

# TRANSFORMING THE CUSTOMER DECISION JOURNEY WITH 3D PLANNING

A closer look at how the HomeByMe for Retailers 3D planning solutions are accelerating the customer loyalty loop.

## 5 Retention

With a cloud-based solution, build an omnichannel brand identity to increase customer engagement and encourage repeat business. Uncover actionable insights on customer preferences and pain points to deliver personalized marketing campaigns that deliver results.



## 4 Advocacy

Utilize user-generated content to encourage brand advocacy by giving users the option to download and share designs with family and friends and across social media channels. Tap into user data and understand customer behavior to improve operational strategies and services.



## 1 Awareness

Gain initial recognition for your brand with inspiring content and a unique customer experience. With a 3D planning solution, access an unlimited bank of content showcasing beautiful home and kitchen designs and the latest trends, perfect for promotional and shareable imagery.



## 2 Consideration

In the information gathering stage, stand out from the competition by offering more than just products on a website. With 3D planning technology, allow users to create accurate home designs using your product catalog easily and autonomously. Showcase inspiring pre-populated templates that can be applied to your customers' room dimensions for the perfect fit.



## 3 Purchase

Encourage sales with real-time pricing capabilities that ensure projects remain in budget. With dynamic shopping lists, flag alternative or recommended items along the design journey. From here, give customers the option to create sales ready designs that can be purchased at the click of a button online or accessed in-store for expert validation.

