

Google Analytics 360 and Google BigQuery improve the online shopping experience

Rooms to Go increases ease and customization for customers



About Rooms To Go

- Rooms To Go is a leading home furnishings retailer, offering the largest furniture inventory in the US.
- Headquarters: Seffner, Florida
- www.roomstogo.com

Goals

- Understand customers' online product choices to better tailor online customization options
- Derive accurate, fast insights to inform real-time decisions

Approach

- Implemented Google Analytics 360 with Google BigQuery
- Extracted raw, visitor-level data about online purchases
- Performed statistical data mining to find products often purchased together

Results

- Produced actionable insights quickly
- Increase sales of accessory and coordinating products
- Improved user experience

Rooms To Go offers the nation's largest furniture inventory through nearly 150 retail showrooms as well as online. The retailer's products are sold as complete room packages—an approach that makes for a simplified shopping experience.

Designers coordinate each room's colors, fabrics and accessories to the last detail so customers don't have to. The Rooms To Go and Rooms To Go Kids websites offer several variations of room packages and add-on options, allowing customers to choose just the products that meet their needs.

Offering variety to customers means adding complexity to the shopping experience. Rooms To Go wanted to better understand customers' online behavior to make it easier for them to customize packages.

A new view of data

To gain better understanding of customers' online choices, Rooms To Go worked with LunaMetrics, a Google Analytics Certified Partner, to integrate Google Analytics 360, part of the Google Analytics 360 Suite, with Google BigQuery.

BigQuery is designed to query massive datasets. It enables super-fast, SQL-like queries while using the processing power of Google's infrastructure. This helped Rooms To Go discover which products were most often bought together online.

"BigQuery allowed us to extract and organize large quantities of raw, visitor-level data from Analytics 360 to use in this analysis," says Jonathan Weber, data evangelist at LunaMetrics. Statistical data mining techniques were applied to the data using R, a statistical programming language.



LunaMetrics®

About LunaMetrics

- LunaMetrics is an Internet marketing and web analytics consulting firm that partners with some of the world's most recognizable brands.
- Headquarters: Pittsburg, Pennsylvania
- www.lunametrics.com

"Google Analytics 360 provided a statistical data analysis that was beyond our previous limitations. The insights were quickly available and actionable."

—Rob Crigler
VP Digital Marketing,
Rooms To Go

Making add-ons easy

The Analytics 360 and BigQuery integration produced important findings for Rooms To Go about how customers often combine products in a room, including common purchase patterns. Based on data, the company confidently expanded functionality for customers to easily add accessory products (such as a nonslip rug pad with a rug) or coordinating pieces (such as extra dining chairs in a dining room).

By making customization smarter and easier, the company expects both increased sales of accessory and coordinating products and a better overall user experience. Moving forward, the company will make data-driven decisions to give customers easy ways to assemble stylish, coordinated rooms online.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite