

HOME FURNISHINGS & IMPROVEMENT *MARKETER'S PLAYBOOK*

INSIGHTS TO GET COZY WITH CONSUMERS



INTRODUCTION

FROM PIN TO PURCHASE

17% That's the 3-month increase of U.S. consumers making major purchases this season, including home improvement and furnishing projects.

Last year, homebound consumers spending endless hours staring at their own four walls dove into redecorating and DIY home improvement. Will those trends continue? The above data point indicates yes.

How do you make sure you're the brand that consumers go to when it's time to bring their Pinterest board to life? By leveraging the freshest consumer intelligence, Resonate Ignite helps you improve your segmentation, craft more compelling content, experiences, and messaging, and drive better results through your channel partners.

The **Resonate Ignite Platform™** is an easy-to-use platform that is pre-enriched with customer research data that is privacy-safe, fills in the insights gaps when you onboard your own first- and third-party data, and connects directly to your marketing ecosystem for immediate activation. This is the data you need to connect with consumers now.

Here, we'll explore the latest marketing insights through the lens of key shopper segments built in the Resonate Ignite Platform, including:

- How brand marketers can improve **ACQUISITION** performance.
- How better **SEGMENTATION** ensures marketers reach the right audiences with the right promotions on the right channel.
- The impact of **DIGITIZATION** and continued direct-to-consumer growth.

Ready to crush your goals through data-driven marketing?



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CONCLUSION

The Future of Home Furnishings & Improvement Marketing



BETTER INSIGHTS LEAD TO MORE EFFECTIVE ACQUISITION

Consumers shopping in the home improvement space have options. They could have multiple big box home improvement stores within a short drive, and a multitude of online furniture and home goods retailers, large and small, allow for endless scrolling.

How do you cut through the clutter and make your way (literally) into customer homes?

The Resonate Ignite Platform™ provides brand marketers with instant access to fresh consumer intelligence on sentiment, buying intent, shopping behavior, product preferences, and more. If you have first-party ecommerce data or third-party purchase data, you can easily onboard it and enrich it with Resonate's proprietary, privacy-safe data for a deeper understanding of customer segments, while also discovering new segments hidden in the woodwork.

Resonate's data is updated nightly and is fully actionable, giving you a clear picture of who your customers are, what they're shopping for, which projects they plan on tackling in the near future, and where they shop. Brands can develop holistic buyer personas and segmentation to inform more compelling and engaging messaging, creative, and offers — all of which are critical when it comes to customer acquisition. And best of all, these segments are easily activated across programmatic channels.

OUR AUDIENCE

GEN-X HOMEOWNERS MAKING IMPROVEMENTS

IN THE LAST 3 MONTHS, THESE HOMEOWNERS HAVE SHOPPED AT...



TOP VALUES



SAFETY



SECURITY



TRADITION

PREFER PRODUCTS THAT ARE



DEPENDABLE



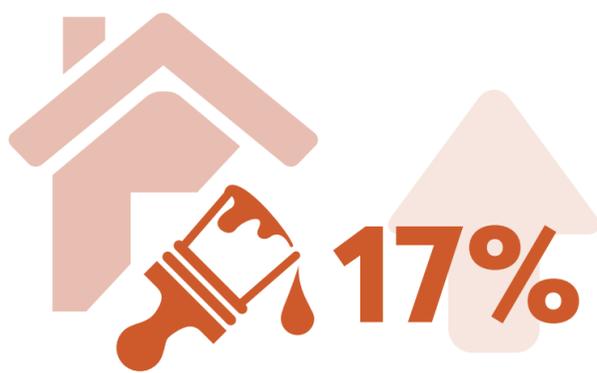
HIGH QUALITY



BEST LOOKING

TOP MEDIA OUTLETS





INCREASED DIY HOME IMPROVEMENT PROJECTS AS A RESULT OF THE PANDEMIC



Gen X consumers sit right between Millennials and Baby Boomers. They have many of the same tech-savvy tendencies of their younger counterparts, but they're often fortunate to be settled into home ownership. This makes them a great target audience for brands in this space.

43% more likely to buy home improvement products entirely online

65% more likely to pick up their order in-store

283% more likely to say a home improvement purchase is in their near future

134% more likely to anticipate making a garden or outdoor purchase

INSIGHTS INTO ACTION

With Resonate data, you develop a more comprehensive understanding of these Gen-X Homeowners as family-oriented folks who eat dinner at home with their family and consider family time the best part of their day. Here's how you can connect that knowledge to drive more effective acquisition:

- **Family is important** to these homeowners, so use values-driven messaging that evokes a welcoming, safe home environment and encourages family togetherness and tradition
- Focus ad spend on channels where this audience watches. **HGTV is a natural fit** and their top TV channel. Additionally, **you'll find them on ESPN+** so consider how a home improvement ad fits in during major sporting events.
- These consumers are scrolling through **Pinterest**. Work with influencers to create sponsored content while also placing paid ads.
- They are 21% more likely than the average consumer to receive marketing messages in the mail and **30% more likely to use coupons**, so don't abandon your direct mail flyers yet.



MAKE IT EASY FOR CUSTOMERS

These home improvers shop online but prefer to pick-up in store. The curbside pickup policies you put into place over the past year and half will continue to bring these customers in.

NEXT-LEVEL SEGMENTATION

To encourage consumers to click “add to cart”, brands need to give customers a reason to buy that feels fresh and relevant. Broad strokes don’t work. Resonate has all the data you need, providing a multitude of individual, personal values, and behavioral insights that allow you to tailor messaging and target precise audiences on the right channel at the right time.

How do you utilize this data? By taking your current segmentation further. Using Resonate, you can extend and scale your existing typing tool. Or develop more precise **microsegments that break down buyer personas** by region, intent, preferences, values, and more. In order to connect and engage with customers, you need to understand them and that goes beyond age and gender. Resonate gives you the deepest, **privacy-safe** view of your customers and prospects.

As a brand marketer, you know results, revenue, and growth don’t come from sending the same messaging to a Gen-Z renter as a Boomer who’s renovating their home. With Resonate Ignite, you can develop more granular, hypertargeted personas that reflect individuals with distinct characteristics that are nuanced and evolving.

OUR AUDIENCE

BOOMERS MAKING MAJOR RENOVATIONS

IN THE LAST 3 MONTHS, THESE HOMEOWNERS HAVE SHOPPED AT...



TOP VALUES



PREFER PRODUCTS THAT ARE



TOP MEDIA OUTLETS





19% DECREASED DIY HOME IMPROVEMENT PROJECTS AS A RESULT OF THE PANDEMIC

You heard it here first: Boomers are not interested in tackling DIY projects — but they are interested in upgrading their home. So, which categories will they shop for this year? They're more likely than the average consumer to indicate they're shopping for outdoor furniture, mattresses, kitchen appliances, bed and bath goods, and garden items.



95% own a home or condo; **12%** own a second home

15% more likely to choose a retailer based on knowledgeable staff

73% plan on a home improvement purchase this year; **35%** will buy home goods, furnishings

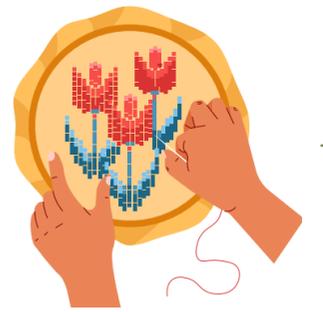
71% look for the most competitive prices (**25%** more likely than average consumer!)



INSIGHTS INTO ACTION

With the home-specific insights above, combined with demographics, personal values insights, and behavioral data that tells you this group is high-net-worth, female, retired, optimistic, and active, you have a richer understanding of your target audience. With Resonate, you can drill down deeper by lifestyle, household makeup, geography, and more. Family is important to these homeowners, so concentrate your brand's messaging on values-driven creative that recalls a welcoming, safe home environment and encourages family togetherness and tradition. Let's apply additional criteria to further segment this audience.

- We can look at those who are **expecting a grandchild in the next 12 months**, and see that their top retailers are department stores like Macy's and Kohl's. Add in the fact they value dependability and are more likely to purchase outdoor furniture in the next year and consider how they might be thinking about how to prepare their home for a new little visitor. And, include that in your messaging and creative, then activate on their top digital and print media channels, including Fox News and AARP Magazine.
- Or, if we split this segment down into a microsegment that is only **Boomer Renovators Living in Florida**, we see that they are 147% more likely to shop at Bed, Bath & Beyond and garden as a top hobby. If you're a Bed, Bath, & Beyond in the Sunshine State, consider stocking Boomer-friendly gardening products front and center and advertise on media outlets where you know you'll reach them.



EDUCATE YOUR CUSTOMERS

While these customers aren't interested in taking on their own DIY projects, they are interested in dealing with knowledgeable staff. What does this mean for you? Explain the process for home improvement projects and provide content that dives into the details on major home furnishings purchases. They're likely not making a decision based on a brief description.

DOUBLING-DOWN ON DIGITAL & DTC

Homebound consumers looking for a soft place to spend their days have accelerated the growth of online home furnishing sales well-beyond the pre-pandemic acceleration. ModernRetail reported, that direct-to-consumer (DTC) furnishings company Article saw 70% year-over-year growth in 2020 with no signs of slowing down.

How do brands already in the ecommerce and DTC space continue their trajectory upwards? By tapping into Resonate's behavioral data on hypertargeted, digital-first audiences. Beyond understanding the purchasing decisions that consumers make and whether they choose to shop online v. in-person, you must understand the **why that drives them**. Furnishings are often infrequent purchases so you need to understand a consumer's headspace and their current and future needs.

An e-commerce strategy is only effective if it delivers on your target audiences' expectations. That's why your website personalization, customer journey, and advertising should be informed with Resonate's deep, fresh data that includes everything you need to know, including how your customers are shopping now, how they shopped pre-pandemic, and how they will continue to shop.

OUR AUDIENCE

MILLENNIALS IN MAJOR METRO AREAS LOOKING TO BUY A HOME

IN THE LAST 3 MONTHS, THESE HOMEOWNERS HAVE SHOPPED AT...



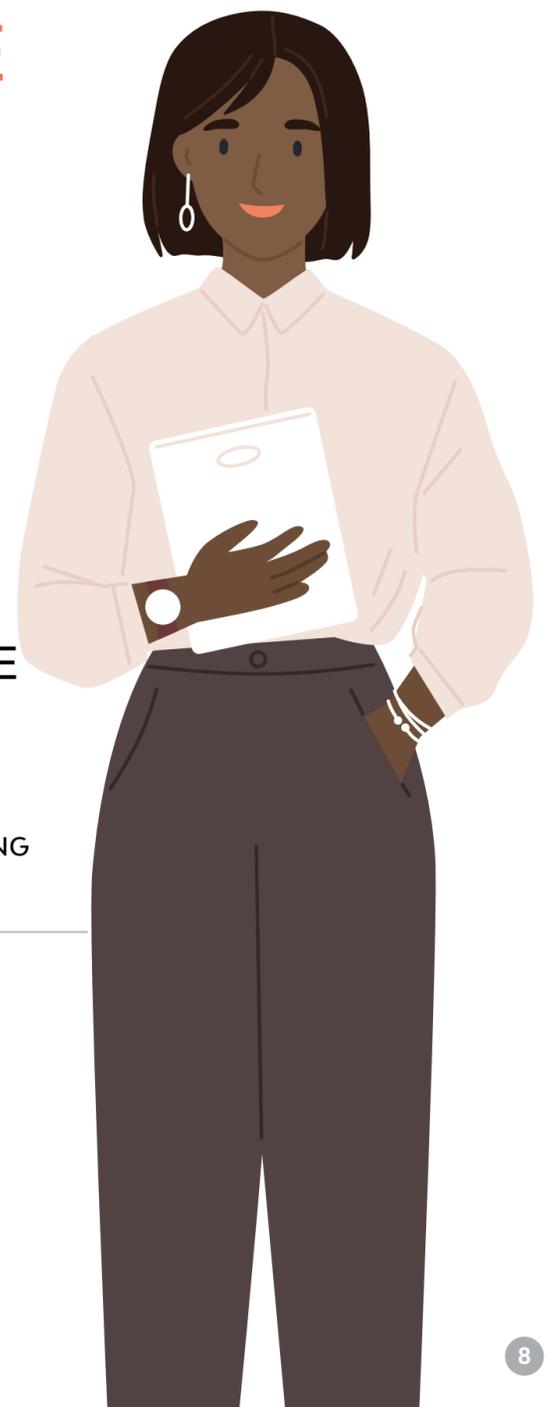
TOP VALUES



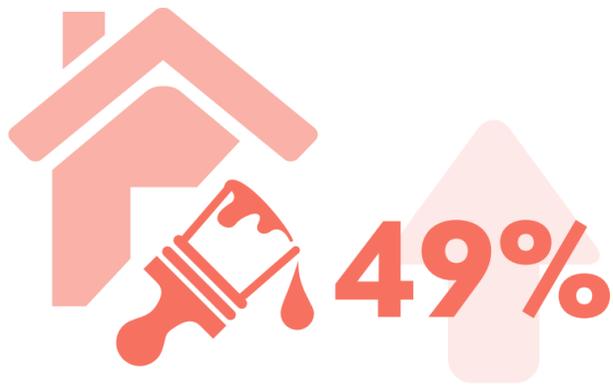
PREFER PRODUCTS THAT ARE



TOP MEDIA OUTLETS



1. Weissman, Cale Guthrie. 2021, April 7. DTC furniture brand Article sees the outdoors as its ticket to growth.



**MORE LIKELY THAN
AVERAGE CONSUMERS
TO LOOK FOR PRODUCTS
SOURCED SUSTAINABLY**



This green-conscious segment is attuned to walkable city living. They may not have a car so online shopping is key. Whether they're looking at downtown condos or shipping out to the 'burbs, their city-slicker lifestyles affect their home improvement purchases.

87% more likely to choose retailers based on fast and responsive staff

200% more likely to shop for dining room, kitchen, home office, bedroom furniture in next 12 months

26% more likely to take on a DIY/home improvement project due to the pandemic

116% more likely to buy online and return in store

INSIGHTS INTO ACTION

These millennial consumers are eager to buy their first home, so it's no surprise that they're planning on buying furniture for every room across their home. They're already more likely to buy furniture online, and...

- These consumers want answers and they want them quickly (hey, if you're upgrading to a new house from a rental apartment, you need that sofa STAT!). Consider how to implement an effective online chat to answer customer questions in real-time.
- With these customers furnishing an entire house, it's in your best interest to be a one stop shop. Retain customers by stocking everything they need, indoors and out.
- If you haven't polished up your merchandising, keep in mind that these consumers may **look for the best prices**, but they also want the **best looking products, too**. Don't skimp on the customer experience to show off your offerings.



FREE SHIPPING PROMO

Nearly 50% say that the cost of shipping is influential in deciding whether to buy in store or online, so free shipping could tip the scales in your favor when they're deciding between multiple retailers.

CONCLUSION

THE FUTURE OF HOME FURNISHINGS & IMPROVEMENT MARKETING

So, what's next for brand marketers in the home world? While consumers are beginning to emerge from their homes, that doesn't mean the nagging projects that turned up on their radar over the last year and a half will simply fade away. Our data indicates consumers plan to continue their home furnishings and home improvement purchases and, to continue to connect and capitalize on this boom, you need to stay up-to-date on the freshest consumer data.

Marketers need to use Resonate's hyper-targeted, real-time data to connect with customers through targeted ad placement and messaging, utilize nuanced segmentation to reach the right audiences with the right promotions and on the right channel, and keep digitization top of mind.



ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 13,000 fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, Greycroft Partners and iNovia Capital. For more information, please visit www.resonate.com.

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