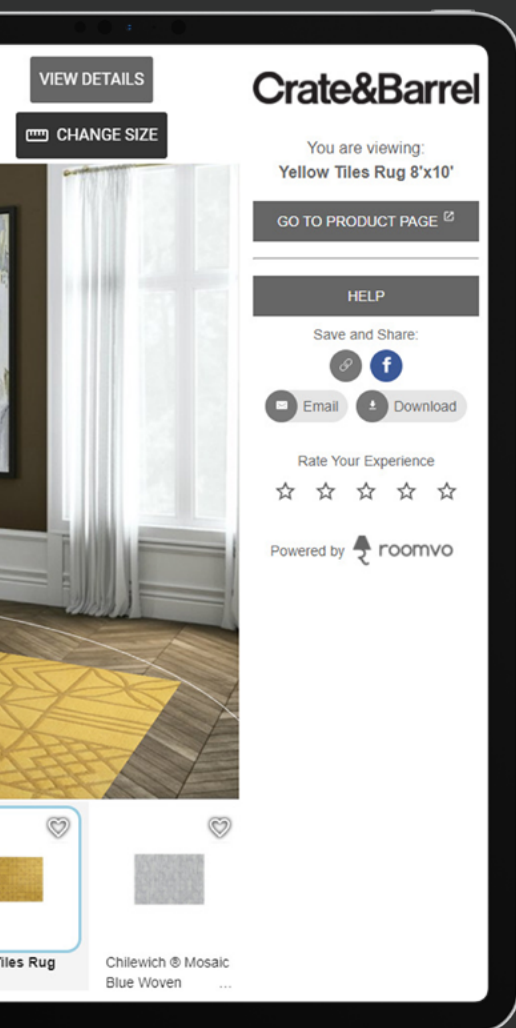


# Crate & Barrel: Creating the Ultimate Customer Experience

Crate & Barrel is a leader in 'experiential marketing', allowing customers to visualize home furnishings and décor in complete environments. Roomvo enhances that strategy, further personalizing the experience for their customers.



Crate & Barrel employs Roomvo as an omni-channel selling tool, creating a seamless customer experience across all touchpoints:

**ONLINE:** Website visitors use Roomvo to preview Crate & Barrel's extensive offering of area rugs in their own homes

**IN-STORE:** iPads used by store associates allow on-the-spot visualization in retail showrooms, greatly aiding in-person sales efforts

The Results:

→ **DEEP CUSTOMER ENGAGEMENT:**

## 100,000's

Hundreds of thousands of rugs viewed every month

→ **SALES GROWTH:**

## 200% +

Conversion rate more than doubled with Roomvo

Crate & Barrel's customers give Roomvo rave reviews.

“

The visualizer is AWESOME!  
A feature most retail does not offer. Probably saves a lot of returns!!

“

I enjoyed the carefree easiness of viewing artisanal rugs in the comfort of my home.

“

It gave me a great peek at what my rug would look like in my room.

“

Seeing the rug in my room is awesome! It saves so much time and energy!

# Visualization Key to Crate & Barrel's Marketing Strategy

Crate & Barrel was a pioneer in the concept of 'experiential' marketing, showing customers what products would look like in a fully-curated design setting. The approach was both inspiring and successful. As online shopping became established, Crate & Barrel looked for digital tools to provide a similar experience for their website visitors.

The company experimented with an early-stage app-based visualizer; while the tool proved difficult to use and delivered unreliable results, it did reveal the power of digital visualization for home furnishings retailing. When Crate & Barrel saw a demonstration of Roomvo, they immediately saw its potential to deliver a better customer experience and drive sales through both their digital and in-store channels.

"We were impressed by Roomvo's ease of use, its speed, its reliability and the level of realism. And we love the accessibility; it's available on any device – there's no compatibility issues," said Anne Franger, Sr. Director Digital Strategy and Operations.

The company swiftly and successfully integrated Roomvo into its rug retailing channels, offering the 'View this in your room' feature on its website product pages and installing dedicated Roomvo kiosks in selected retail outlets. The results have been impressive: hundreds of thousands of product views per month and a doubling of their conversion rate.

"The customer response has been amazing," Franger adds. "Both online and in-store at the kiosks, people love the ease and accuracy with which they can try out different rug options in their own rooms."

Crate & Barrel saw **conversion rates more than double** with customers who used Roomvo.



## CRATE & BARREL: POWERED BY ROOMVO

Roomvo is the leading visualization solution for the interior design industry. Roomvo's proprietary technology has a proven track record of increasing sales by allowing consumers to preview floor and wall coverings in their own rooms in just seconds. Roomvo has been used by millions of consumers and best-selling brands in over 190 countries around the world. [www.roomvo.com](http://www.roomvo.com) / [hello@roomvo.com](mailto:hello@roomvo.com)