



**Product:**  
Campaign Analytics & Optimization Tools

# Campaign Experience Optimization for Furniture Retail Chain

**INDUSTRY - RETAIL**

**GEOGRAPHY - GLOBAL**



## SUMMARY

The e-commerce conversion rates for a retail furniture chain, operating on Shopify, were critically low at 0.8%. Paid campaigns underperformed, and online sales volumes saw a significant drop compared to the previous year.

## Challenge

The client faced a lack of campaign efficiency, flawed Google Tag Manager and SEO setup, and ineffective audience targeting.

## Solution

A technical audit was conducted to identify gaps in campaign tracking and architecture. Historical and social data insights informed audience segmentation. Top-performing ads underwent A/B testing, and a simplified three-click selection process replaced the existing six-click model.



**29%**  
increase in campaign efficiency within 10 days