

ARHAUS®

Leveraging the integration of online and offline to drive sales

The challenge

Founded in 1986 with a passion to provide unique, high quality, well designed home furnishings, the Arhaus philosophy is to design its own products, search for the best manufacturer while controlling quality, and bring the furniture direct to its customers. Arhaus product developers travel the globe working directly with skilled artisans to craft pieces that can only be found at Arhaus, ensuring that every piece meets the Arhaus high quality standards.

Knowing that shoppers abandon websites more frequently than they buy, Arhaus challenged 4Cite to devise a method to help the company connect with shoppers that are not already Arhaus buyers to drive sales and growth of its 12 month file.

The result

By marketing to today's sophisticated shopper in a multi-channel manner, Arhaus has found a new source of incremental names for its mailings; names that, when compared to other acquisition lists in the campaign, perform 46% better in response and 63% better in dollars per book.

Christine Parish, Director CRM applauds 4Cite for "opening the door to a prospect opportunity that has not only resulted in dollars per book well above breakeven, it consistently performs at a level that rivals our top acquisition model segments". Christine also stated, "Using 4Cite's technology to identify the shoppers on our website has proven to be very meaningful to Arhaus from a ROAS standpoint. We achieve the same level of sales when mailing to much larger universes at much larger cost. In today's environment, incremental acquisition opportunities are hard to come by, and being able to tap into a highly qualified universe of previously unknown shoppers, identify them by their name and address, and continue the conversation with them via direct mail is critical for our brand."

The solution

Using our proprietary technology, the 4Cite Consumer Insight and Interaction Hub is leveraged to identify visitors to the Arhaus website that abandon their session, recognize the products that were being viewed or carted, and provide prospect name and address lists to the Arhaus merge purge. Now with insight into this highly qualified audience, Arhaus is able to supplement its acquisition efforts with incremental names and mail a catalog to the online shopper.

In short, Arhaus seizes the golden opportunity to maximize the value of direct mail to its website browsers; shoppers who are already familiar with the brand!

