

12-Case

HomeDecor 360 is an innovative e-commerce platform launched in 2018 in Chicago, specializing in home furnishings and decor. The company offers a wide range of products from furniture and lighting to textiles and accessories, with a special focus on exclusive, handcrafted products from local artisans and designers.

Business Features: HomeDecor 360 uses augmented reality (AR) technology to allow customers to virtually “place” products in their homes before purchasing, which helps them better imagine how the product will look in their interiors. This feature significantly improves customer satisfaction and reduces returns due to expectations not being met.

Marketing Strategies: HomeDecor 360 actively uses social media to promote its products, including Instagram and Pinterest, where visual content plays a key role. The company is also developing a blog with tips on interior design and product care, which helps build trust with customers and increase their loyalty. An effective SEO strategy and affiliate programs with popular home and decor bloggers also help increase the influx of new customers.

Challenges and Achievements: One of the main challenges for HomeDecor 360 is logistics and inventory management, especially when working with small manufacturers and handcrafted products. However, the company successfully copes with these tasks thanks to an automated inventory management system and close cooperation with manufacturers. Since its launch, HomeDecor 360 has been able to triple its customer base and significantly expand its product offerings.

Questions:

1. What technologies does HomeDecor 360 use to improve user experience and increase conversions?
2. What marketing strategies are most effective at attracting and retaining customers in the home furnishings and decor niche?
3. How does HomeDecor 360 manage logistics and inventory challenges, especially when dealing with unique, handcrafted items?