

Multi-Location Furniture Retailer **Increases Sales** For Every Location

The Problem

When managing a multi-location business, it can be extremely difficult to run a localized, digital marketing campaign, especially when each location has different goals, campaign objectives, and business needs. On top of that, managing the multi-location, digital marketing campaign is only half the battle. It can be even harder to measure the impact of the marketing efforts for every individual location in order to identify trends, opportunities, or potential pain-points.

5%

Increase in Average Ticket

Since partnering
with Netsertive.

19%

Increase in Overall Sales

Year-over-year increase
compared to previous year.

18x

Growth in Sales

Since working with Netsertive
over three month period.




The Solution

Netsertive is reimagining the way brands manage their digital marketing programs for tens, hundreds, or thousands of locations with scaled localization. Netsertive's People + Platform helped a regional furniture store with eight locations align their varying business goals to digital marketing campaigns with unique strategy, budgets, and campaign settings.

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.

Contact Us

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The Results




Since partnering with Netsertive, the regional furniture retailer has increased overall sales by 19%. All locations saw an increase in sales year-over-year since partnering with Netsertive, impacted by highly-localized digital marketing campaigns tailored to their ever-changing goals and campaign objectives. Netsertive's People + Platform was able to manage all of the complexities of a multi-location digital marketing strategy and deliver tangible results:

LOCATION								
GOAL	1	2	3	4	5	6	7	8
BUDGET	25%	16%	13%	11%	10%	9%	8%	8%
EXECUTION								
								
								
								
YEAR-OVER-YEAR SALES INCREASE	24%	29%	41%	11%	6%	22%	7.5%	4%

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