



Kellys Furniture, located in Kirksville, Missouri, is the oldest furniture retailer in its region that has been in business since 1928. Its 28,000 ft showroom showcases all things for the home from furniture and mattresses to appliances.

Kellys Furniture's Leap of Faith with Netsertive Results in a 14% Increase in Sales

Challenge

Mark Krueger, Owner and President of Kellys Furniture, had been advertising for his store through more traditional forms of marketing like television, radio, and print. With drastic changes in consumer purchase behavior transitioning online, Mark knew that his store would have to expand with digital marketing in order to fuel its growth and attract qualified shoppers.

In 2014, Mark was introduced to Netsertive. Because digital marketing had not been a strong component of Kellys Furniture's marketing strategy, Mark was hesitant at first to make a change without having previous experience with digital marketing. After much research, Mark decided to take a leap of faith with Netsertive knowing that digital marketing would be essential to future growth, and convinced that Netsertive would be the right partner to meet his goals online:

- Increase sales by at least 5%
- Increase website traffic and visibility
- Increase sales for high-margin mattresses

Solution

In mid-2014, Kellys Furniture partnered with Netsertive, and has experienced continued growth and success from Netsertive's StreetWise™ solution.

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 Kellys 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.

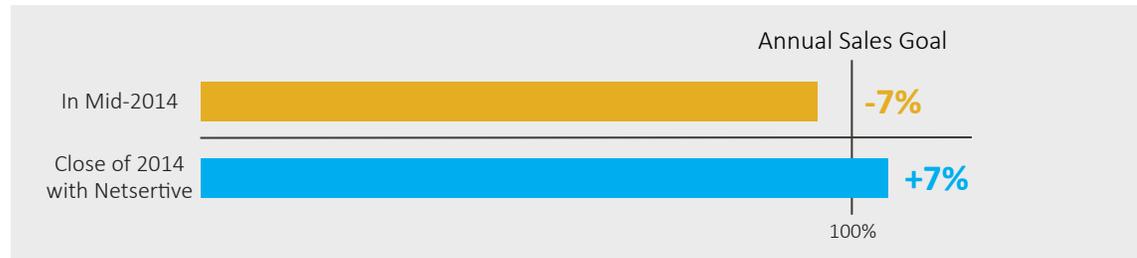


Netsertive drives quality traffic.

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Results

In 2014, before Kellys Furniture signed on with Netsertive, they were 7% behind in annual sales. Kellys Furniture ended the year 7% ahead in sales, and attribute this 14% increase to the one major change they made - Netsertive.



In the first half of 2015, Kellys Furniture was up 34% in year-to-date sales. Also, Kellys Furniture saw their mattress sales increase by more than 30% in just a few months working with Netsertive.



First half of 2015, up 34% in year-to-date sales



Mattress sales increased by 30% in just a few months

Conclusion

Kellys Furniture not only met their online goals through their partnership with Netsertive - they exceeded them. Netsertive was able to help Kellys Furniture increase total sales and mattress sales consistently month-over-month, with targeted and data-driven digital marketing tactics. Mark's "leap of faith" into digital marketing is a decision that he encourages others to make as well.

GAIN QUALITY BUYERS IN YOUR LOCAL MARKET

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