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Bevy of Digital Promotions Across Memorial Day Boosts Online Shopping to Independent Durable Goods Retailers' Websites
Online consumers visited 6.1 million product pages, downloaded 90,000 rebate forms and drove foot traffic, too

SCOTTSDALE, Ariz., June 12, 2017—This Memorial Day, independent mattress, furniture and appliance retailers hosted nearly 5,000 digital promotions on their WebFronts® Level 4 websites, powered by Retailer Web Services (RWS). These promotions feature such brands as GE, Bosch, KitchenAid, LG, Coaster, Serta and Tempur-Sealy, and represent an 84 percent increase over 2016 Memorial Day digital campaigns on the then-new Level 4 platform.

In May alone, as major retailers were closing their physical doors and moving to aggressive e-commerce strategies, RWS independent retailer customers saw more the 2.4 million unique (or individual) visitors shopping on their websites.

As a result of online consumers interacting with the Memorial Day promotions, some of which are still currently live, 6.1 million participating products' landing pages were visited and over 45,000 participating rebate forms were downloaded. Other results and online consumer activity across all retailer sites on the RWS network in May include:

- Over 2.4 million unique visitors shopped on site—more than 43 percent of those visitors did so on a mobile device
- Nearly 90,000 rebate forms were downloaded from retailers' websites
- Mobile visitors got GPS directions to a physical store location nearly 5,600 times
- Over 35,000 phone calls were placed to stores directly from their mobile sites.

According to Jennie Gilbert, chief operating officer, RWS created more Memorial Day digital promotions than last year in both number and variety. “We were excited to see our manufacturer partners like Tempur-Sealy leverage this year’s Memorial Day digital promotions to feature many of their new products—like the new Sealy® Confirm line—and advertising campaigns like their ‘This Sleep is Power’ campaign to reach so many consumers.”

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Memorial Day Promotions Boost Online Shopping on Independent Retailers' WebFronts – Add One

These WebFronts Level 4 digital promotions are fully integrated, supporting manufacturers' campaigns through coordinated branding, artwork and messages, running across a variety of digital touchpoints. An automated symphony of rotating website homepage images, Facebook posts, dynamic landing pages and targeted re-marketing email campaigns is pre-packaged by RWS to run without effort from retailers.

Also in May, about 6,500 highly-targeted re-marketing emails about promotions were sent automatically due to online consumers with significant purchase intent. The most popular re-marketing emails this May were elements of the "May is Maytag Month," Coaster's 2017 design trends and Thermador's "One-Two-Free" promotions.

About Retailer Web Services

Founded in 2006, Retailer Web Services (RWS) is a Scottsdale, Ariz.-based provider of digital marketing automation, e-commerce, web design and intelligent software solutions built exclusively for independent retailers of durable home goods. Named twice to CIO Review's *20 Most Promising E-Commerce Solution Providers* in 2017 and 2016, RWS is an authoritative source on how consumers shop for new furniture, appliances and mattresses. RWS serves more than 2,000 independent durable goods retailers across North America, championing their success and helping them to realize their dreams through the promise of technology. For more information, visit www.retailerwebservices.com.

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