

Outdoor Furniture Retailer Generated 4,010 Leads - Increasing Online Conversions & Foot Traffic

The Results

681

In-Store Appointments

2,294

Claimed Offers

1,035

Live Chat Conversations

4,010

Total Leads Generated



The Situation

At the start of the pandemic in March 2020, retailers were struggling to bring in foot traffic to their stores during a nationwide quarantine. This regional backyard furnishings retailer faced the same challenge. They needed a way to attract customers online and increase foot traffic in their storefronts.

The Solution

The marketing team used The Conversion Cloud® platform to capture and track the retailer's online prospects.

The Conversion Cloud provided the retailer with micro-conversion opportunities on their website which enabled the marketing team to bring in **over 4,000 new leads*** during one of their most challenging years.

The Journey Visualizer and Clarity Attribution Reporting helped the retailer optimize their campaigns throughout the year.



The Strategy

Scheduling Online Appointments to Increase Foot Traffic

The marketing and sales team used **Schedule Genie™** to promote the call to action, “Schedule an In-Store Appointment” on their website to increase foot traffic to the stores. This led to **681 in-store appointments*** from March 2020-March 2021.

Promoting Offers to Capture Leads

The marketing team used **Concession Manager™** to promote the retailer’s offers throughout the year. They set the call to action to “Get a Special Offer”, and customers were able to see the latest offer and “claim” it through the client’s site by giving the retailer their contact information. This enabled the retailer to collect contact information for **2,294 leads and led to 681 in-store appointments*** from March 2020-March 2021.

Engaging With Shoppers Through Live Chat

The marketing team launched **Live Chat** to answer shopper questions and qualify potential customers. They engaged with **1,035 chat conversations*** throughout the year.

Attribution Tools Proved Campaign Impact on Lead

Clarity and the Journey Visualizer helped the retailer’s marketing team identify the campaigns and web pages driving the most scheduled appointments and leads. Through these modules they were able to show that organic Google searches and Google Ads, Facebook Ads, and Display Ads managed through their advertising agency generated the most leads. This provided the team with the data they needed to prove how successful their campaigns were at driving traffic, leads, and sales across a variety of marketing channels.

* Results based on usage between 3/2020 - 3/2021



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