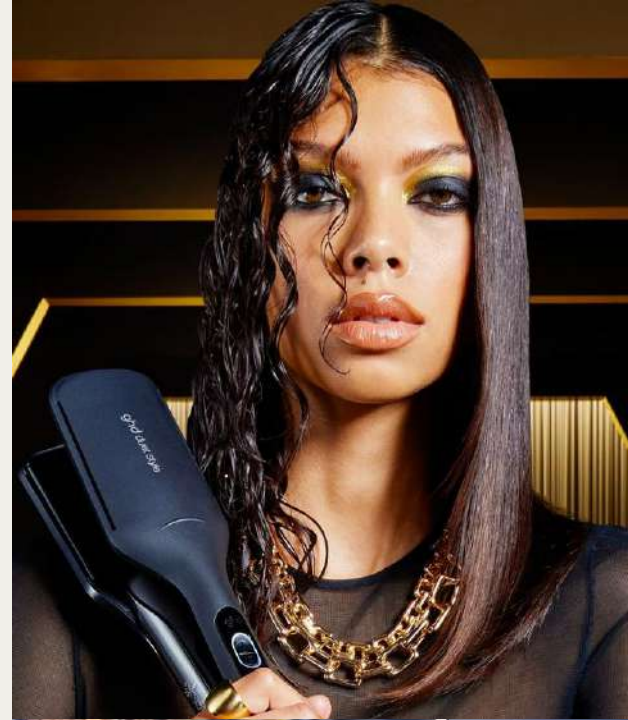
Working in this space means we bring our thought leadership to the public sector, elevate the discussion around accessibility and inclusion and deliver added value free of charge. This builds capability and self-sufficiency long term.

Design for the planet **ENVIRONMENT**

Sustainable design is at the forefront of our minds. We are deeply committed to our carbon reduction plan which aims to see us carbon neutral by 2030 and net zero by 2050.

GAIN[®] Conversion

We're CRO experts who help brands to optimise their digital ecosystems, websites, platforms, and customer experiences to drive real, measurable growth.



GAIN[®] Conversion

From running A/B tests and experimenting with products or pricing to crafting personalised user journeys, we optimise every touchpoint to boost performance.

We also help organisations build and scale experimentation programs, embedding a culture of continuous improvement, and build our own AI-tech to optimise performance.

At the core, it's all about creating better, more innovative products and experiences – with experimentation.

G-Cloud Services

[Enterprise Experimentation Consulting](#)

[Personalisation & Customer Experience](#)

[Conversion Centred UX & Design](#)

[Product & Pricing Experimentation](#)

[Experimentation Technology & Innovation](#)

View selected [Case studies](#)

GAIN



OUR SERVICES



Conversion services overview



Full-service experimentation

Establish or breathe new life into your experimentation programme with an insight-driven, strategically focused experimentation programme managed end-to-end.



UX research studies

Put insight at the heart of your experimentation programme, deliver significantly stronger results and understand your consumers and their behaviour better.



Conversion-centric redesign

Put the principles of data-driven experimentation at the centre of your redesign process. Avoid costly mistakes and measure the true impact of redesigns before they launch.



Programme consulting

Get a fresh, expert evaluation of your experimentation programme both operationally and strategically, generating a roadmap to scale experimentation and its impact.



Conversion benchmarking

Benchmark your digital properties against best-in-class direct and indirect competitors and determine the greatest opportunities to gain a competitive edge

Enterprise Experimentation Consulting

Embedding
experimentation to
accelerate growth

Consulting and strategy to help businesses develop and scale their experimentation practices, optimise processes, and embed a culture of continuous improvement for sustainable growth.

We work with enterprise brands to launch, fuel, and scale their in-house experimentation programs. From strategy and design to hiring and development – we plug straight into your in-house team to eliminate bottlenecks and supercharge your program's impact.

Scaling testing for impact

Enterprise Experimentation Consulting helps organisations build structured, scalable testing programmes that focus on improving conversion. By embedding experimentation across teams and platforms, businesses can validate ideas, reduce risk, and deliver measurable gains in performance.

This service transforms experimentation from one-off tests into a repeatable, data-driven process that powers sustainable growth.

Key benefits:

- **Conversion** – systematic testing designed to maximise sales and sign-ups
- **Clarity** – insights that reveal what drives user behaviour
- **Efficiency** – reducing wasted effort on ineffective ideas
- **Scalability** – frameworks that allow experimentation to grow with the organisation

Enterprise Experimentation Framework
Development Service

Personalisation & Customer Experience

Creating journeys that feel tailored and relevant

Evidence-driven personalisation based on deep customer insights to deliver more relevant experiences that significantly improve performance.

Standard CRO allows us to build website experiences that are optimised for your average user. By digging into increasingly granular user segments, personalisation allows us to go one step further, creating tailored experiences that resonate with each and every user that visits your website.

Data from user behaviour, preferences, and demographics is analysed to uncover patterns that inform personalised experiences. This evidence ensures personalisation strategies are grounded in real insight rather than assumptions.

Customer journeys are then designed with adaptive elements, from tailored messaging and recommendations to dynamic interfaces. Testing validates that personalisation is effective without adding complexity or confusion.

The approach concludes with integration into platforms and processes, supported by measurement frameworks. This ensures personalisation remains scalable and sustainable, delivering ongoing improvements in customer experience.

Making interactions meaningful

Personalisation & Customer Experience focuses on designing and delivering journeys that adapt to the needs, preferences, and behaviours of individual users. By aligning content, design, and functionality to real-world context, organisations can increase engagement and build stronger customer relationships.

This service transforms one-size-fits-all approaches into responsive experiences that drive loyalty, conversion, and satisfaction.

Key benefits:

Relevance

content and experiences that adapt to individual needs

Engagement

personalised interactions that deepen customer connection

Performance

data-driven improvements that support business growth

Loyalty

stronger relationships built through consistent, meaningful touchpoints

Conversion Centred UX & Design

Designing experiences
that turn attention into
action

Data-led design strategies that enhance user experience, streamline journeys, and reduce friction to maximise performance. Many websites are designed to look good rather than convert.

We turn this on its head by creating websites that are optimised for conversion right from launch.

Objectives are clarified at the outset to align design with conversion goals. This focus ensures that every interaction is evaluated for its ability to support both user needs and business performance.

Design concepts are developed and refined through user research, prototyping, and testing. By validating ideas early, friction points are identified and addressed before they impact users at scale.

The final stage involves delivering polished designs supported by guidelines and recommendations. With insights built in, organisations can continue iterating and improving experiences long after the initial launch.

Blending usability with performance

Conversion-centred UX & Design focuses on creating digital experiences that guide users smoothly toward desired actions. By combining strong user experience principles with data-driven optimisation, interfaces are both intuitive and effective.

This service ensures that every design choice is informed by user behaviour and business objectives, delivering experiences that feel natural while driving measurable outcomes.

Outcomes:

- **Performance** – designs crafted to support conversions and efficiency
- **Clarity** – simplified journeys that reduce friction for users
- **Usability** – interfaces that balance accessibility with intuitive design
- **Confidence** – data-backed design choices that minimise risk

Product & Pricing Experimentation

Testing Strategies that balance value and growth

The traditional approach to product development relies on slow and unreliable research methods. With our product and pricing experimentation service, we run quick, low-risk experiments to help you discover the products your users will buy and the pricing strategies they will respond to.

Goals are defined around revenue, adoption, or customer satisfaction, shaping the focus of experiments. This alignment ensures tests address the areas with the most potential impact. Experiments are designed to explore product variations, packaging, and pricing models. Data is gathered through controlled testing and market analysis, combining quantitative results with qualitative insight.

Findings are synthesised into clear recommendations for product and pricing strategy. By turning evidence into action, organisations are equipped to refine offerings, improve customer experience, and drive sustainable growth.

Finding the right fit

Product & Pricing Experimentation helps organisations identify which combinations of features, formats, and pricing resonate most with users. By systematically testing these variables, businesses gain evidence on what drives adoption, loyalty, and conversion.

This service ensures that pricing and product decisions are backed by data, reducing risk and maximising long-term value.

You'll gain:

Validation

ensuring products and price points match market expectations

Clarity

uncovering which features or offers users value most

Revenue

optimising for sustainable growth and profitability

Confidence

making strategic decisions supported by evidence

Experimentation Technology & Innovation

Our approach is focused on delivering results, fast. Our proprietary CRO framework means that experiments aren't one-off, tactical ideas – instead, each experiment is data-driven, impactful and part of a larger strategy to achieve your goals.

Advanced technology that leverages AI and extensive first-party data to identify behavioural patterns, prioritise high-impact experiments, and make evidence-backed customer insights accessible across the organisation.

We develop and deploy tools that help organisations scale experimentation with speed and confidence. At the heart of this is Liftmap—our experimentation application—designed to streamline how teams capture, prioritise, and learn from experiments.

Powered by AI, machine learning, and the industry's largest dataset of tests and UX insights, Liftmap helps organisations turn evidence into action and build a culture of confident, evidence-backed decisions.

In-depth research methodology

We use data and insight to identify opportunities for your experimentation program – then our data-driven backlog prioritises itself to maximize impact.

Full-service performance focused delivery

Our team of UX/UI designers and front-end developers specialize in CRO. That means we're not limited by complexity – and we can experiment without compromise.

GAIN

OUR WORK IN ACTION



**REBEL
THINKING
REAL
RESULTS**



TS . REBEL THIN

We have an unrivalled track record in delivering results, fast...

...especially in fashion and retail.

GAIN



Replaced Accenture as key strategic partner for 2025



+15% increase in sales after just two months

LOOKIERO

+50% increase in sales in first six months together



+£4m revenue in our first month together



Focused on **optimising the end-to-end CX** in MENA



Six year relationship has delivered **£100s of millions in additional revenue**

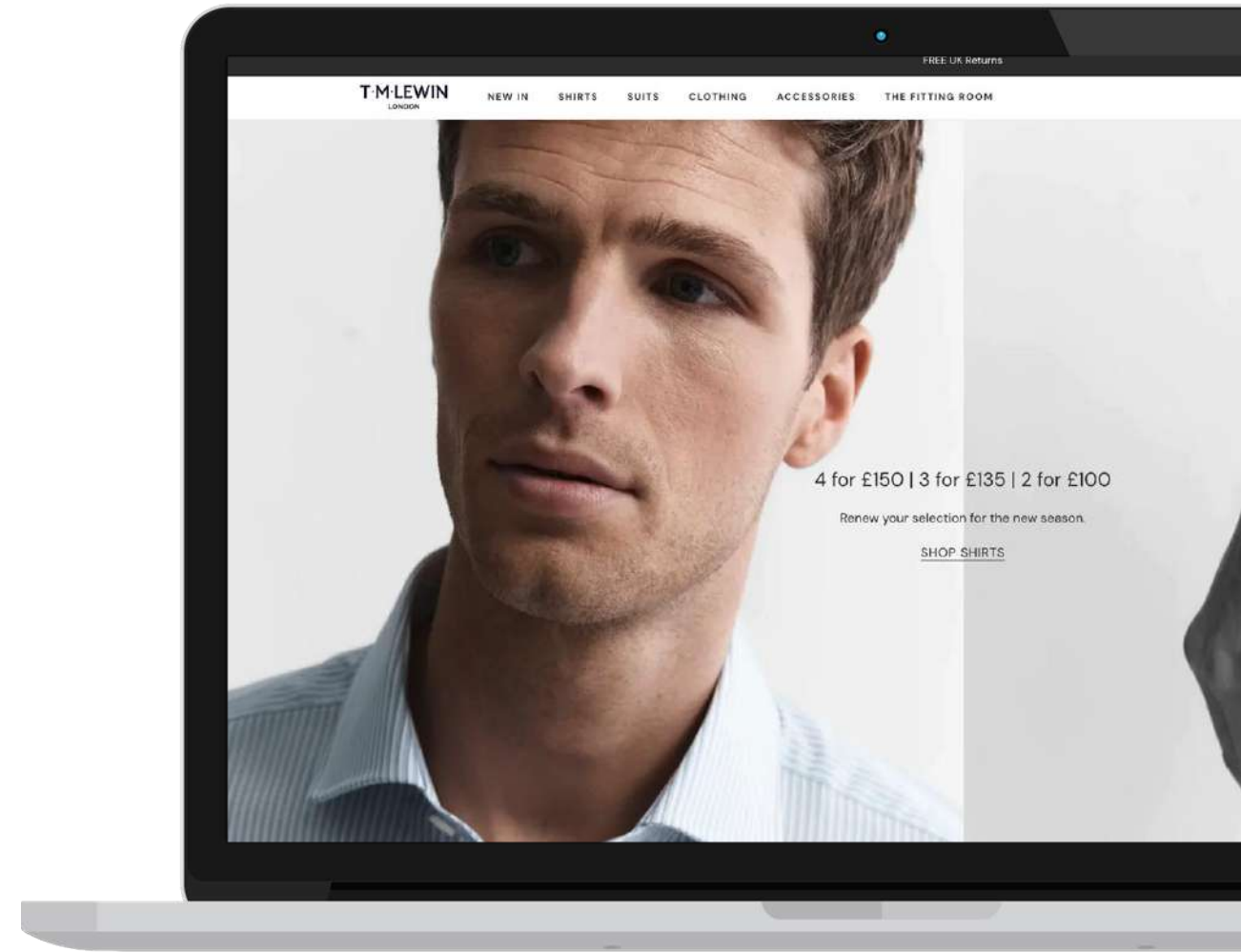


Scaling up experimentation across all of their product teams



+29% increase in rider applications **CR** within first 3 months

T.M.Lewin hired
Conversion initially to
drive significant sales
before their peak season
at Christmas.



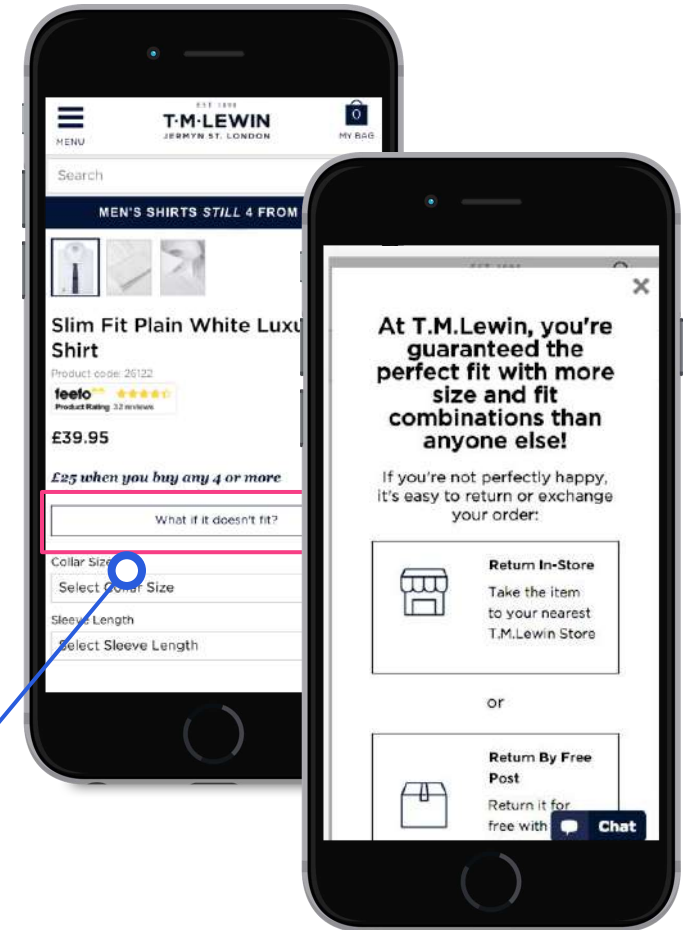
Our very first experiment together, focused on a core barrier to users completing their purchase...

...increased sales by 7%...

Control



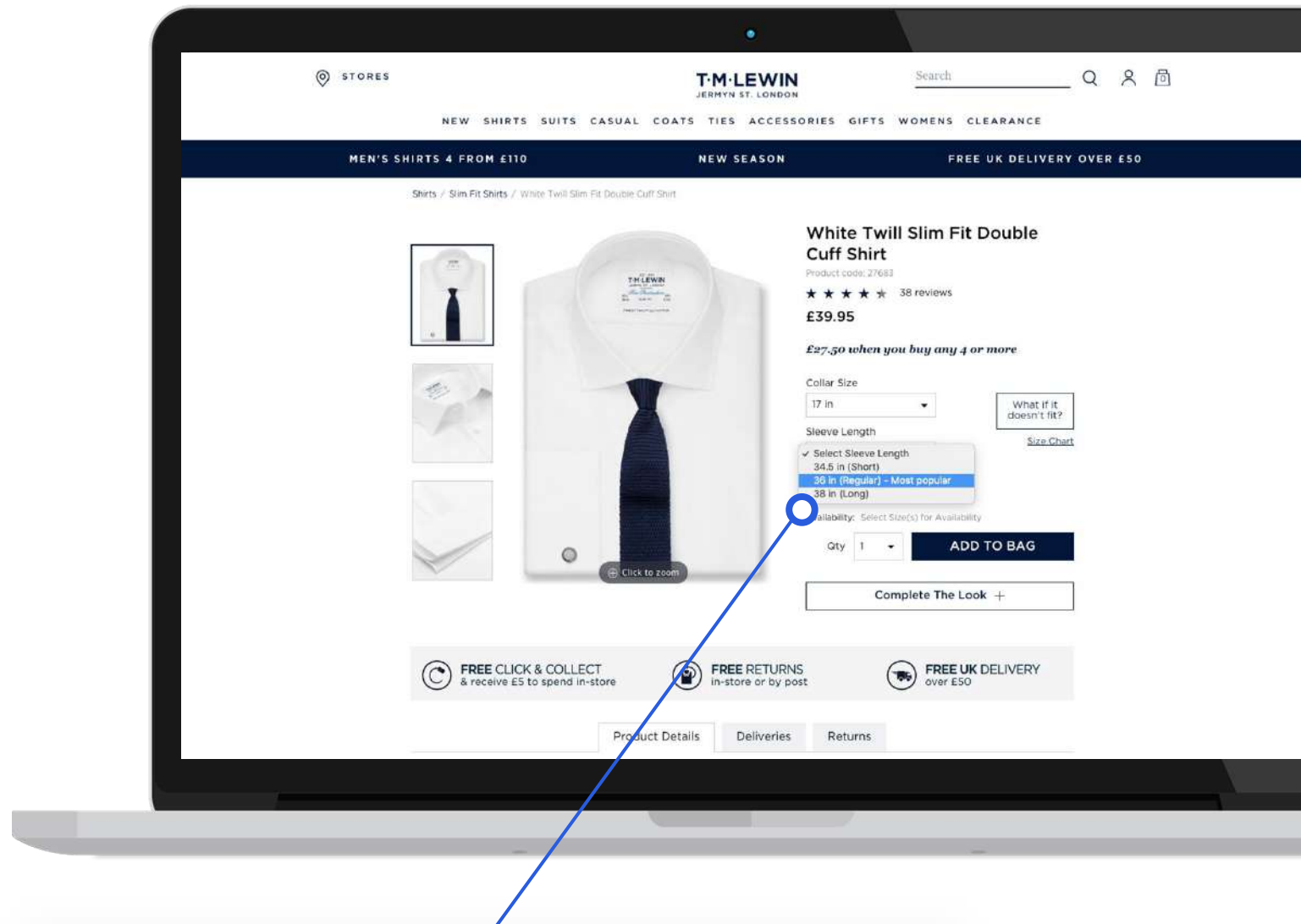
Variation



By addressing users concerns around fit and size with returns messaging, we increased the motivation to make a purchase and **increased sales by 7%**. With no significant impact on returns.

They quickly expanded the contract to an annual retainer.

In our user research, we found that very few men knew their sleeve length, and iterated on concepts that drove huge results...

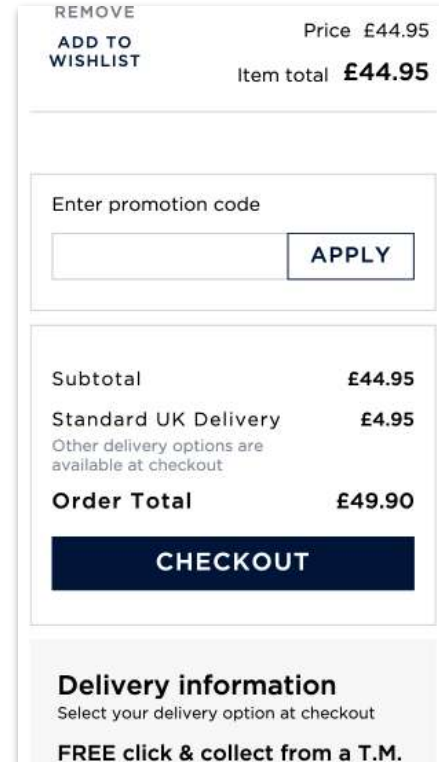


By providing context on which sleeve length is most suited to the collar size and making a recommendation, it reassures the users who aren't sure of their sleeve length. This test alone increased sales by more than 7%. We then iterated on this concept for even greater results.

This type of experiment created business strategy conversations around where they could increase profit through decreasing stock...

...and how we could experiment elsewhere to mitigate risk and financial cost.

Control



REMOVE
ADD TO WISHLIST
Price £44.95
Item total **£44.95**

Enter promotion code

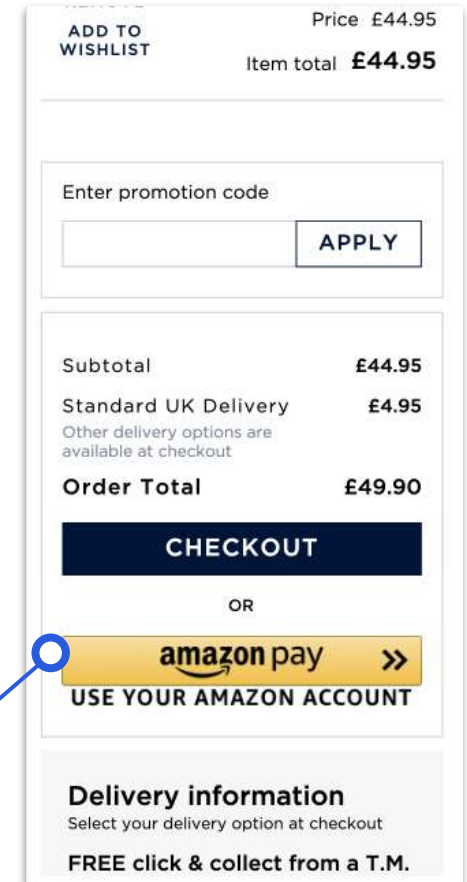
APPLY

Subtotal **£44.95**
Standard UK Delivery **£4.95**
Other delivery options are available at checkout
Order Total **£49.90**

CHECKOUT

Delivery information
Select your delivery option at checkout
FREE click & collect from a T.M.

Variation



REMOVE
ADD TO WISHLIST
Price £44.95
Item total **£44.95**

Enter promotion code

APPLY

Subtotal **£44.95**
Standard UK Delivery **£4.95**
Other delivery options are available at checkout
Order Total **£49.90**

CHECKOUT

OR

amazon pay >>
USE YOUR AMAZON ACCOUNT

Delivery information
Select your delivery option at checkout
FREE click & collect from a T.M.

We used a painted door experiment to see if customers would use Amazon Pay on mobile, and by testing this, we found that if T.M.Lewin were to invest in the new payment method, they could increase overall conversion by up to 5%.

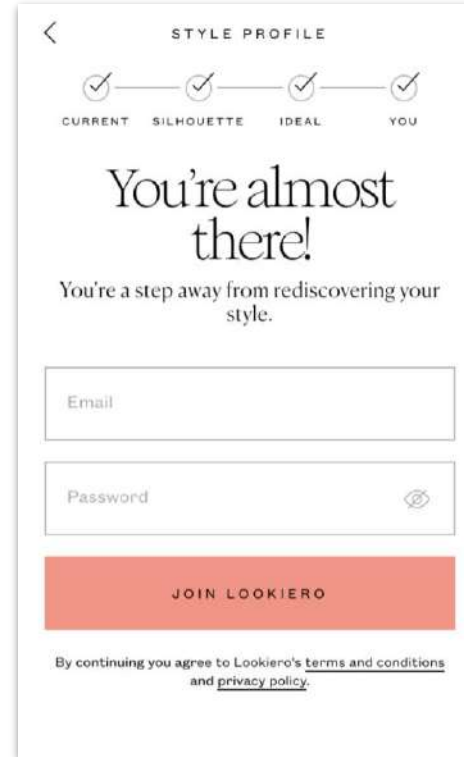
Lookiero hired Conversion
to accelerate their
experimentation
programme and help drive
growth.



In our first 6 months together, we rapidly scaled the number of experiments Lookiero were running...

...and drove more than a 50% increase in sales.

Control



STYLE PROFILE

CURRENT SILHOUETTE IDEAL YOU

You're almost there!

You're a step away from rediscovering your style.

Email

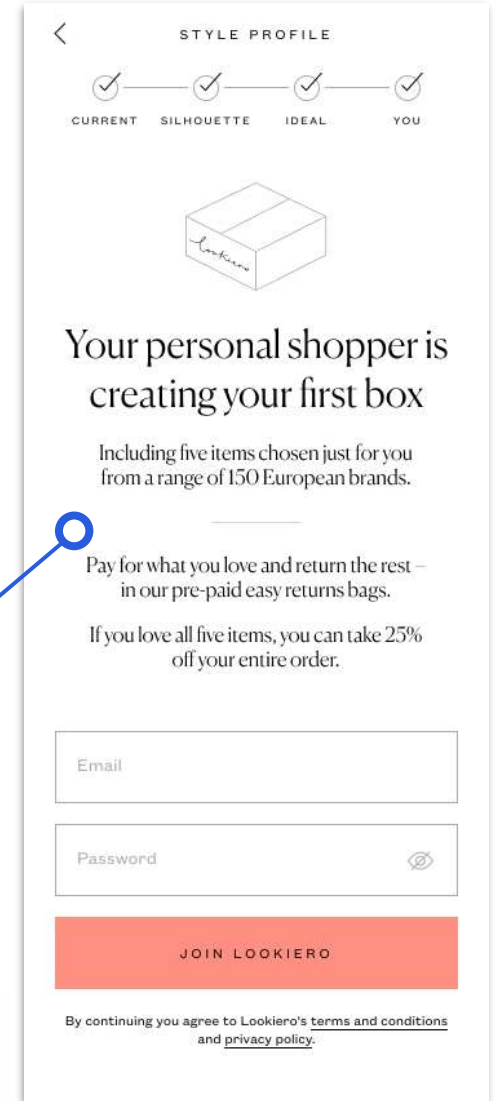
Password

JOIN LOOKIERO

By continuing you agree to Lookiero's [terms and conditions](#) and [privacy policy](#).

By presenting users with the benefits of purchasing with Lookiero before they ordered their clothes subscription we increased orders by more than 6%.

Variation



STYLE PROFILE

CURRENT SILHOUETTE IDEAL YOU



Your personal shopper is creating your first box

Including five items chosen just for you from a range of 150 European brands.

Pay for what you love and return the rest – in our pre-paid easy returns bags.

If you love all five items, you can take 25% off your entire order.

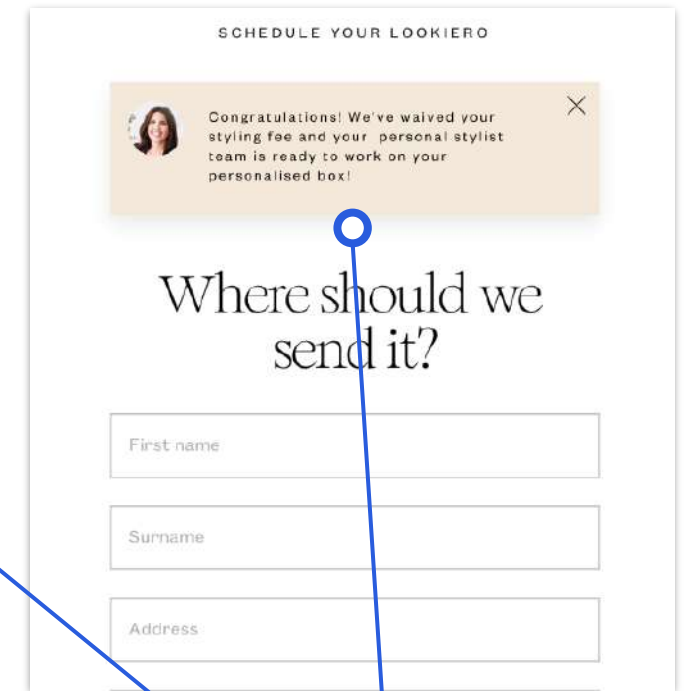
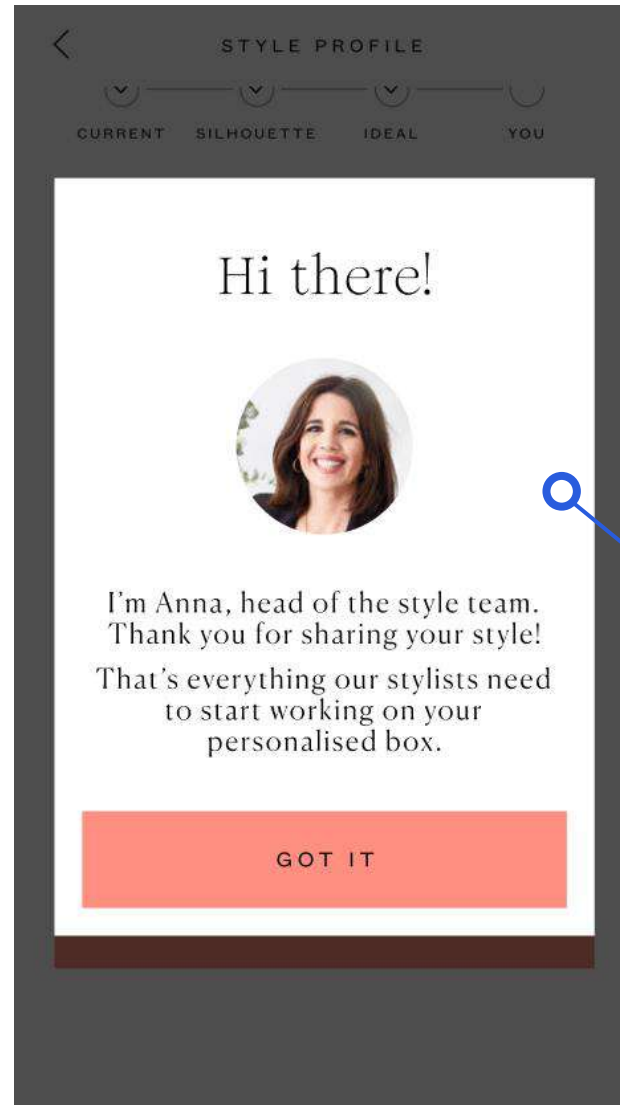
Email

Password

JOIN LOOKIERO

By continuing you agree to Lookiero's [terms and conditions](#) and [privacy policy](#).

We optimised across the user journey focused on everything from personalisation to price reassurance and social proof.



Lookiero's site styles clothes based on the customer's preferences or previous orders. By adding a 'personal stylist' overlay to the registration page to give a more personal feel to the order, we increased the order conversion rate by more than 8%.

We've now expanded our focus and are helping **Lookiero** to build a culture of experimentation, and grow an in-house team.

2/3 ADDRESS

Your Box:

SUBSCRIPTION:
Monthly
(cancel any time)

DELIVERY:
4th of February

Where should we send it?

First name

Surname

Address

Postcode

✓ Your card won't be charged today.

✓ You'll only be charged for the items that you keep, after receiving your box.

✓ Keep all five and take 25% off your order!

CREDIT/DEBIT CARD

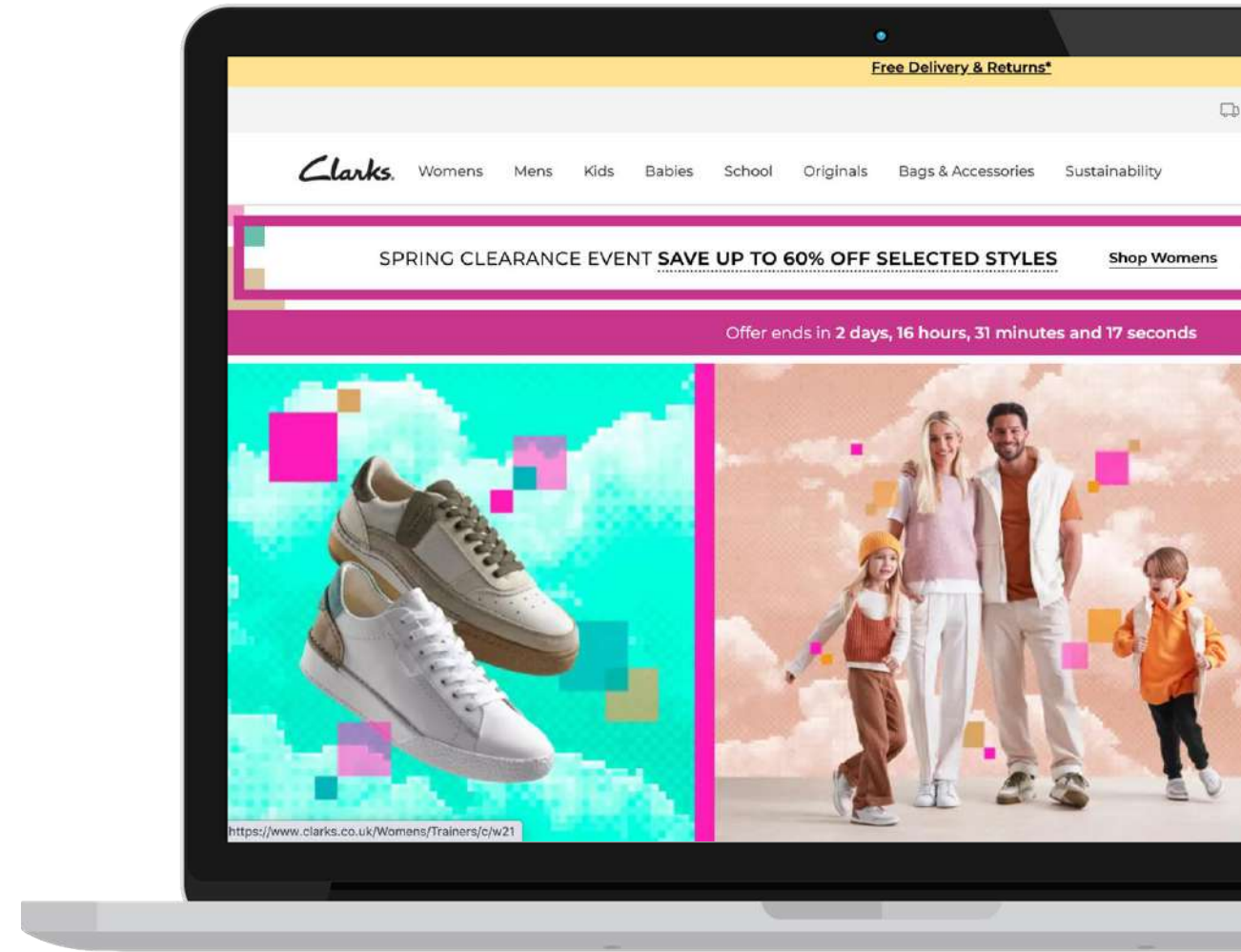
VISA Mastercard American Express stripe VeriSign

Card number

ORDER MY LOOKIERO

By including an order summary and more informative information on the checkout we increased the order conversion rate by more than 9%.

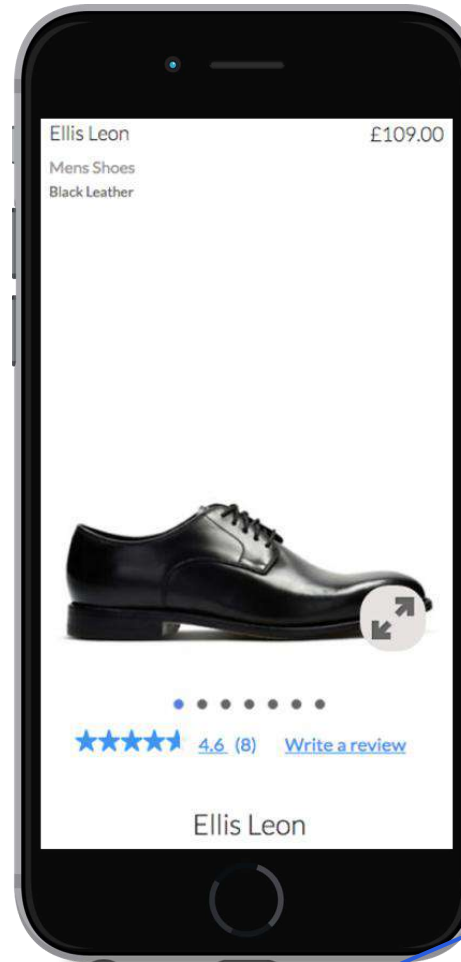
Clarks had been running an experimentation programme for 8 years but needed a change in strategic direction to drive better results.



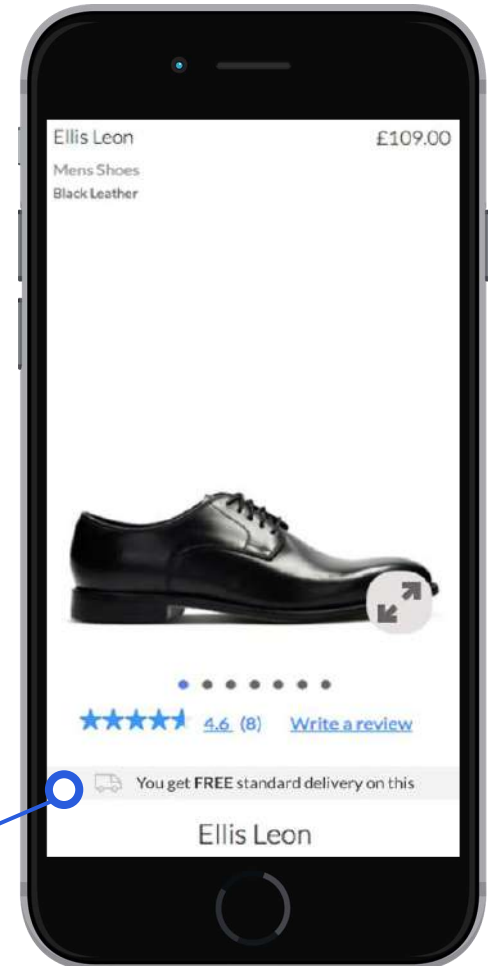
They thought that they had already tackled all of the 'low hanging fruit'...

...but in just a month of working together, our user research had driven experiments that delivered more than £4m in additional revenue.

Control



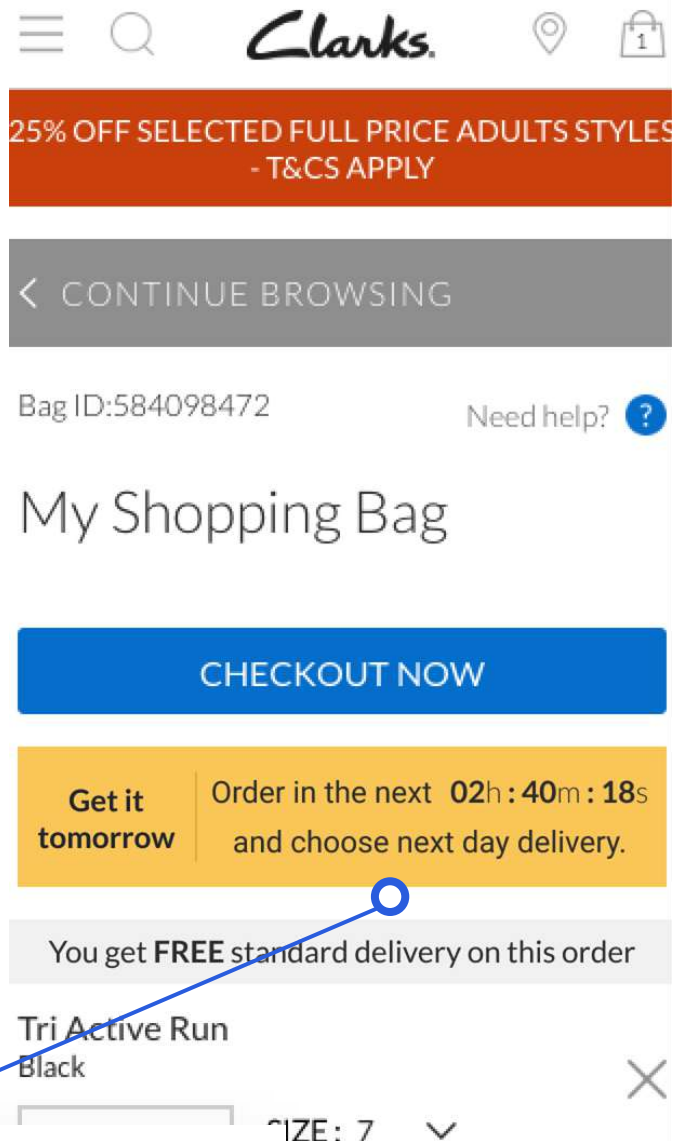
Variation



Our user research suggested that customers didn't realise that order worth £50+, offered free delivery. This very simple experiment in which we highlighted the delivery proposition increased revenue by £2.7m.

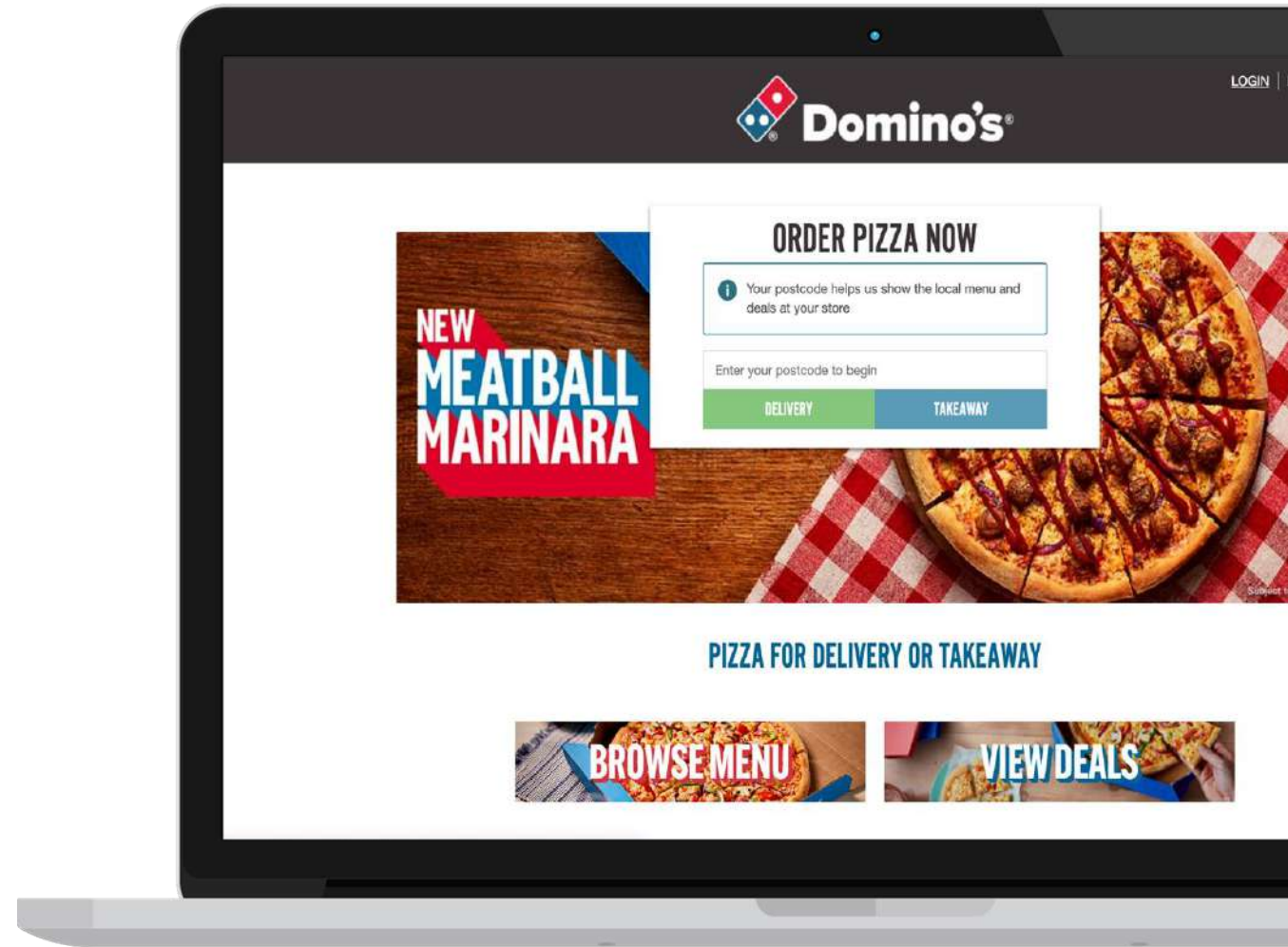
By discovering what was *really* important to their customers, we were able to quickly scale our focus in those areas and drive consistent results...

...a vast contrast to their previous approach to experimentation.



We knew that delivery was an important factor in the order process for Clarks' customers. In this experiment, we created urgency with a next day delivery countdown timer. This new functionality increased sales by more than 2%.

Domino's Pizza hired Conversion back in 2016 to help drive a sharp increase in revenue through optimising the entire site, from deal pages to order funnel.

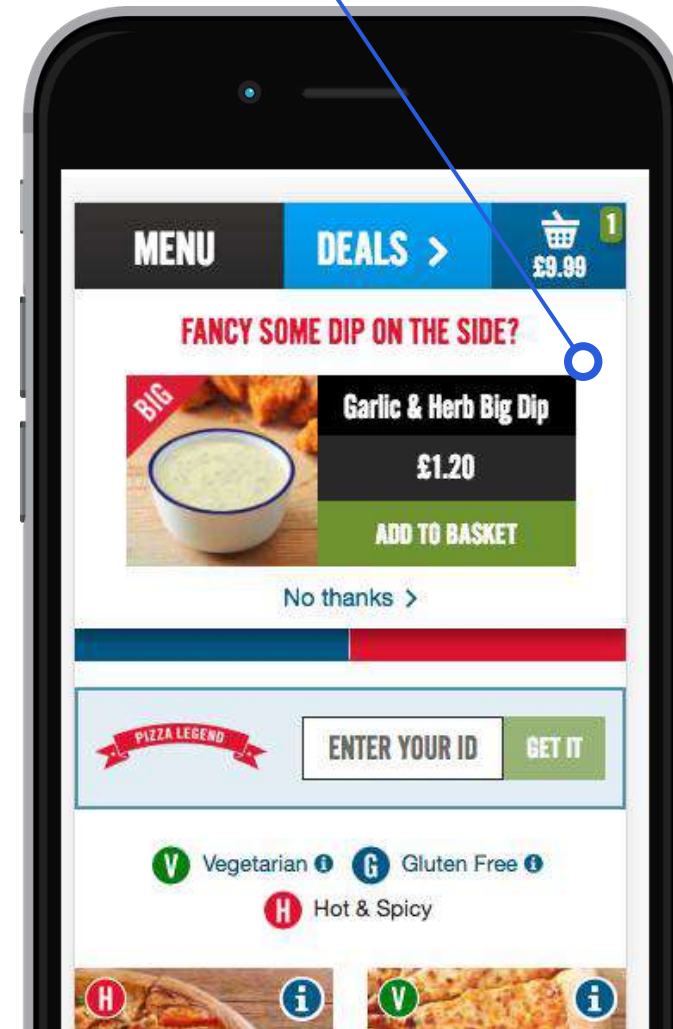


Our initial experiments, focused on user experience as well as upsell and cross-sell, increased revenue by £33m+/yr.

The results were so impressive that they brought us onboard for the long term...

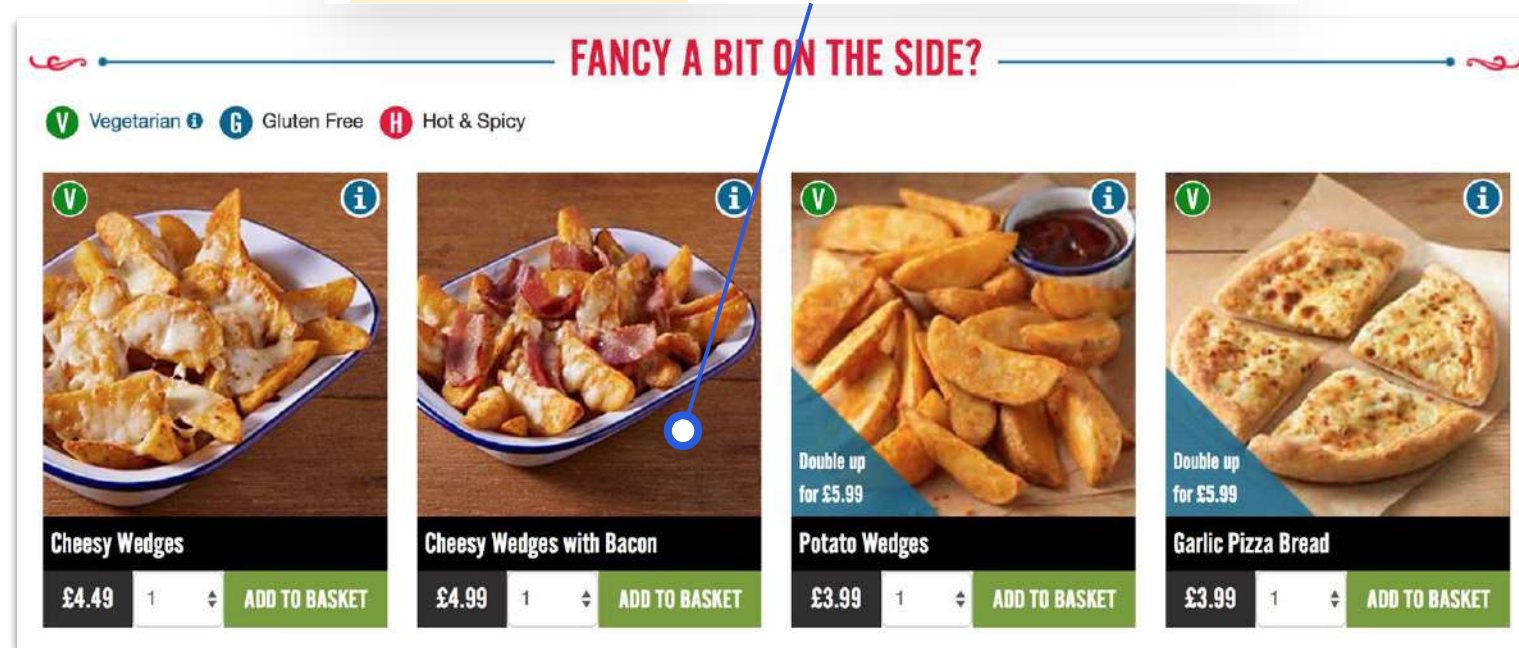
Bigger Order, Bigger Dip!

Offering a quick add for a big garlic dip to users who had added a medium or large pizza to their cart increased orders for Garlic & Herb dip by more than 19%.



And today, we're even collaborating on **product and pricing experimentation**.

By using "painted door" experiments, we've helped Domino's accelerate new product development - giving them higher quality data, 50x faster and at a fraction of the cost.



“

“They feel like an extension to our internal team. They are willing to always improve process to make things better for the client.”



Charles Dyke
Ecommerce product manager



GAIN[®] Conversion

Let's **talk**

Ways to get in touch

Gain Conversion

gcloud-enquiries@thisisgain.com

