



Shoptelligence-powered experience yields measurable increases in exposure, engagement and revenue for El Dorado Furniture

Challenge

An El Dorado showroom is no ordinary sales floor. Customers experience a replica of an old-fashioned city street lined with individually themed shops showcasing the latest styles. This hands-on experience allows customers to see pieces in context and receive style guidance from El Dorado’s knowledgeable design staff.

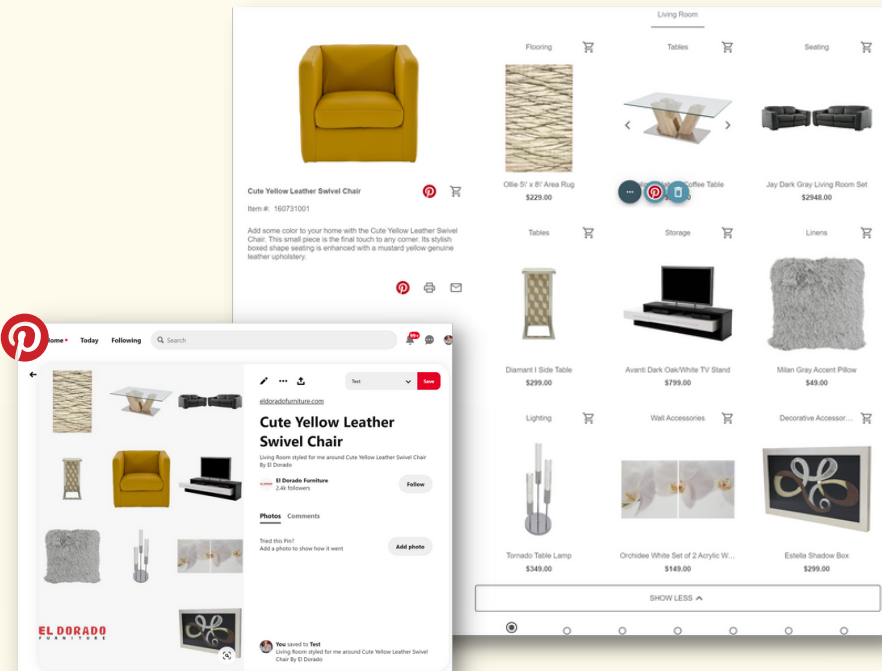
The new era of online shopping presents a challenge for this innovative retailer. “Our business model was built on outstanding customer experience... but our online presence did not mirror our corporate vision,” says Jesús Capó. How can El Dorado increase website engagement and prime customers with an understanding of the breadth of options prior to an in-person visit?



“From our unique showroom layout to exceptional product selection and same-day delivery, we pride ourselves on innovation and customer satisfaction”

Jesús Capó
CIO of El Dorado Furniture

Established in South Florida in 1967, El Dorado Furniture is the largest Hispanic-owned furniture retail enterprise in the U.S. with 14 showrooms and 3 outlet centers. The family-owned company is ranked among the top 50 furniture retailers in the country.



Onsite Room Stylist



Increase cross-category product discovery, maximizing customer engagement



Visual and interactive, enabling the shopper to customize the room and share on social to drive traffic



Integrated offers with unique shopper codes to help measure effect in store



Customizable UI easily implemented with two lines of code and a Google tag



Solution

Marrying inspiration with shopping is no easy task, but it is critical to maximizing share of wallet with each customer. El Dorado and Shoptelligence partnered to deploy Room STylist in one day with several built-in options to maximize engagement and revenue:

Room STylist

coordinates items to complete the room around the shopper's style and viewed items

Show More

button shows up to 9 additional products in each ensemble while conserving page space

Pinterest Sharing

helps shoppers save and share items and customized rooms

Hovering 'Style It' Button

helps shoppers see they can easily style a room around the item they're viewing

Print & Email Sharing

gives sales associates insight into shopper tastes when they visit the store

Results

Automated monthly reporting and a robust client success program gives El Dorado a way to measure success.

These analytics help El Dorado quantify financial benefits as well as shine light on merchandising opportunities in-store and online.

Shoptelligence has produced significant improvements in shopper engagement, loyalty and average sales, translating into measurable revenue growth.



\$535

increase in revenue per buyer when shoppers use Shoptelligence

27%

of eComm buyers use Shoptelligence

3.4x



increase in return visits from Shoptelligence-engaged visitors

7.4x



“Shoptelligence has given us a valuable way to merchandise categories shoppers wouldn't normally visit to us to purchase, translating to a first-rate guest experience, larger orders and faster growth.”

Mariam Farach

Director of IT and eCommerce, El Dorado Furniture

Future

“Shoptelligence has proven their ability to effectively represent the El Dorado brand and has generated tremendous value for our business,” says Capó. “As a next step, we are considering the addition of email marketing to further increase reach and engagement.”