

INDUSTRY: Furniture Retailer

GOAL: Generate Website Engagement &amp; Increase Appointment Visits

# National Furniture Retailer INCREASES ONLINE APPOINTMENTS AND STORE VISITS

**80,601**  
 POST VIEW  
 WEBSITE  
 VISITS
 
**48**  
 SCHEDULED  
 APPOINTMENTS
 
**26,671**  
 ENGAGED  
 USERS
 
**OVERVIEW:**

A national furniture retailer with 148 store locations had its supply chain disrupted due to the pandemic. Since many customers could only visit their stores by appointment, this retailer chose Strategus to launch a three-week CTV awareness campaign in 4 different markets to promote their new online COVID appointment scheduling.

**STRATEGY:**

The main goals of the retailer were to (i) generate more website visits which in turn would increase the appointments visits, and (ii) increase visitors/engaged users (visitors who view 3+ pages on the site) on their website.

To reach this goal, Strategus targeted 3rd party audiences such as new movers, recently married, new parents, recent graduates, expectant parents, and people in-market for new furniture. On top of that, Strategus served CTV ads to Amazon users searching for furniture, as well as users exposed to their competitor's linear TV ads (ACR Data).

Other aspects of the strategy included building and targeting look-a-like audiences of website visitors, retargeting users who visited the client's website with Connected TV ads, and incorporating our Full Funnel CTV Strategy of retargeting users who previously viewed the client's CTV ads with Online Video and Display ads.

*"We consider Strategus as a trusted Connected TV (CTV) partner and the Ferrari of OTT/CTV."*

**THE SUCCESS:**

By the end of the campaign, Strategus met the expected goals of the furniture retailer with:

**80,601**  
 POST VIEW  
 WEBSITE VISITS

**26,671**  
 ENGAGED USERS

**3,021**  
 ADDED PRODUCTS TO  
 THE ONLINE CART

**324**  
 CART CONVERSIONS

**48**  
 SCHEDULED  
 APPOINTMENTS

**26,671**  
 ENGAGED USERS  
 (Visited 3+ Pages  
 on the website)