Shoptelligence

Jerome's Furniture deployed Shoptelligence's Room STylist, generating a 27.6% increase in revenue-per-buyer.

Challenge

Buying and furnishing a home is an incredibly personal experience for people. Most shoppers start their journey with inspiration--a starting item or idea to design their room around. Most shoppers, however, struggle to find complementary products to complete their vision. Although Jerome's offers design consultation services for their shoppers, there is room for human error and the design isn't always aligned with customer's preferences, style, or budget. Additionally, with the current economic state, Jerome's was experiencing high volatility in inventory, making it impossible to match the consumer demand using this manual process.

Jerome's was looking for an A.I.-enabled solution to automatically curate product recommendations onsite that fit with the customers' objective, preferences, and price, and bring them in for future purchases to increase considerate set, onsite AOV, and conversion rates.

Jerome's Furniture

Wanting everyone to feel welcome was a priority when Jim and Esther Navarra opened their first furniture store over 65 years ago. If you weren't on a first-name basis when you walked in, you would be by the time you left! Still owned and operated by the Navarra family, the 900-employee company has remained committed to bringing their customers high-quality home furnishings at everyday low prices. A lot has changed since 1954. But treating their customers like family never changes. "Whether you're stepping into one our Jerome's Furniture stores or purchasing online from our website, we think you'll appreciate the difference."
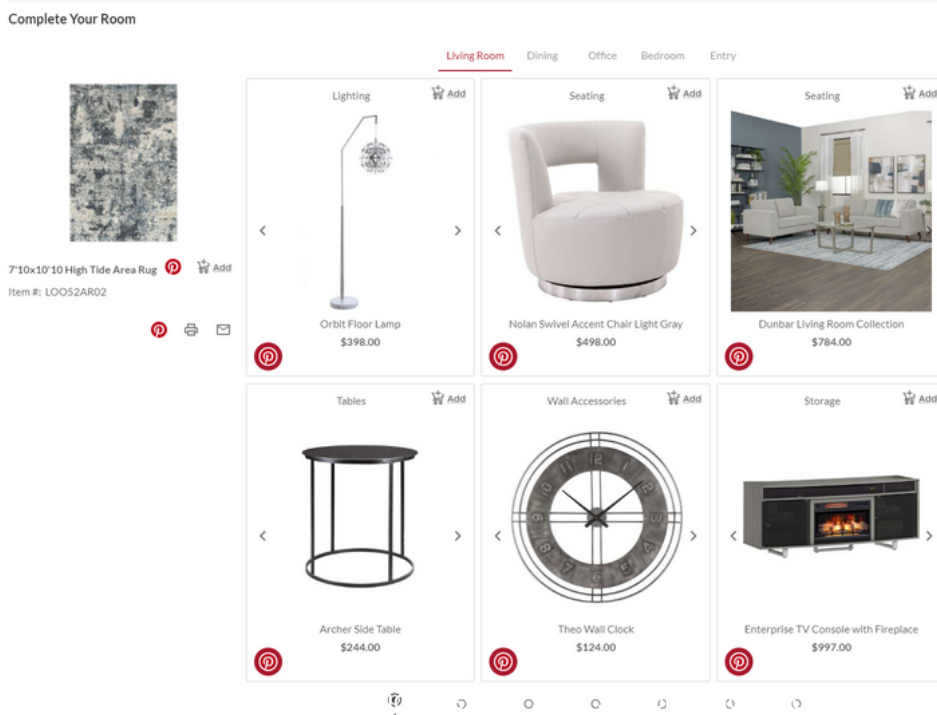
Room STylist

🎯 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

As part of efforts to increase onsite AOV and in-store consideration set, Jerome's partnered with Shoptelligence to deploy Room STylist. Shoptelligence's Room STylist technology is designed to offer customers the inspiration they need to design their dream home by helping shoppers discover the wide variety of merchandise Jerome's has to offer through interactive product vignettes. Showcasing multiple rooms with different ensembles on one page, this unique experience automatically exposes the visitor to hundreds of products in context.

To further increase engagement, Jerome's added several build in customization options:

Show More	Pinterest Sharing	Hovering 'Style It' Button	Print & Email Sharing
button shows up to 9 additional products in each ensemble while conserving page space	helps shoppers save and share items and customized rooms	helps shoppers see they can easily style a room around the item they're viewing	gives sales associates insight into shopper tastes when they visit the store

Results

"Being able to provide guidance is something that today's consumers value. Shoptelligence provides us with an automated way to inspire a customer to complete their look, ultimately playing an important role in Jerome's product discovery experience." said Perry.

The Room STylist solution engages shoppers to return more frequently to the website, increase their consideration set, and add more to the cart. Shoptelligence-engaged visitors generated the following value for Jerome's:

$342 increase in revenue per buyer

625% Increase in revenue -per-visitor

5.8x Conversion Rate Lift

"Shoptelligence was incredibly easy to work with. With two great teams working on implementation, we were able to go live in only 30 days."

— Scott Perry
Executive VP of Digital Marketing, Jerome's Furniture

Future

"Jerome's has seen great success with Room STylist," says Perry. "As we look toward improving our email capabilities with A.I. and personalization, we are planning on implementing Shoptelligence's STyleMail."