

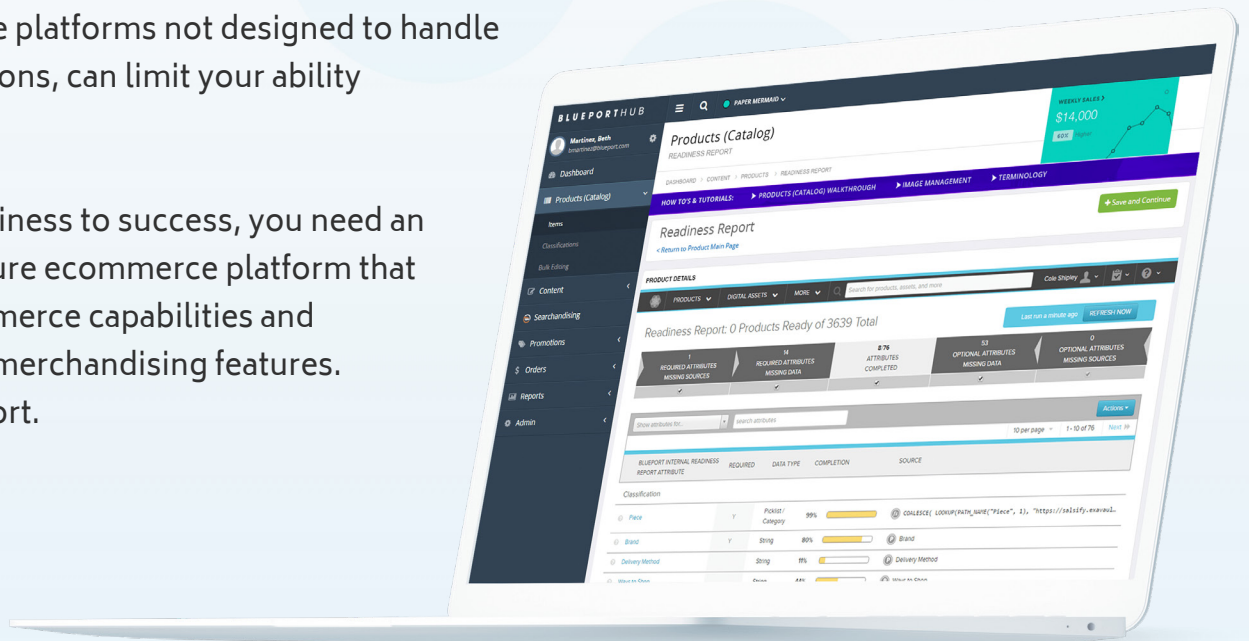


Merchandising for Furniture Ecommerce: **A Merchants Guide**

As a merchant, one of your many goals is to connect shoppers with the right products at the right time. In addition to merchandising your showrooms, ecommerce merchandising should also be a central component of your business strategy.

Traditional digital merchandising solutions aren't designed for the unique complexities of furniture, such as variants, collections, rooms, relationships, and more. This, plus compatibility and integration challenges from ecommerce platforms not designed to handle these complications, can limit your ability to merchandise.

To lead your business to success, you need an all-in-one furniture ecommerce platform that combines ecommerce capabilities and comprehensive merchandising features. You need Blueport.



Why Blueport?

At Blueport, we understand the retail furniture industry and the challenges of effectively merchandising furniture online.

Our industry-specific technology roadmap is built with you in mind.

With Blueport, you can optimize the path to purchase and increase sales conversions with comprehensive, user-friendly controls that enable you to create a seamless shopping experience from browsing to buying.

Features to Suit Every Merchandising Need

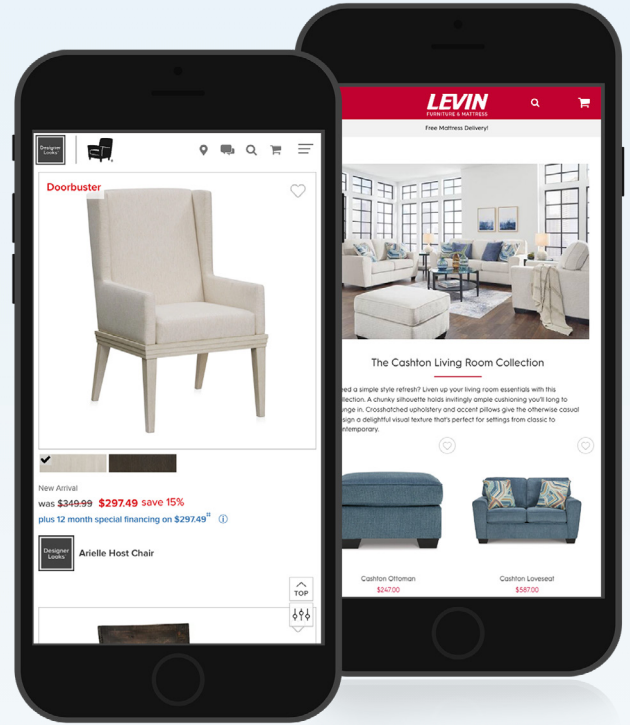
Blueport's robust features give you control over how you merchandise your online store. Here's how:



Search and Filters Tools

Blueport Search is pre-configured for furniture attributes and includes robust search and filter tools to:

- Enable free-text search with full synonym management (i.e., couch-sofa)
- Present collection groupings, alternative configurations, special-order customization options, and more
- Display machine learning-driven recommendations
- Drive traffic to specific products at predetermined times with boost and bury rules.



Catalog Management

Your product catalog complexities require a powerful product information management system like Blueport's to:

- Manage and update your catalog data utilizing a robust PIM system
- Create and manage complex SKU relationships
- Provide reporting to optimize product groupings
- Enable you to conduct quality assurance for key data.



Images

Blueport image management enables you to:

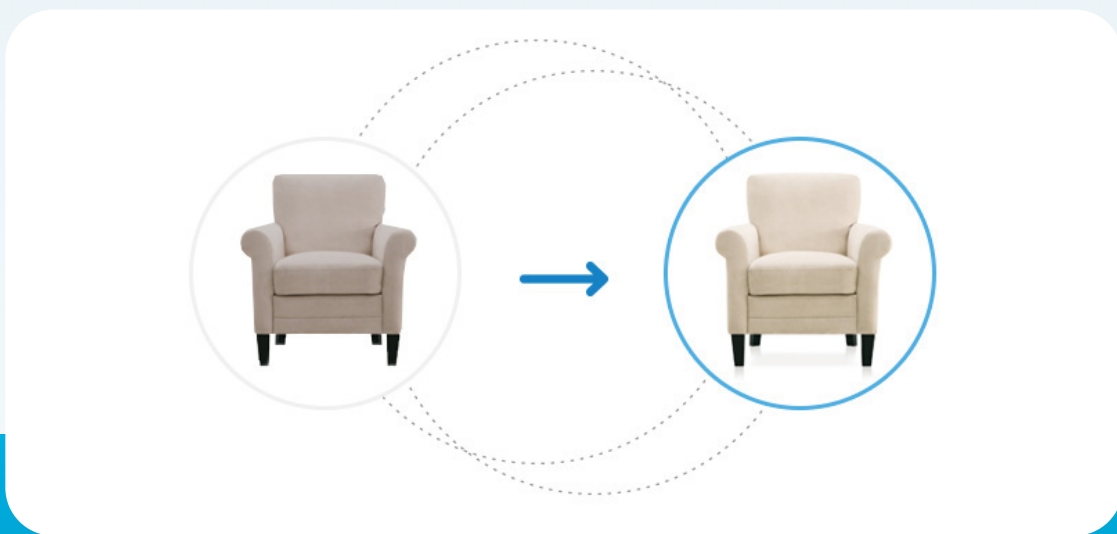
- Utilize images, 360-view media, and video
- Depict imagery that responds as shoppers select product options
- Automate image attachments to streamline product builds.



Visual Merchandising

Blueport enables you to create compelling website page layouts for an effective online [visual merchandising strategy](#). Our tools allow you to:

- Display and arrange products in a way that makes sense for your customers and ecommerce site
- Provide navigation features like facets and sorting filters to narrow down their product selection and change the order of display
- Create custom landing experiences on auto-detection of shopper's location.



Content Management

Creating content and product landing pages based on local stores and shopper segments is easy with Blueport. You can:

- Use custom coding or prebuilt templates to create and customize home and landing pages
- Preview and schedule content to your selected time
- Display content by store, region, or region group based on auto-detection the shopper's location.



Responsive Design

Shoppers expect to be able to access your website from their mobile devices, and Blueport delivers responsive design to:

- Ensure a seamless shopping experience with any device
- Create a unified experience for shoppers who reference your ecommerce website while in your brick-and-mortar location
- **Optimize your online checkout process.**



Product Categorization and Recommendations

Shoppers want to quickly find the products they are looking for, and Blueport lets you:

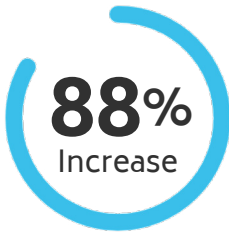
- Create a furniture-focused taxonomy that enables improved searchability based on accurate and intuitive product categorizations
- Provide geolocated content and experiences based on the shopper's location
- Segment shoppers based on inbound links or clicks on landing pages to present relevant experiences.



Continuous Improvement

Blueport is committed to **continuous improvement**; our process gives you the ability to:

- Focus on your business while we focus on constantly evolving and improving available technology
- Leverage software updates as often as every two weeks
- Offer your shoppers an industry-leading user experience.



Blueport customers who have leveraged the native merchandising tools have seen increases in their website conversion rate by up to 88%.

Take Control of Your Ecommerce Merchandising

The foundation of a strong ecommerce merchandising strategy is accurate product data and comprehensive merchandising technology. Blueport's all-in-one furniture ecommerce platform includes a comprehensive suite of vertically-focused merchandising solutions.

With Blueport, you can implement, update, and optimize your merchandising strategy, taking control of your online store and increasing your conversion rates.

Contact us to take control of your ecommerce merchandising.