



 **Bluecore** + **CITY**  
FURNITURE

**CITY FURNITURE CONNECTS  
TOUCHPOINTS FROM STORE TO  
DIGITAL TO CREATE SEAMLESS 1:1  
EXPERIENCES THAT DRIVE REVENUE**



## Key Takeaways



Connect every touchpoint from store to digital for an omnichannel experience that drives revenue

Measure the impact of digital on in-store purchases and create experiences that are consistent across channels.



Seamlessly streamline millions of signals from identification to shopper behavior for predictive communications that get better and better

Boost identification as much as **330% percent** for new customers you can connect with.



Personalization crosses the line every time to increase conversion and loyalty — even for traditionally one-and-done categories

With personalized batch emails, see conversion rates 500% higher than non-personalized emails, with shoppers that come back again and again with a **118% lift** in repeat buyers.

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Bluecore has helped fuel our transformation from product-first marketers to customer-first marketers. Product-focused innovation will always be part of the fabric of who we are. But thanks to the millions of signals and clues we are collecting from customers online and in stores, we can craft and target our messaging with confidence to know which product will be the perfect fit for each of our customers' homes.

**Justin Roisman,**

Managing Director of Digital Marketing, CITY Furniture

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# From Waterbeds to Custom Lifestyle Trends in Showrooms Across Florida

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CITY Furniture's story begins in 1971 with one product and one promise — provide quality waterbeds with customer service that always goes the extra mile. The CITY Furniture, then known as Waterbed City, team was hard at work building waterbeds at night and selling them during the day. Justin Roisman, Managing Director of Digital Marketing at CITY Furniture describes how the brand continued to transform when they rebranded from Waterbed City to CITY Furniture in the 90's in an evolution fueled by customer needs.

**More than 50 years later, the same entrepreneurial spirit and dedication to authentic quality embodies the CITY Furniture brand — no shortcuts.**

Now, the CITY Furniture team creates new lifestyle designs in showrooms across Florida that showcase each product in detail. Their diverse, customized full-service showrooms create experiences for shoppers that capture these different lifestyle trends, from Mid-Century to Farmhouse to Miami Modern. Each showroom merges design with regional identity to feature the exact products that each customer in those regions will want to see. They're customized to each audience from the designs to the cafes and wine bars, with unmatched quality and service in each showroom.



# But There Was a New Door to the Showroom — the Ecommerce Site

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Justin explains that in 1971, the first piece of advertising you saw for a brand was often the sign on the front door. As technology progressed, most shoppers visit the website before heading to the store, making a brand's ecommerce site the new "front door" to the showroom. Then in 2020 when the pandemic shuttered storefronts across the country, the website became the entire experience.

For higher-ticket items like furniture, most shoppers want to see and feel the piece before they commit to the buy. **When the pandemic hit, the team at CITY Furniture needed to make sure the digital experience was just as custom as the experience shoppers receive in showrooms.**

They had a beautiful product catalog with showrooms that showed off the quality and design of each product, but limited technology to show it all off in the digital world. Justin said,

**"Customers were raising their hands through clicks and selecting their preferences for different products types, trends, and categories, but the team didn't have the right technology to identify those preferences and match outreach to each individual where they wanted to see it."**

They had tons of data that was incredibly valuable — but nowhere for it to go.

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Think of it this way — if you're in a showroom and tell the sales associate that you're looking for a brown loveseat, they aren't going to show you any white sectionals. If the sales associate wants to provide more recommendations to match the new sofa you just purchased, they aren't going to recommend that you buy another sofa. That's the experience you get without personalization.

**Justin Roisman,**

Managing Director of Digital Marketing | CITY Furniture

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## The Digital Team gets Personal Across Channels

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On top of the fact that shoppers couldn't go into showrooms during COVID, shopper inboxes were being flooded with emails because retailers were reacting to the uncertainty of the pandemic. In an effort to boost revenue, they were sending "batch and blast" emails out more than ever before hoping that something would stick. Generic outreach wasn't going to cut it.

When the CITY Furniture team first started working with Bluecore, they had one core goal — maintain their promise of unmatched customer experiences and bring the showroom to digital life with beautiful, customized lifestyle trends that catch every detail of their diverse product catalog — personalized to each individual shopper. So they started by channeling all of that shopper signal and retail data in email with affinity audiences.

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We wanted to move away from promoting one sofa to everyone and crossing our fingers that it would resonate — We needed to segment much further to what fits their price point, style, product preferences and more. Bluecore was a great fit to take all of those site, email and catalog interaction points and turn that into ammunition to drive revenue.

**Justin Roisman,**

Managing Director of Digital Marketing | CITY Furniture

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By identifying shopper's preferred categories with just past purchase and browse behavior, CITY Furniture was missing insight into that next best product for their shoppers to buy. With Bluecore, CITY Furniture was able to tie all of that behavioral data — beyond just purchase and view data — to email addresses to better target shoppers. Specifically, the team leveraged Bluecore's category affinity models that include co-view, co-purchase and co-cart data to discover relationships that may not be immediately obvious.

For a whole home brand, the product catalog is broad — and the complexity of the product catalog actually makes those predictive models more interesting and targeted. With affinity models, CITY Furniture could create audiences on a sliding scale of level of interest in the selected category to serve that category of products to the right people — with elements of the emails they were sending to those audiences customized to each customer based on their behavior. With those audiences, the team generated more revenue than a typical promotional batch send.

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It's not just about data transfer. With Bluecore, we could take control of the data, put it all together and distribute it in a meaningful way. Being able to take it, use it and feed it into predictive models helps us understand what shoppers want and where they're likely to convert.

**Justin Roisman,**

Managing Director of Digital Marketing | CITY Furniture

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Another one of their first forays into personalization was with personalized batch emails, including the ability to target intent-based audiences with dynamic blocks that would customize products for each individual shopper. This email send generated the same amount of revenue as a send 30 times its size. The team got to work stacking this effort building on multiple intent-based audiences versus the one-size-fits-most sends.

The first email they sent had:



**INCREASE**  
in open rate



**INCREASE**  
in click rate



**INCREASE**  
in conversion rate



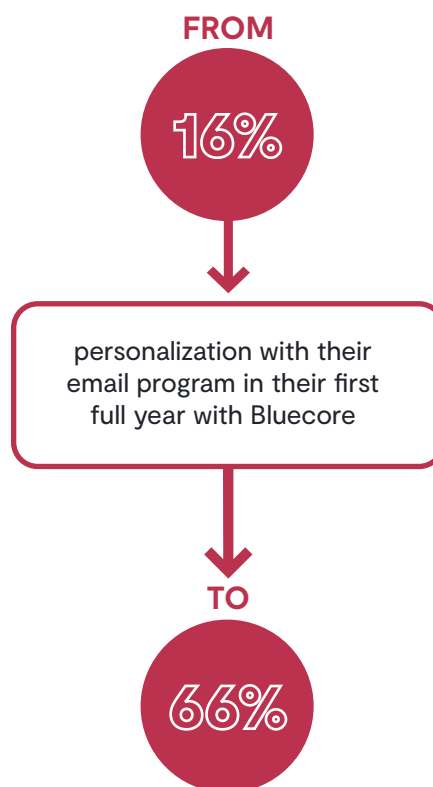
**INCREASE**  
in AOV with personalized  
batch vs generic batch





## Preparing for the Cookiepocalypse While Expanding into Ecommerce and Paid Media

“When we started expanding the program to Bluecore Advertise™ and Bluecore Site™, front and center was the ‘Cookiepocalypse’. We needed to take control of our first-party data and use it beyond just email.”



After the success of channeling all of their data in models that can predict that next best action and conversion, the CITY Furniture team worked with Bluecore to extend the power of that first-party data across channels like Facebook and Google with Bluecore Advertise™. By creating audiences in Bluecore and getting targeted on paid media, the team saw a RoAS that was 63% higher than other campaigns.





## A Holistic Experience from Site to Store

But even if the team had the best digital experience out there, making one amazing in-store experience and a separate amazing digital experience still wasn't going to be enough to make the cut for customers to have a seamless experience — especially without the ability to measure success for their teams.

The team wanted to bridge the gap between their showrooms and their digital channels to create a holistic experience for the shopper from site to store. They wanted to do two things with the two-way data door — get insight into what's actually getting shoppers into their stores and measure the impact of what digital communications are getting shoppers into the store to make a purchase. By creating those connections, the team was able to identify that **42% of attributed revenue** from the store was a result of shoppers who engaged with an email and then arrived in-person to the store.

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What changed everything was when Bluecore brought our offline sales into our digital efforts. Around 18 months ago, looking at email metrics would have been a disaster. Since launching with Bluecore, we know that even though last click revenue has gone down there's an upward trend in attributed revenue from emails because they're going into stores. They see the email, then they head to the showroom.

**Justin Roisman,**

Managing Director of Digital Marketing | CITY Furniture

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# Growing a Loyal Shopper Base with Personalization

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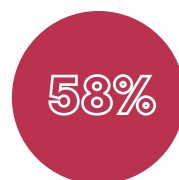
For an industry like furniture, shoppers are more inclined to only buy once, or repurchase at a slower rate. The CITY Furniture team wanted to leverage all of that data they had on each of their shoppers to grow a loyal customer base with personalization. That all starts with identification.

More customers visited the CITY Furniture site in 2021 than ever before, which doesn't just mean that the CITY Furniture team grew their list. Rather than see identification as the endless pursuit of new subscribers, the CITY Furniture team knows that with Bluecore it's an opportunity to leverage all of that rich data through the identification process for a truly 1:1 experience. The added ability to create meaningful audiences that people connected with continued to grow since launch as they continued to grow their overall audience base. Since launching with Bluecore, the number of identified visitors grew 330%, with their audience of customers that opted in growing 58%.

By increasing personalization and creating a shopper experience that was curated for each individual shopper since launching with Bluecore, the CITY Furniture team saw a 118% increase in repeat buyers. Not only that, but since early this year, CITY Furniture has put its shoppers back on track with nearly 30% of their active buyers once being inactive or at-risk.



**INCREASE**  
in number of identified  
visitors



**INCREASE**  
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**INCREASE**  
in repeat buyers



**INCREASE**  
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inactive or at-risk





## What's Next for CITY Furniture

### Keep Increasing Identification

The team at CITY Furniture is always looking to get the value out there for more new shoppers. They want to keep increasing their identification and finding new shoppers for outreach. For them, it's more than just collecting new emails — it's about gathering all of that data and connecting all of those shopper identifiers to be able to communicate better and better with each shopper.

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Home is the most important part of your life. It's where we're spending more and more of our time — now, it's where you work, meet and live. It's incredibly important that we respect our shopper's trust with all of that data and signal to keep providing experiences that facilitate easy discovery to find the best for their homes.

**Justin Roisman,**

Managing Director of Digital Marketing | CITY Furniture

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## Find Those Serial Redecorators

The CITY Furniture team wants to find their serial redecorators and follow their actions on site to understand exactly what they're trying to do and what products they're looking for. With that understanding, the team can execute on those behaviors across channels and serve each shopper with scientific precision, as well as continuously build their dynamic shopper profile. Didn't catch them with an email? Find them on Google.

By putting their shoppers on a track where they keep learning, exploring and investing in new pieces for their homes, the CITY Furniture team is excited to see where they can go with new retention strategies across channels.



## Create More Connection than Ever

The team also wants to go further with an omnichannel approach that upholds their brand promise of unmatched customer experiences wherever their shoppers are and continue streamlining millions of signals from identification to action for predictions that keep getting better. Justin says, **"We want to build a more connective tissue between each one of our channels — email, site and paid media with an experience that is consistent at scale. And the data will keep getting better over time to maintain that commitment to serving each customer what they need."**





**Interested in learning more about how you can bring these types of campaigns to your team?**

**Contact Bluecore Today**

