

We wish we had switched to Roomvo sooner!

MICHAEL MADDUX - CO-FOUNDER, FLOORET



FLOORET



AFTER SWITCHING TO ROOMVO

+23%

OVERALL
SALES

+20%

SITE-WIDE
CONVERSION RATE

4.2x

TOTAL PRODUCT
VIEWS INCREASED

2x

TIME SPENT
ON WEBSITE

*Statistics are based on the four-month averages before and after launching Roomvo in December 2018. Actual performance and visualizer usage will vary.

Previous Visualizer

VS.

Roomvo

Consumers pay to upload rooms
 Long wait times
 Poor customer service
 No usage data or analytics
 Customer irritation
 Not mobile-friendly
 No customer feedback
 Stagnant performance
 No product improvement



Unlimited free uploads
 Instant gratification – see results in seconds
 Ongoing R&D delivers continuous improvement
 Rapid onboarding and full-time customer support
 Comprehensive analytics delivered every month
 Customer satisfaction average rating
 Optimized for mobile
 Immediate user feedback

MAKING A CASE FOR CHANGE

Floret is a California based company that prides itself on doing things differently. They specialize in a specific product category – long plank vinyl flooring – and focus relentlessly on delivering a product that is superior in every way. Floret operates as an online-only retailer which allows them to deliver a best in class product at a very competitive price.

Floret realized early on that they needed to offer customers a superior product presentation, including a powerful room visualization tool. But when they launched their site in 2015, options were limited. The tool they chose provided a basic level of functionality, but they soon grew disillusioned with it.

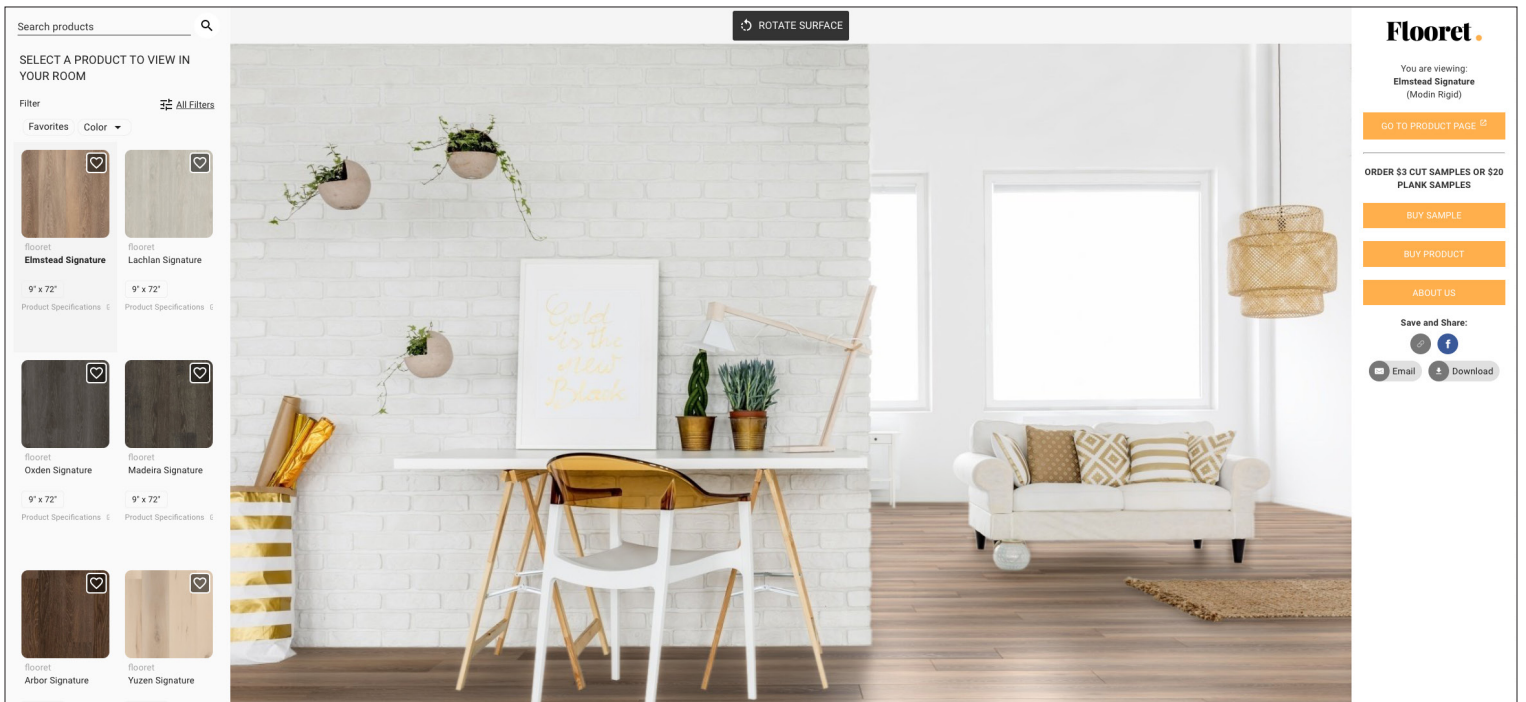
The technology itself didn't improve over time, despite ongoing promises of added features. The service was not mobile-friendly, and a lack of analytics made it impossible to track the visualizer's effectiveness.

Moreover, customers could only preview images of their own home by paying an added fee – and waiting 24 hours or more to see the results. It was not the outstanding customer experience Floret wanted to deliver. It was time for a change.



Roomvo gets used more by our visitors; they spend more than double the average time in Roomvo compared to our previous visualizer. It's a very modern solution; it was dead simple to setup and intuitive for our site visitors to use. The feedback we are getting is that the vast majority of our customers love it.

MICHAEL MADDUX
CO-FOUNDER
FLORET



In the course of their research, Floret discovered Roomvo. They were immediately impressed by its power and performance. After a thorough evaluation, they decided to make the switch in the fall of 2018 and a few weeks later, Roomvo debuted on floret.com.

Despite it being December, a historically slow month for flooring sales, Floret saw an immediate increase in engagement and sales activity. A few months later, Floret's marketing team reviewed their business results alongside the detailed analytics provided by Roomvo and were amazed at their findings.

Visitor time on the site had more than doubled, bounce rates had fallen, and sales volumes and conversion rates were both up significantly - 23% and 20% respectively. Furthermore, customers were giving glowing reviews to the Roomvo experience.

Floret co-founder and marketing manager Michael Maddux considers Roomvo one of the best investments the company could have made. His only regret? "We wish we had switched sooner!"

"Our visitors are finding Roomvo much easier to use than our previous tool."

Michael Maddux -
Co-founder, Floret

Get the most advanced visualizer on the planet today.

Say hello@roomvo.com or learn more at www.roomvo.com

ABOUT ROOMVO

Roomvo is the top visualization solution for the flooring industry. This proprietary technology has a proven track record of increasing sales by allowing consumers to preview floors in their own rooms in just seconds. Millions of consumers have used Roomvo at leading brands around the world.