



Credit: Room and Board



CUSTOMER STORY

## Better data maximizes spend, improves marketing-sourced revenue, drives marketing credibility for Room & Board

Room & Board, an American modern furniture and home furnishings retailer founded in 1980, sought to better understand how specific marketing programs impact revenues. With a data-driven mindset, their data scientist worked with the marketing team to dig in and learn.

With 22 locations nationwide and more than 1,000 employees in a highly competitive industry, Room & Board needed to understand how every marketing program contributed to company revenue. This requires reliable capture of standardized data across multiple platforms.

**Their vision:** With the right level of data and attribution, they could break down every minute detail of customer engagement—including the exact page of a catalog or specific area of a store—to understand which interactions prompted customers to buy. They use QR codes and shortened URLs across their catalogs, in-store signage, social media, digital campaigns, and more. They needed link management to continuously optimize customers' experiences and efficiently manage their marketing investments.

### In short, Room & Board needed to:

- Capture and analyze multiple customized attributes from links and QR codes
- Eliminate broken links that created a poor customer experience and wasted resources
- Streamline custom URL and QR code creation to support multiple campaigns across many platforms

The company also needed self-service access, governance that standardized links and attributions, the ability to fit into existing workflows, easy collaboration across teams, and infinite scalability to manage rapid growth.



## Room & Board leaned on BL.INK

In 2022, Sam Valind, Senior Data Analyst on Room & Board's Business Intelligence team, selected BL.INK Enterprise as their link management tool. BL.INK delivers personalized support and development, fast implementation, SOC2 compliance, and governed self-service access that ensures all data points are standardized, no matter who creates the link.

Within months, the team saw results that not only saved money, but proved marketing's impact on revenues.

## Room & Board tracks and enriches every customer interaction

Room & Board uses BL.INK's capability to add many trackable attributes to every QR code and link. This ability to fine-tune parameters allows Room & Board to track data effectively and use it in new ways.

"We started putting QR codes on large, in-store signage that promote collections," said Sam. "People scanning those indicate intent or curiosity. From there, we could send them related marketing materials via direct mail or e-mail"



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“Broken links are literally a thing of the past,” says Sam Valind, Senior Data Architect for Room & Board.

## Room & Board improves employee and customer experiences with BLINK

BLINK Enterprise saves hundreds of hours in labor. Room & Board adds QR codes to each page of its iconic printed catalogs. Before BLINK, each QR code was created, the link attached, and one person would scan each link with a phone to make sure the link went to the right place. Today, BLINK automatically delivers the artwork in the exact format the design team needs, and the marketing team can verify the destination page within the platform—no cell phone required!



### No more broken links.

By consistently scanning the original URLs in links created on its platform, the Room & Board marketing team gets alerted to any bad/404 links, and it's easy to change the URL to point to a working link in seconds, so all links deliver quality, accurate client experiences.



### Room & Board optimizes digital ad spend.

Broken URLs in digital ads are extremely common in every industry. Eliminating broken links with BLINK improves campaign performance, helps drive more revenue, and saves digital waste. Room & Board estimates they saved around 7% of their total digital advertising spend.



### BLINK links improve customer experiences.

When running time-based programs such as sweepstakes, Room & Board can set a default link to appear when the sweepstakes has ended, ensuring a positive experience for ads or programs that may live on the internet infinitely, even if the original link somehow gets deleted.

“The option to delete the link and still drop a user to a good experience is something quite incredible that I have not found with any other tool,” said Sam.

The lack of broken links coupled with the lack of link expiration means that every QR code points to a meaningful experience that's relevant to the customer or prospect, every single time.



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## Marketing builds credibility, especially with finance

Marketing's return on ad spend is a key metric tied to Room & Board's financials, shared company-wide. The precise data captured via BL.INK links enables the marketing team to better predict their campaigns' impact on revenues, making them a key lever to company growth.

The analysis based on detailed parameters captured by BL.INK set the marketing team on a path to improve efficiency while optimizing their impact on revenue creation. Instead of trying to execute many campaigns each season, the team now has the data to know exactly which campaigns, messages, and touchpoints drive the most revenues, so they can focus efforts where they have the biggest impact.

**“Marketing can say, ‘Here’s the direct impact we have on overarching company goals,’” said Sam, “so they can justify additional spend and articulate the return they expect.”**

## Accurate data and efficiency improves marketing team morale

“BL.INK helped us reduce really redundant, boring tasks that don't help people feel fulfilled in their roles,” said Sam.

For example, BL.INK eliminates the need for marketers to create custom URLs or QR codes one by one. For one campaign that needs 100 links for various ad sizes, digital platforms, and social media, BL.INK Enterprise can replicate the main link in seconds to change just the parameters specific to the size or platform, keeping all the links and codes associated with the core campaign.

The consistency in reporting ensures that campaign owners will see the results of their efforts. It can feel disheartening to deploy a campaign, then realize the right parameters weren't tagged and measured. BL.INK standardizes data to ensure accurate capture and analysis.

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## BL.INK helps Room & Board pivot quickly

In the December 2023 holiday season, the marketing team was midway through their annual gift card campaign but they weren't getting the conversions they expected. Because Room & Board outsourced their gift card purchases to a third party digital provider, users that came to their gift card landing page had to then click on the third-party link, so data and attribution were lost and the extra click required stunted conversions to purchase.

In a 30-minute meeting less than two weeks before Christmas, the team decided to have users skip the Room & Board landing page and instead go directly to the third-party link.

Without BL.INK, this change would require updating links published across six different platforms, reprinting in-store signage, strip access to historical data, and take hours of the team's time. Without BL.INK, they would either need to pause the campaign or make changes on a live campaign, which would risk losing conversions. It would be tough to ensure it would all work perfectly, especially during this busy, last-minute time of year.

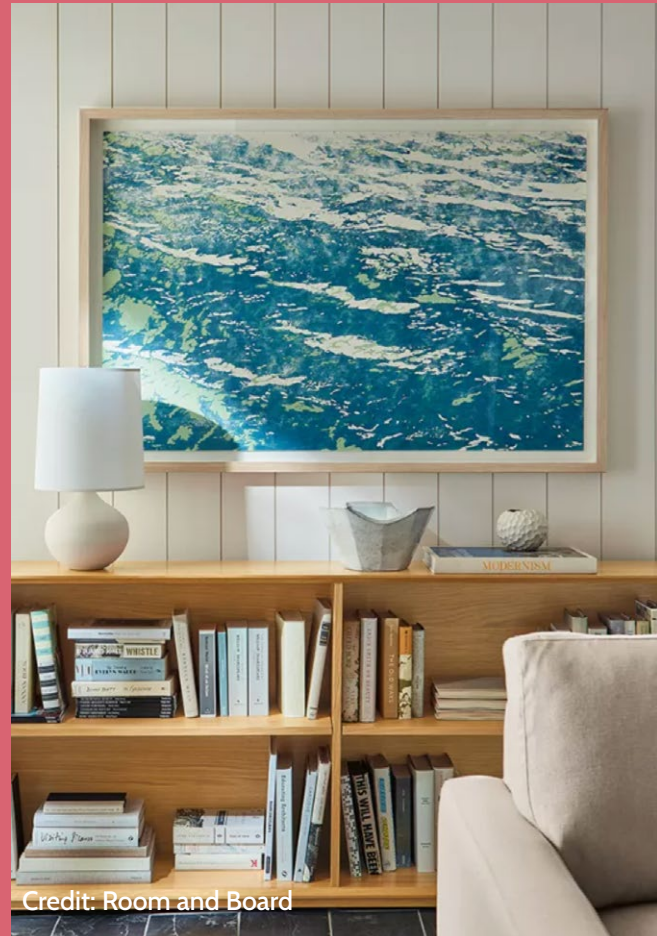
With BL.INK, it took one person 60 seconds to update the links in bulk. There was no downtime, everything worked as expected, and no historical data was lost so the team could see their direct impact on revenues.

## BL.INK delivers data consistency that scales

"BL.INK has helped us standardize reporting and how we talk about data we've never been able to track before, all using consistent, clear, easy terminology that transcends channels," said Sam. "And that is hard to do. I challenge anyone to find any other platform that really, truly does that authentically well."

Whether a customer is clicking on a Facebook ad, scanning a QR code at a display, or getting a fabric swatch from the showroom, every step requires action. While social media platforms track clicks differently, BL.INK enables Room & Board to track them all the same way and even pull information from sources like direct mail.

"We're able to talk about data consistently across an entire ecosystem so that we can continue to grow into spaces like SMS and beyond," said Sam. "Everything we can do is built upon this strong, secure foundation that BL.INK provides for us."



## BL.INK partners with Room & Board to exceed expectations

"BL.INK's customer service is beyond any other I've ever experienced," said Sam. "They care about what you're doing, why you're doing it, and how they can help you achieve it better, faster, and easier. BL.INK is truly a partner. They have gone above and beyond to make us feel important, heard, and taken care of as a client."

"At the heart of everything we do is making each user experience as amazing for our customers as possible," said Sam. "That includes not sending them to bad pages, not making them wait through redirects, and having links that are up and functioning. BL.INK has helped us improve customer experience, which, at the end of the day, is always our number one priority."



## A World of Possibilities with One Simple Tool

<https://bl.ink/Room&Board>