

this is how consumers shop



there are 3 main types of shoppers:

Circumstantial Shopaholics Dreamshoppers

A close-up photograph of a person's hands holding a gold-colored smartphone. The person is wearing a patterned scarf with red, orange, and blue floral designs. The background is softly blurred, showing what appears to be a window with natural light. The text 'Dreamshoppers' is overlaid in white on the right side of the image.

Dreamshoppers

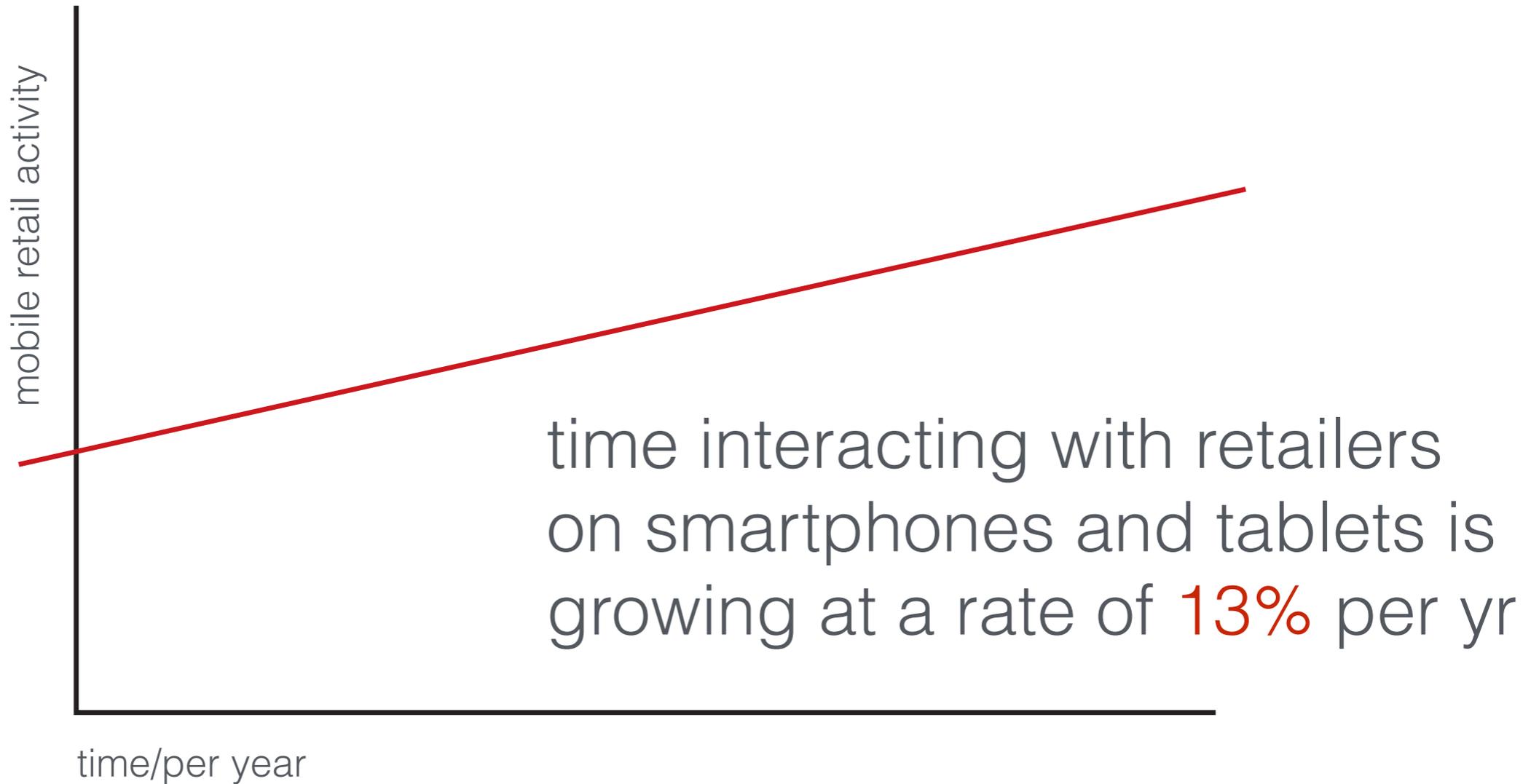
Daydream about ways to furnish,
enjoy decorating, HGTV, Pinterest, and DIY

How can we engage Dreamshoppers?



Last year **55%** of all time spent with online retail in June 2013 occurred on a mobile device

45% occurred on desktops and laptops



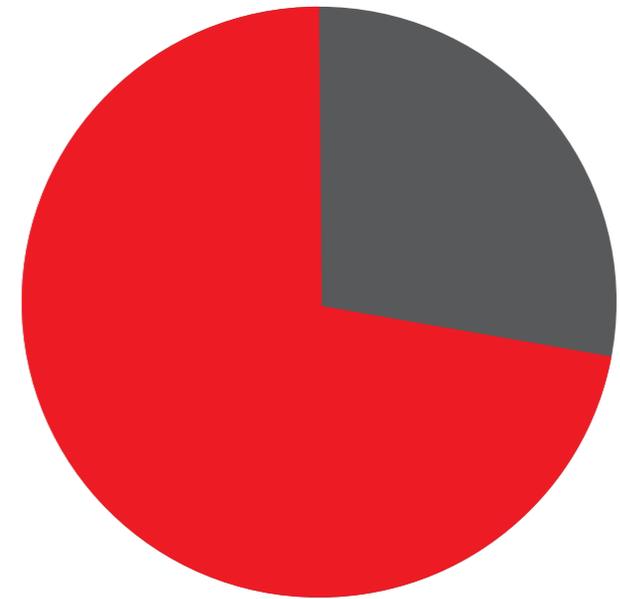
Millennials are the core and newer segment of the Dreamshoppers.

They are a large group that is actively buying furniture.



(below > 30yrs old)

Millennials
likelihood of
purchase
(57.6% vs 72.9%)



(average age)

-15.3% Less likely to purchase furniture
from Art Van than average population

you are seeking to attract a
larger and a younger clientele

By creating a shopping experience where they Dream

(insight slide)

Dreamshoppers don't only engage when prompted by a trigger that invites the customer

They also engage during **leisure moments** when they disconnect from their current state and invite distractions

Situation:

Art Van is missing the opportunity to sell to potential customers because they do not have the tools in place for the spaces where customers are

Solution:

Develop the tools and infrastructure that Art Van needs to optimize engagement with customers at the time and places where they are

And customers are
predominately shopping digital



Digital Infrastructure:

- e-commerce (ability to buy)
- online superiority (ability to find)
- **engaged participation** (ability to want)

Allowing customers nationwide
the ability to shop online on
multiple platforms would be...

Your Biggest 'Grand Opening' of all time



the MOBILE STORE



once the mobile website is constructed and operating at optimal conditions, it will be able to act as a **purchasing portal**, just like an optimized standard site and your physical stores.

Last year **57%** of smartphone users while in a retailer's store visited that retailer's site.



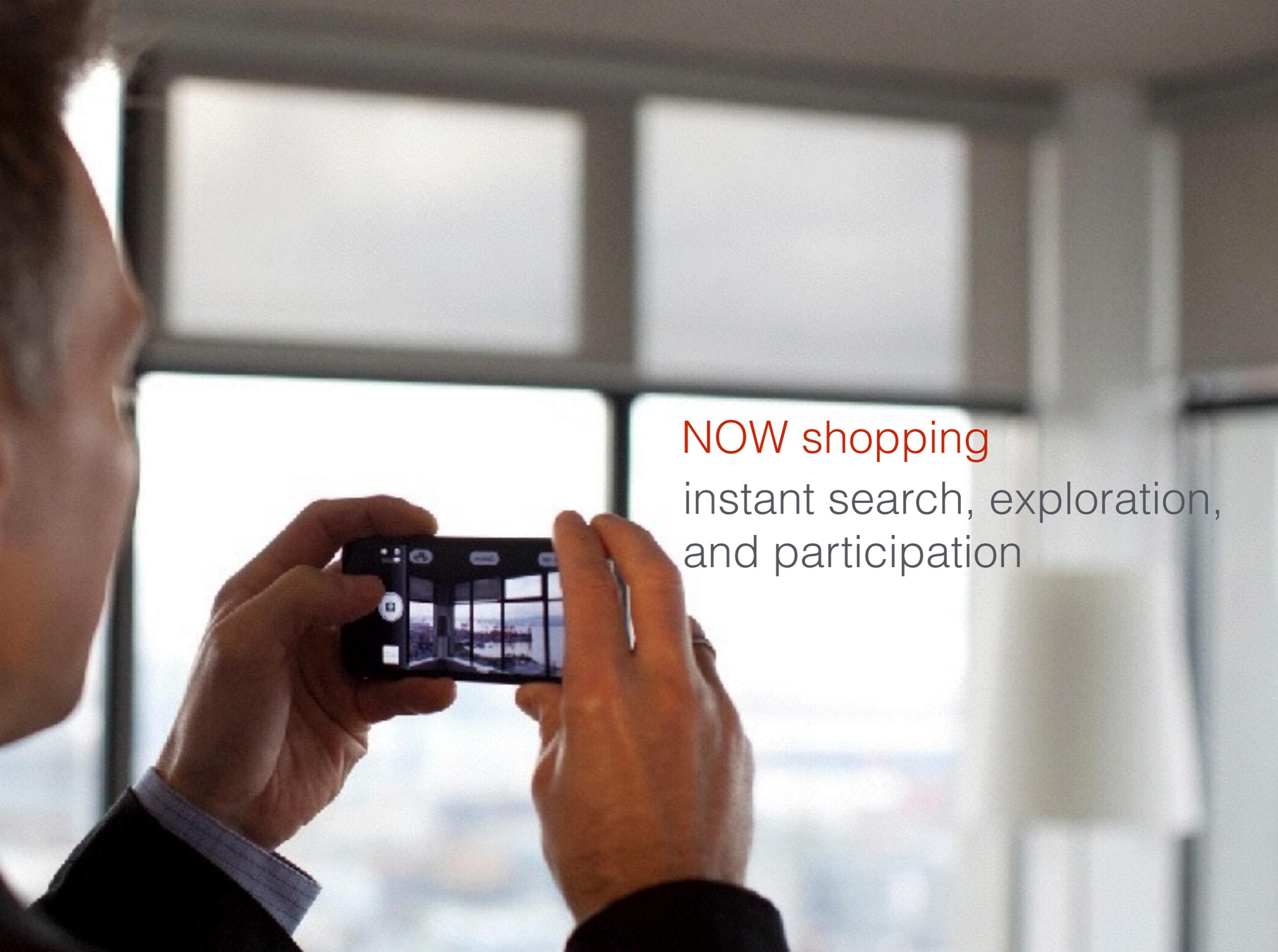
smartphone owners also used their devices while in stores to take a picture of a product **23% of the time**

text or call their family or friends regarding a product of interest **17% of the time**

and send a picture of a product to family and friends another **17% of the time**

Capitalize on customer's phone shopping

where they do their **NOW** shopping



NOW shopping

instant search, exploration,
and participation

every second between **NOW**
and the point of engagement
is an **exit point**

this can be measured by seconds,
clicks, location changes, etc.

we'll devise ways to make multiple
action points **ONE**

this creates immediate and
enduring customer engagements

that fulfill the leisure and
immediate needs of
EVERYONE

Everyone is capable of
being engaged in their
Now shopper mode

This requires building
elements to prevent
them from exiting to later

NOW elements:

- push notifications, rather than email later
- seeing furniture where it would live with a smartphone, versus imagining it
- ibeacons for store engagement that create abundant shopping opportunities, more than web catalogs on phones
- personalized profile interaction, not general targeting that can't suggest or converse with the customer in real time
- decoration gaming, this is what they are inviting you to provide for them!
- at home and in-store POS/POP system... a perpetual purchasing opportunity



ART VAN FURNITURE MOBILE APPLICATION



Art Decor app

(well branded leisure platform)

What the app does that a mobile website doesn't
is act as **participatory advertising**

participatory advertising consists of:

- a digital place for Dreamshopping
- user assistance in finding desired items
- and provides a portal for purchasing

let's get to work!

