

# FurnitureFindex

The Internet Answer!

## Case Studies

- [Case Study 1 – Planum Furniture](#)

**Top Tier Manufacturer wanted to add clearance items to their existing web site.**

A well-known manufacturer of upper tier contemporary furniture wanted to display clearance items as part of their existing web site. By simply adding a “frame” and matching the color scheme of the existing web site, the FurnitureFindex framework appears as a seamless part of their existing site. The prices shown are closeout prices with further reductions available to existing dealers. In many cases, when contacted directly by clients or interior designers, Planum referred the potential customers to their local retail dealer who actually transacted the sale. Our powerful Search Engine Marketing (SEM) gave great visibility to these particular clearance items very quickly, drove traffic to their web site and resulted in incremental sales beyond just the clearance items.

- [Case Study 2 – DHC Interiors](#)

**Retailer needed a brand new web site using the FurnitureFindex framework as the foundation.**

One of our retail clients decided to establish a web presence and needed a web site built from scratch. They decided to use the FurnitureFindex framework as the foundation for this web site to take advantage of our Gallery, advanced search engine and our powerful Search Engine Marketing (SEM) techniques. This retailer will be adding e-commerce capability in the Fall of 2009 and will be accepting direct orders on their site. Retail Sales traffic has already ramped up quickly driven by the items offered on their new site. They achieved significant visibility within search engines such as Google, Google Shopping, Yahoo! and others.

- [Case Study 3 – McDaniel Furniture Services](#)

**MFS, a logistics company specializing in moving and storage, found that it had a significant inventory of merchandise that was unclaimed.**

They wanted to monetize this inventory asset without having any impact on their existing web site. We built a parallel web site which exactly matched the look and feel of their original site but was hosted on a different server. In this way, the vendor was able to take advantage of the power and flexibility of the FurnitureFindex framework without disturbing the stability of their established web presence. As in the other examples, the color scheme of their new site was designed to exactly match that of the original. This vendor has received excellent response and now enjoys increased traffic to their original web site which was not designed to have a good search engine presence.

## **About FurnitureFindex**

FurnitureFindex, the vision of industry veteran Denise Cooperman, is a unique set of Internet technologies providing a dynamic platform for the Home Furnishings Industry. Using Search Engine Marketing (SEM) and web hosting, FurnitureFindex is designed to help drive customers to retailer websites (manufacturers, too!), increase their visibility and improve the effectiveness of their sales.