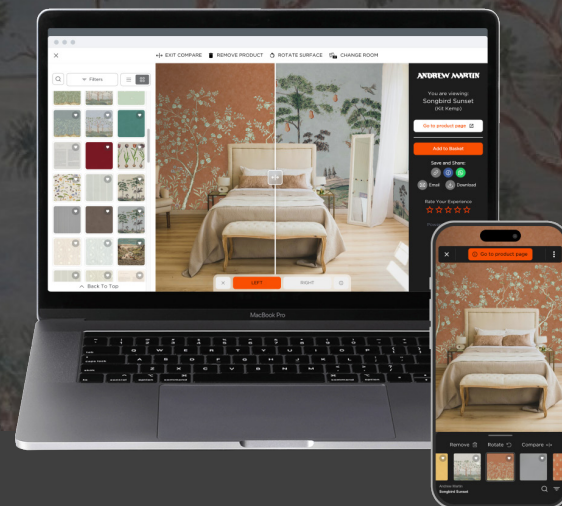


How Andrew Martin increased online conversions by 2.4x with Roomvo



The challenge

Andrew Martin wanted to improve its customer journey to increase conversions and accelerate sales.

“Rugs, wallpaper, artwork — these are big investments for a customer to make,” said [Moira Nowak](#), e-commerce manager at Andrew Martin. “We sell luxury products at a high price point, so it’s important to help the customer feel confident in their purchase decisions.”

From durability to size, pattern, placement, colour, and finish, there’s a lot to consider with every purchase decision — and just showing customers a static picture is no longer enough.

“Customers are asking themselves a lot of questions, and just showing them a 2D image isn’t enough to convert them,” said Nowak. “We sell swatches and samples, but they only tell part of the story. Customers need to see how their whole room will look.”

To close more sales and maximize repeat business, Andrew Martin needed a way to show shoppers how their products would look in their homes before they purchase. That brought Andrew Martin to Roomvo.

2.4x
Conversions

17k+
Product views

5-star
Average customer ratings

(January to June 2024)

ANDREW MARTIN

About Andrew Martin

Andrew Martin has been at the forefront of global design since 1978. From championing the best interior designers to shining a light on hidden cultures, the Andrew Martin aesthetic draws inspiration from a kaleidoscope of cultures and eras. Andrew Martin sells products directly to the consumer through its e-commerce site and flagship showrooms, as well as working with retailers in more than 40 countries across six continents.

Industry: Home decor manufacturer and retailer

Products: Wallpaper, artwork, rugs, and more

Headquarters: London, United Kingdom

Founded: 1978

Total employees: 100+

Roomvo products: Visualizer (wallpaper, artwork and rugs) and PRO

The solution

In February 2022, Andrew Martin partnered with Roomvo to help customers make quicker, more confident purchase decisions. With a reputation as the industry's leading room visualizer, Roomvo was the only platform Andrew Martin considered.

Within weeks, the room visualizer went live on the Andrew Martin e-commerce site to showcase more than 500 products, including wallpaper, rugs and artwork.

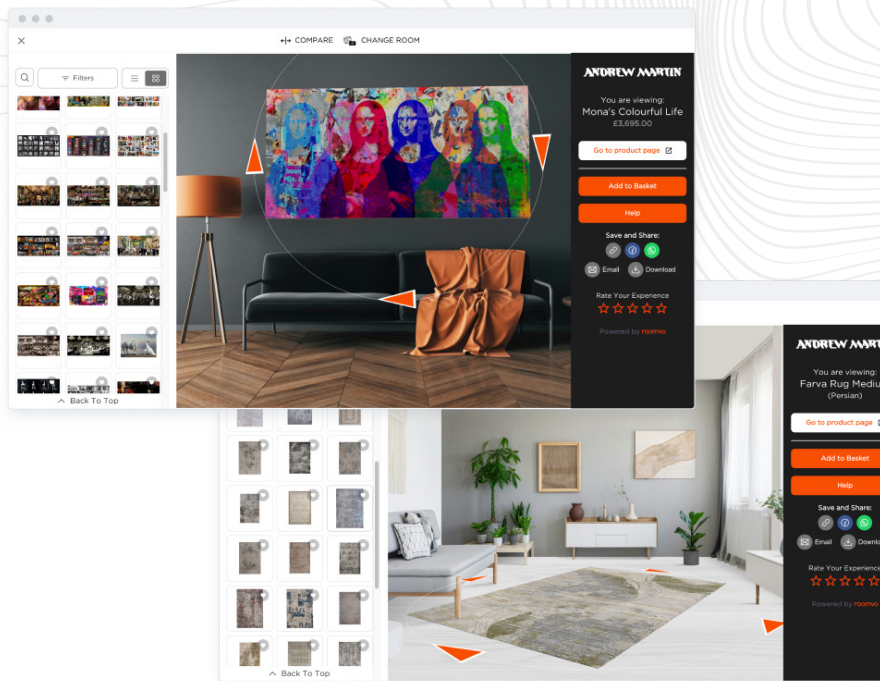
Customers can upload photos of their homes to Andrew Martin's e-commerce site and browse their product range to see what works best. To explore design possibilities, customers can apply different wallpapers to different walls and compare them side-by-side. Customers can also place artwork on any wall in the room and experiment with different rug sizes, placements and orientations.

"Customers need that visual experience if they're shopping online and not in the showroom," said Nowak. "They need that extra something to push them over the line to buy."

In addition, Andrew Martin's sales associates utilize Roomvo inside the showroom as a powerful closing tool, and the room visualizer is popular with trade clients too.

"Roomvo is giving our customers the confidence to convert, which has resulted in more sales for our business. Overall, the customer experience has benefited massively."

Moira Nowak
E-commerce manager at Andrew Martin



The results

Roomvo has played a crucial role in increasing conversions and sales for Andrew Martin. Customers are 2.4x more likely to purchase when shopping on the e-commerce site with the room visualizer.

"We can see from the analytics that Roomvo is giving our customers the confidence to convert, which has resulted in more sales for our business," said Nowak. "Overall, the customer experience has benefited massively."

The enhanced shopping experience has earned consistent 5-star customer reviews and increased engagement on the site, leading to an additional 17,000 product views in the first six months of 2024.

"Roomvo has added another level to our website in particular, and it's fantastic to have this platform to set ourselves apart from competitors," said Nowak. "It's helped instill greater trust in our products, and it keeps our customers returning for repeat business."

roomvo

Roomvo creates the frictionless shopping experience that customers crave — online and in-store. Our state-of-the-art room visualization platform lets customers preview your products in their own homes, creating a highly immersive, realistic shopping experience that moves shoppers from inspiration to purchase, quickly.