

Room & Board

Passion for design



Room&Board

Room & Board

Golden Valley, Minnesota

www.roomandboard.com

Results

- Improved sales by giving customers greater confidence in their purchases through enhanced product visualization
- Increased online revenue by 152%
- Increased in-store revenue by 6%
- Achieved a projected annual ROI of 950% across all channels

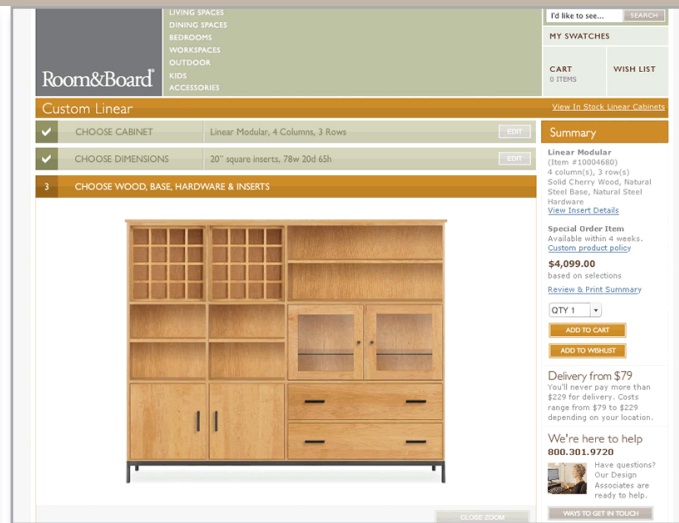
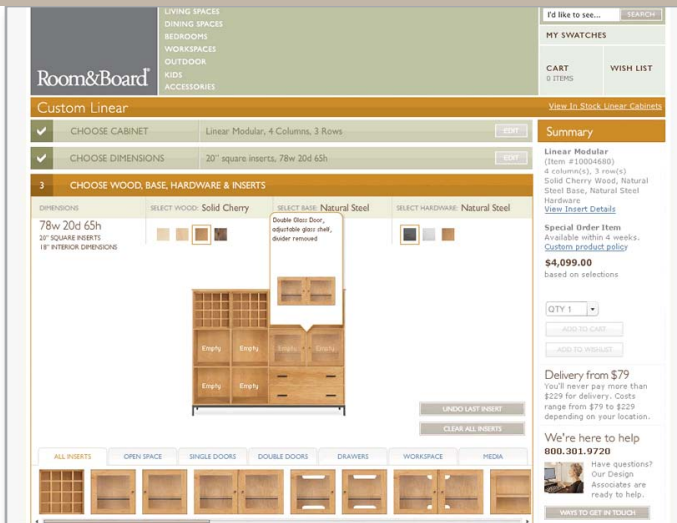
Room & Board boosts customer confidence and sales by helping customers visualize custom cabinets using Adobe Experience Manager dynamic media and personalized media capabilities, part of Adobe Marketing Cloud

As a retailer of beautiful furniture, Room & Board knows that great customer service can give shoppers confidence in their purchases. Although expert Design Associates are available to shoppers in store or by phone, Room & Board wanted to provide a dynamic solution for online shoppers to create the perfect custom cabinet. Adobe Experience Manager, part of Adobe Marketing Cloud, provided the technology the company needed to satisfy customers and boost sales, all without burdening existing resources.

Room & Board is a national retailer, creating well-designed, long-lasting furniture for more than 25 years. Always striving to achieve a balance between function and beauty, Room & Board's furniture is built to adapt to shoppers' changing needs. The company's passion is in creating beautiful designs that can stand the test of time—whether a customer is furnishing an entire home or adding a few key pieces to transform a room—and is borne from a desire to help shoppers create a space that is uniquely their own.

With its online store enabling Room & Board to reach customers around the United States, the company's inventive marketing team sought ways to improve the online experience. They came up with the idea to transform the Room & Board Linear Cabinet section with a tool that enables shoppers to choose from many sizes, materials, and design components to create customized cabinets in an environment that allows shoppers to see exactly what they are getting.

Room & Board's Custom Linear Cabinet tool uses the personalized media capabilities of Adobe Experience Manager to help customers create and visualize custom cabinets using the dimensions, materials, and design chosen by the customer.



Challenge

- Overcoming known usability issues by providing a dynamic visualization publishing and serving platform
- Transforming cabinet selection with a customization tool
- Creating a dynamic method of hosting and serving web assets without burdening existing resources or budget

Solution

- Leverage Adobe Experience Manager, part of Adobe Marketing Cloud, to manage image content
- Create a customizable online visualization tool using the personalized media capabilities of Adobe Experience Manager
- Use dynamic media capabilities of Adobe Experience Manager to zoom in on created custom images

Systems at a glance

Adobe Marketing Cloud, including Adobe Experience Manager.

Capabilities used include:

- Dynamic media for on-demand image rendering and publishing
- Personalized media for visual configuration

The incumbent online solutions had many known usability issues, which Room & Board hoped to overcome by providing a dynamic visualization publishing and serving platform. Not only would this be easier to use from a shoppers' perspective, but equally important, it would also be easier to update with new products and maintain it from a web administration standpoint. Furthermore, Room & Board hoped that the solution would create a dynamic method of hosting and serving web assets without burdening existing resources or budget, thus reducing production time and costs. Adobe Experience Manager was ideally suited to meeting the company's needs.

Visualizing custom cabinets

When customers are purchasing custom merchandise online, it is critical that they can see the furniture that they have designed. Room & Board hired interactive agency HYDRANT to design and develop a dynamic, consumer-facing configuration tool that would allow customers to design and purchase a customized Linear cabinet with ease and confidence. HYDRANT built a sophisticated application designed to make the most of the unique dynamic rendering capabilities of Adobe Experience Manager that allow for the many size, material, and design components to be realistically applied onto any Linear cabinet.

The product configurator serves as a virtual Design Associate, guiding customers along a logical decision-making path, and assisting them with completing a custom cabinet design. This tool not only benefits online shoppers who may never otherwise contact Design Associates during the online cabinet creation process, but it is also invaluable for the Design Associates to use while assisting customers in stores. Visualization is necessary for purchase, and the configurator translates into sales.

HYDRANT developed the Linear custom cabinet configurator to enable Room & Board customers to assemble and design a custom cabinet to their specifications for dimensions and material, with more than 40 different cabinet insert options. These combinations translate into thousands of individual images that are dynamically served, sized, and composited using the unique visual rendering capabilities supported in Adobe Experience Manager. Once a design is complete, customers are given even greater confidence in their design choices by being able to zoom in on the cabinets to see details, as well as print cabinet images complete with specifications.

"Having product imagery served by Adobe Experience Manager was a critical component of our design for the configurator," says Alder Yarrow, founder and principal of HYDRANT. "The complex rules of what components go together and all the options of wood finishes and hardware meant that we needed to be able to swap out any visual element on-the-fly—from a door, to a wine rack, to a handle, to the wood finish of the entire cabinet—which we knew would be as simple as making a different call to capabilities of Adobe Experience Manager."

"Adobe Experience Manager has been a critical part of our ability to produce and maintain tens of thousands of images on the website to better sell our product."

Lisa Knapp, project manager, Room & Board

Adobe Experience Manager enabled HYDRANT and Room & Board to create a simple configurator that delivers a very beautiful and realistic visual. Customers just choose their cabinet type, dimensions, and materials, and then they are able to drag inserts into place for completely customized creations. "We were impressed with the solutions that Adobe Experience Manager enabled for other clients, and we knew that combining HYDRANT's design expertise with the technical capabilities of Adobe solutions would bring our custom cabinet configurator to the next level," says Jill Maggaard, web customer experience architect for Room & Board.

Simplifications for customers and the company

Adobe Experience Manager has also helped Room & Board to properly prepare, update, and display images within the configurator so that the program is easy to use for customers, despite its sophistication. From a workload standpoint, Adobe solutions enable Room & Board staff to update, publish, and serve its Linear cabinet images without having to touch the application code, proving incredibly efficient in terms of time and cost.

"Adobe Experience Manager has given us much more control over our own assets. We can make changes to our images without delay and if unusual challenges arise, the team is very responsive in helping us find solutions," says Maggaard.

Achieving sales through visualizations

Being able to see the finished product gives customers confidence and satisfaction in their creations. Room & Board believes that customer satisfaction is represented by the increase in sales for this product, particularly for online shoppers. Online revenue increased by an impressive 152% after implementing the tool. Even in-store revenue increased by 6%. The total projected annual return on investment (ROI) is 950% across all channels.

"Adobe Experience Manager has been a critical part of our ability to produce and maintain tens of thousands of images on the website to better sell our product. We have gained efficiencies in our ability to display our product images in different sizes for different pages, as well as the ability to provide an image of every product in every option or variation on our site," says Lisa Knapp, project manager for Room & Board. "The Adobe team has been an excellent partner for Room & Board. We have had extremely positive experiences working with everyone from initial training to image production to custom development services."

By using Adobe Experience Manager, Room & Board was able to create a cabinet customization tool that satisfies customers and drives sales, while simultaneously simplifying workloads for Room & Board. With this tool in place, Room & Board can better help customers shop with confidence for passionate designs that fit their lives.

For more information
[www.adobe.com/solutions/
digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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