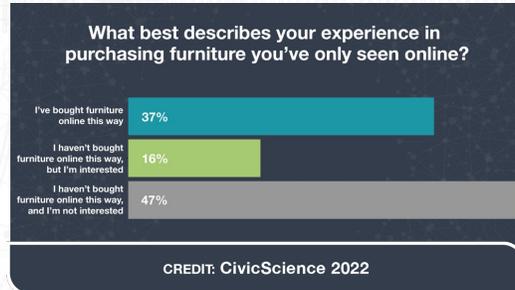


Use Case – Furniture & Home Goods

The furniture and home goods industry is experiencing tremendous growth. Home furnishings ecommerce reached \$92.32 billion in sales in 2021, when it was only predicted to hit \$76.8 billion. However, according to studies, it won't stay this way for long — 2023 is the expected year for the market to plateau at the low \$60 billion range. [1]



In-store and online shopping trends have changed in the furniture and home goods industry. While most consumers (about 70%) are still shopping in stores, online is now at 19%. [2] In fact, in the US, 58% of Millennials and 37% of Baby Boomers would rather buy furniture online post-pandemic. [3] This means the industry will need to keep up with shopping trends.

Some consumers are shopping using a combination of in-store and online — viewing the furniture in-store before making their purchase online.

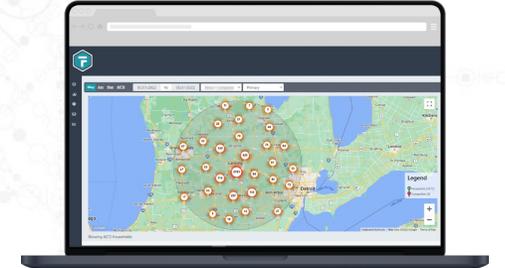
How can the furniture and home goods industry keep up with its audience?

FullThrottle's ShopperSuite!

ShopperSuite, powered by patent-pending technology, can transform your website visitors into household-based, first-party data. As more furniture shoppers are online, your website will be key to capturing your audience. Roughly only 3% of website visitors convert, so you want to make sure you're not missing out on the other 97%.



ShopperSuite also shows you where your audience is located — at both a regional and a national level. Whether your shoppers are buying furniture and home goods online or in a showroom, our map shows you if your marketing is hitting the correct geographic area and quickly identifies areas you're missing. This is important, as your customers are viewing furniture both in your showroom and online.



Once ShopperSuite has identified your website visitor, a direct mail piece is sent within 36-72 hours and digital display, social, audio, and video marketing are instantly deployed. According to a Prosper Insights & Analytics study, “70% of the media’s influence on those planning to buy furniture and mattresses comes from print and digital components.” [4]

It is important to send diverse advertising. ShopperSuite does this for you instantly — and to the entire household on multiple devices. 70% of furniture shoppers have said that home and family will have a higher priority in 2022. This means furniture and home goods shopping will likely include the entire household making decisions. Send the right message at the right time to all the decision makers!

