

Coaster partnered with Shoptelligence to implement Demand Generation and SStyle Insight, ultimately **enhancing revenue by better connecting with customers.**

Challenge

As a wholesaler, Coaster depends on a broad dealer base to market and sell their products. Without direct consumer engagement, it's difficult to understand the customers who are purchasing their products, a necessary component to grow sales. Looking to help grow their own revenue alongside their dealers, as well as expand existing dealer relationships, Coaster needed an innovative digital solution that enhanced their dealers' businesses by leveraging their own consumer-facing marketing and brand building.

In order to do so, they began marketing the Coaster brand to consumers with the intent of creating demand for their products and traffic to their dealer sites. Driving consumer engagement and understanding those consumers became critical components of their marketing success.



Exceed customer expectations by honoring individuals, families, and furniture - with excellence.

Since Coaster first opened its doors in 1981, they have focused on setting the industry standard for home furnishing companies by exceeding expectations.

Coaster, a second-generation company, has since become a leading North American furniture distributor.

As an innovative importer and distributor of fine furniture, Coaster has grown into a leading brand that is recognized for exceptional value, responsive customer service and product innovation.

Demand Generation



Increase cross-category product discovery, maximizing customer engagement



Visual and interactive, enabling the shopper to customize the room and share on social to drive traffic

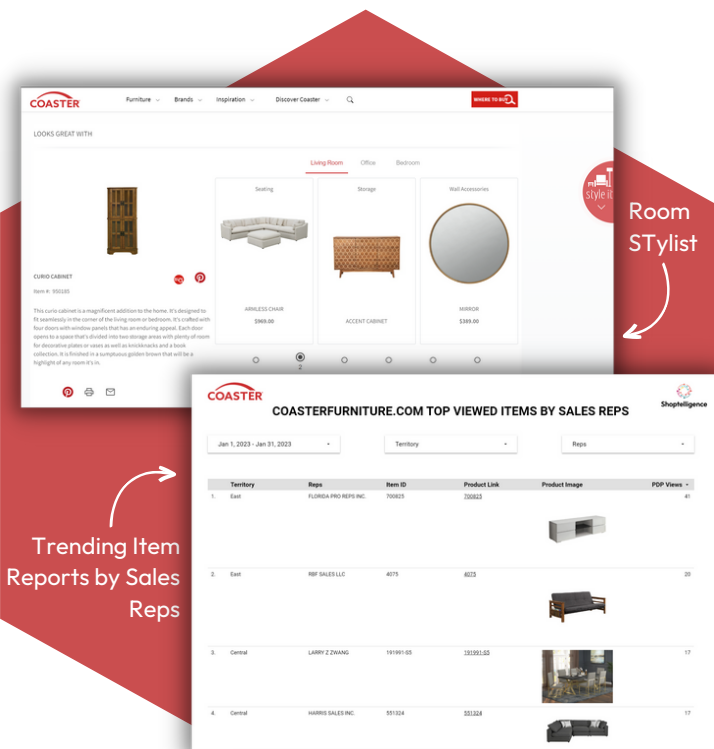
SStyle Insight



Demographic data resolution to personalize and improve CX, while driving conversions



Item trending reports by sales rep territory to help deliver better suggestions, based on local trends



Demand Generation & SType Insight

Solution

Considering that consumers navigate to their site to research the brand, Coaster added Shoptelligence's Demand Generation to their website to help consumers discover a wider variety of their assortment. The personalization solution showcases interactive ensembles in a variety of contexts to allow the consumer to discover hundreds of products, all within their own context. Customizable elements such as the hovering "STyle It" button directs consumers to the module, encouraging them to spend more time on site.

Shoptelligence uses SType Insight to isolate high-interest visitors and resolve them into rich demographics to help Coaster better understand their consumer, which uncovers deep insights that drive their commercial strategy. Additionally, our solution aggregates data into demand by local region to help sales reps recommend the best products to floor and promote to maximize inventory turns for Coaster and its dealers.

Results

Through this implementation, Coaster is able to engage customers for a longer period of time, driving them to contacting a local dealer.

 **7.88x**

Increase in Consumer Time Spent on Site

Using a number of different interactive and data-driven features, Shoptelligence provides a rich view of Coaster's customer, including information about where they are in their shopping journey. Coaster has incorporated these AI-powered insights into product, pricing, and dealer network strategies. With more consumers craving unique experiences, this allows Coaster to better understand their consumers on a personal level.

Future

"Shoptelligence has generated incredible value for the Coaster brand," says Corporate Sales & Marketing Manager, Marlene Donlucas. "We look forward to working with them even more on using the power of data to unlock future opportunities."

“Shoptelligence has been a great partner in not only helping Coaster achieve our goals in understanding the consumer that visits our website and the retailer that utilizes the internal Coaster Connect platform, but to also provide guidance for future programs that will assure our success in achieving our marketing objectives.”

Don Deeds

Executive VP of Sales and Marketing, Coaster



Want to Learn More?

Scan to book a demo with the Shoptelligence team for more information.