



Shoptelligence-engaged shoppers show 10X revenue per visitor increase for Gardner-White

Challenge

Competition is fierce in the furniture industry with web-based retailers quickly growing market share. Their opportunity is limited though, as they lack at least two critical pieces: physical stores and the ability to build a meaningful omni-channel relationship with customers. Shoppers still like to touch and feel furniture before they buy, and get advice from experts. Today, they can only do that in the showroom.

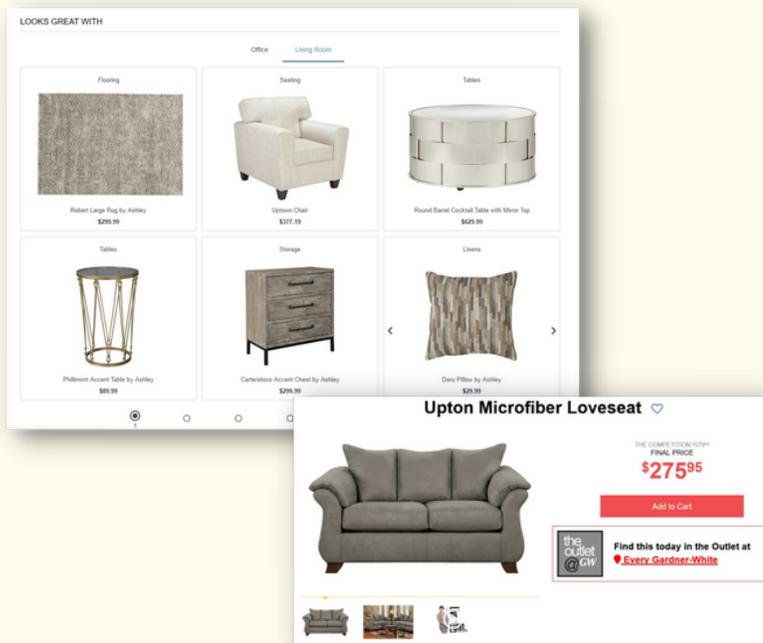
Retailers that thrive in this environment understand that the key to building a meaningful relationship with shoppers starts with delivering value online, where over 85% of shopping begins. What can retailers do to demonstrate the “Aha!” moments they deliver in store online to start a meaningful relationship with customers and nurture them throughout the buying cycle?

GARDNER-WHITE

“Our sales associates have the best product knowledge in the industry and help our customers make the best buying decisions and select furniture that fits within their lifestyle and budget,”

Rachel Tronstein
President of Gardner-White Furniture

Gardner-White Furniture, 2018 Retailer of the Year and Furniture Today Top 100 company was founded in 1912. They have a long history of retail innovation and have been serving Michigan families for over 100 years.



Onsite Room STylist



Increase cross-category product discovery, delivering the right product at the right time



Visual and interactive, enabling the shopper to make the room assortment their own



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



Solution

Gardner-White chose Shoptelligence's Room STylist module to emulate the first-rate service they provide in-store online. The platform takes a retailer's basic product data and transforms it into shoppable, cross-category room assortments allowing shoppers to discover more of the retailer's catalog.

Shoppers can view products of interest in the context of multiple rooms and interact to make it their own, receiving a style-based experience similar to the delight they get in the showroom, but from the comfort of wherever the customer is.

Results

Visitors who engage with Shoptelligence:

- Spend roughly **33 minutes more** time onsite
- Return to the site **~200% more** than non-engaged visitors
- Have **~14X more** additions to the cart
- Spend **~10X more** per visit

Statistics above were calculated and validated by one-tail T-test with 99% statistical confidence interval.



“Shoptelligence’s technology has helped us elevate our online experience, and that’s translating into higher quality orders and real dollars.”

—
Matt Kibler

Project Lead for E-Commerce & Web Development, Gardner White

Future

We’re exploring other opportunities to deploy Shoptelligence to continue to delight our customers, however they choose to engage with us.