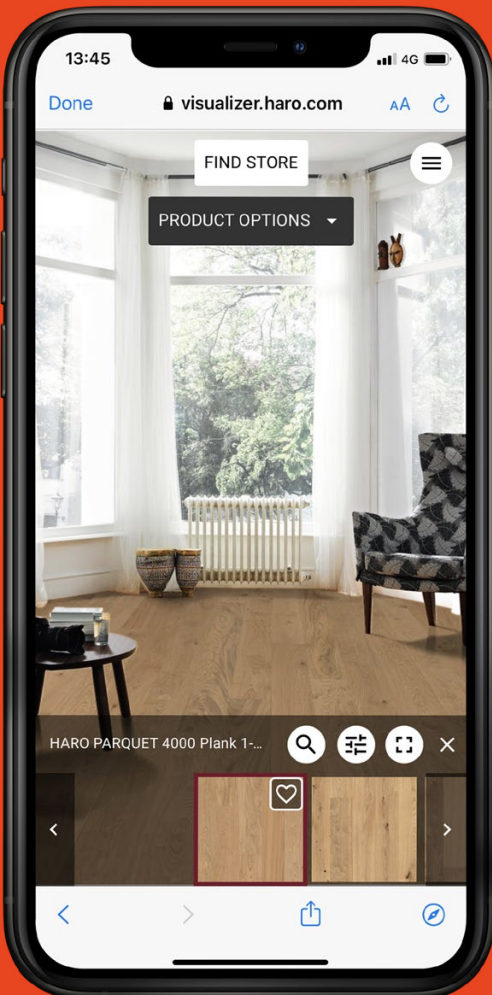




Easy Decision, Instant Results

Germany's leading hardwood flooring manufacturer HARO decided to replace their outdated visualizer with Roomvo and saw immediate improvements in customer engagement and retail sales.



Shorter sales cycles and increased on-the-spot closings

→ Online training and point-of-sale support encouraged retailers to use Roomvo when serving customers, leading to faster closing times on HARO products.

Millions of media impressions and tens of thousands of new website visitors

→ HARO used Roomvo to power a social media campaign which created unprecedented user engagement and became the most successful online initiative in the company's history.

12X increase in online product views

→ The switch to Roomvo on the HARO website generated increased visitor engagement, higher conversion rates and an amazing twelve-fold increase in product views.

Roomvo Delivers 'Groundbreaking' Performance

Over the past 150 years, HARO has balanced tradition and innovation to become Germany's leading manufacturer of 'Parkett', or wood flooring. The company's commitment to innovation is seen in its many award-winning product development initiatives and also in its approach to shaping the buying experience for its retailers and their customers.

HARO had been using basic visualization tools on its website since 2003, but they were limited in scope. When Wolfgang Haslberger, HARO's International Market Manager, saw Roomvo in action at a trade show in 2019, he realized Roomvo had moved visualization technology to a whole new level. "Roomvo's ability to instantly change the floor in any image was groundbreaking," he explained. "It aligned perfectly with our digital strategy." Convincing his general manager to adopt Roomvo was easy; Haslberger simply walked into his office and did a Roomvo demonstration on the spot.

As HARO prepared to add Roomvo to the company website, the management team designed a three-step strategy to maximize exposure and encourage usage: 1) a social media contest, 2) high visibility on the HARO website and 3) an aggressive campaign to train retailers to use Roomvo effectively.

The launch promotion was an enormous success. The social media contest generated millions of impressions and tens of thousands of new visitors to the HARO site. The site itself saw a twelve-fold jump in product views and a significant increase in usage of the online store locator, sending more business to its retailers than ever before. "Roomvo helped reinforce our claim as market leader and further advance our digital customer experience," said Haslberger.

**Many HARO
retailers reported
consumers
arriving at their
stores having
already made a
purchase decision
because of
Roomvo.**



ROOMVO: THE ULTIMATE VISUALIZER

Roomvo is the leading visualization solution for the flooring industry. Roomvo's proprietary technology has a proven track record of increasing sales by allowing consumers to preview floors 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 / hello@roomvo.com