



# Furniture Brand Overcomes Ecommerce Software Brand to Consolidate Tech on One Platform



*Case Study: Furniture brand with over \$300M in annual revenue on Amazon*

## The Problem

- Brand worried they were spending too much and thought that ad spend could be cut efficiently if only they knew how and where to cut it.
- Pacvue also didn't allow the brand to scale and consolidate their tech stack in the ways they wanted that extended beyond retail media.
- Lack of clear insights into how to strategically improve retail media performance and beyond including shortage recovery, digital shelf analytics, and ecommerce sales operations

## The Solution

**Combine insights across the tech stack with...**

CommerceIQ's **integrated retail ecommerce platform**

**Key Feature - Integrated Platform:** By putting retail media management in the same platform as supply chain profit recovery, digital shelf analytics, ecommerce sales operations, and competitive market insights, the brand could...

- Have complete visibility into the most powerful performance drivers of their business
- Automate bidding, campaigns, budgets and more to optimize retail media strategy in real-time
- See where they stack vs. the competition in their category for Share of Voice



# Brand invests in data-proven keywords to gain Share of Voice

## The Result

### In 3 months...

**+4%**

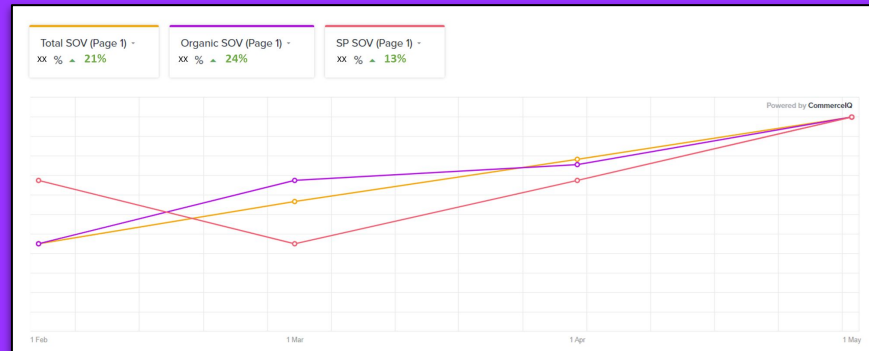
**Increase in Ad Conversion (14 day attribution) vs. prior period** despite comparison vs. holidays

**680K**

**Automations performed** over a 30 day period to maximize efficiency

**+21%**

**Total Share of Voice increase** for the whole brand vs. prior period when Pacvue was piloting



Share of Voice trended upward once CommercelQ introduced its automations