

Bassett Furniture Increased In-store Sales Despite Struggling Overall Market

Bassett Furniture increased in-store sales by almost 4% year over year (YoY) for test markets compared to a decline in the other markets. Bassett Furniture's agency, Tinuiti, partnered with Adthena to test a new campaign strategy.

The results helped prove value in product-themed strategy, getting Tinuiti one step closer in building out a more coherent, revenue-driving search strategy.



Main Challenges

Bassett Furniture wanted to understand the impact on in-store sales if they increased non-brand click share for the 'living', 'bedroom', and 'dining' categories in two Designated Market Areas (DMAs) that have traditional brick-and-mortar locations.

Tinuiti's Paid Search team developed a test campaign that targeted the same core demographic in the DMAs as a control campaign. They found not only success, but valuable insights for Bassett Furniture's overall search strategy.



+4%
in-store sales YoY



+7.5%
website traffic

Solutions

In order to understand the impact of increasing non-brand click share, Tinuiti's Paid Search team created a test campaign targeting the same demographic as the control campaign. DMAs were broken into product and store campaigns focusing 80% of the budget for product terms. The Tinuiti team used Adthena market share data to better understand the market share gained by increasing the visibility of product terms.

For the test campaign, click share was increased to be in the top seven for those markets. Store sales were measured against the rest of the overall market on a Year-over-Year (YoY) basis for the categories mentioned. The test campaign budget was 5% of the total monthly budget during the four-month test. The control campaign received a large majority of its traffic from location and "furniture store" queries.

The four month campaign measured in-store sales for each DMA comparing it to the overall market during the same period. The DMAs in the test had a 3.9% in-store sales increase YoY for the categories compared to the overall market. During the test period, direct traffic to the website decreased by only 22.5% YoY in test markets compared to the overall market.

The test proved value in product-themed search terms, which didn't show nearly the return that location-themed terms showed. This took Tinuiti a step closer to building out a more revenue-driving search strategy.

Learn more about Adthena today.

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