

# HOME GOODS CASE STUDY

## Mueller Furniture



**Mueller Furniture,** family owned and operated, has been in business since 1927 in Belleville, Illinois - a suburb about a half hour outside of the major city of St. Louis, Missouri.

## Mueller Furniture's Netsertive Campaign Attracts More Qualified Customers from Larger Cities

### Intro

Mark Mueller, owner of Mueller Furniture, is a fourth generation Mueller who firmly believes in the power of a strong marketing mix: traditional marketing for general awareness fueled with digital marketing for customer conversions.

*"The idea with our traditional marketing is to get potential customers interested in our store. If we can get these customers to our website while they are researching online, then we have a better chance of getting them into our store."*

Mark Mueller, Owner of Mueller Furniture

### Challenge

Mark knew that the most effective way to convert shoppers into buyers is to target them online where they research their next furniture purchase. He partnered with multiple digital marketing partners with the goal of attracting quality customers from larger cities like St Louis, MO. Unfortunately, Mark became increasingly frustrated with these digital marketing partners who did not seem to know the furniture industry deeply enough to drive significant results for his store.

*"We were working with local online marketing solutions but they didn't have an in-depth understanding of the furniture business, and I could never speak directly with my account manager."*

Mark Mueller, Owner of Mueller Furniture

### Solution

In 2012, Mueller Furniture partnered with Netsertive, and has experienced growth and success from Netsertive's StreetWise™ solution ever since

Netsertive's StreetWise™ solution empowers local home goods businesses to outsmart the competition through data-driven insights that deliver better qualified customers and more sales opportunities.

Mark was impressed with Netsertive's deep expertise of the home goods industry, and asked Netsertive to develop and manage a highly targeted, and differentiated digital marketing campaign to drive sales:

#### Netsertive's Digital Marketing Intelligence helps Mueller Furniture:

##### STRATEGY

Stay in front of the most qualified in-market buyers with the most relevant messages, in the highest frequency.

##### TECHNOLOGY

Gain the upperhand through Netsertive's proprietary digital marketing intelligence platform which learns from hundreds of retailer campaigns and translates it back to each individual retailer.

##### SPEED

See faster marketing results without the guesswork, powered by Netsertive's learning engine technology. Approved brand assets and messaging are ready to embed into their campaign, customized to each unique retailer to break out of the cookie cutter mold.

“We’ve seen a lot more high dollar tickets from customers from distances that have never come into the store before. They are still within our delivery range, but we’ve never seen people come in from farther away before like we do with Netsertive.”

- Mark Mueller, Owner of Mueller Furniture

## Results

Increase in average sales, especially from customers who live 45+ min away from the store

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Mark Mueller, Owner of Mueller Furniture

Increase in better qualified in-store customers who are ready to buy

“I found that customers who have spent time on our website prior to visiting our store tend to buy more than people who haven’t been to our website. It’s a lot easier to sell to a customer who comes into my store with website printouts about products they want to buy than someone who comes in to browse.”

Mark Mueller, Owner of Mueller Furniture

## Conclusion

“Fact is, I know that my digital marketing campaign with Netsertive is making our store a lot of money. It’s the best digital marketing campaign I’ve ever run, and Netsertive is by far the most competent and pleasant digital marketing partner to work with.”

Mark Mueller, Owner of Mueller Furniture



## Additional Information

Watch Mark Mueller speak in more detail about Mueller Furniture’s return on investment with Netsertive: <http://www.netsertive.com/muellerfurniturewebinar>

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