

HOW A REGIONAL FURNITURE CHAIN LEVERAGED V12 TO INCREASE THEIR SALES BY OVER \$12MM

CHALLENGES

- Heavy local competition
- New eCommerce players stealing market share
- Lagging store traffic and sales (online and in store)
- Struggling to find new potential customers

SOLUTIONS

Customer Data Platform

Implemented V12 Velocity to integrate 1st and 3rd party data resources for a seamless customer view

Online Signals:

Implemented to identify in-market shoppers by their browsing behavior

Mobile Signals:

Linked to identify consumers that recently visited their locations or known competitors

Journey Management

Simple customer journey creation and orchestration

Mover Programs

Targeted prospective buyers with V12's new mover solution

PROVEN RESULTS

\$28M

Contributed to \$28M in sales based on engagement with customer journeys



Drove \$12M in incremental sales from new prospects identified by V12



Managed 2.2M prospects and 6.7 million customers in 2019

5x

Customer enrolled in journeys produced 5x the revenue for prospects



New-mover prospecting campaigns generated 26,311 new customers in 2019

27%
INCREASE

in purchase rate by nurturing first time customer journeys