

Multi-Location Ashley Furniture Retailer **Increases Online Sales & Store Visits**

The Problem

When managing a multi-location business, it can be very difficult to run a centralized marketing campaign when each location has different goals, campaign objectives, and business needs. It's especially hard to tailor digital marketing campaigns for multi-location retailers when they are trying to balance their ecommerce with their in-store activities.

When a multi-location, Ashley Furniture retailer heard about Netsertive's digital marketing solution from their buying group, Furniture First, they knew they had to try it out.

7x

**Greater Conversion
Rate**

Compared to Home Goods
industry average.

80%

**Increase in
Online Sales**

Year-over-year increase
compared to previous year.

3,917

**Store visits
attributed**

During three month
campaign.

The Netsertive Solution

Netsertive is reimagining the way businesses manage digital marketing programs for their multiple locations. With Netsertive's People + Platform, the Ashley Furniture retailer was able to align their different locations' business goals to their digital marketing campaigns, adjust campaign components across their locations instantly, and measure the impact for both their ecommerce and in-store attribution.

Netsertive's SmartTarget served localized assets to the most qualified consumers in their given area while SmartAdjust made several daily changes to ensure maximum return on investment for every location. The Ashley Furniture retailer was then able to analyze their campaign by location with Netsertive's SmartInsights.

The Results




Since working with Netsertive, the Ashley Furniture retailer has seen attributable sales growth year-over-year. Their online sales grew by 80% compared to the previous year. Additionally, their multi-location campaigns have led to a 21.5% conversion rate, which is nearly 7x the industry average for home goods (2.7%).

The Ashley Furniture retailer was not only able to improve their online sales but they also enabled store visit conversion tracking, which attributed in-store visitors to their digital marketing campaign, resulting in 3,917 visitors to their five different locations during a three month campaign.

Who We Are

Netsertive is a marketing technology company that enables brands, publishers, and local businesses to reach customers online, at scale. Netsertive's platform and services coordinate messaging, brand experience, and performance across all digital channels to drive awareness, consideration, and sales.

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