

SUCCESS STORY

City Furniture sees a 20% uplift in conversion rate with Netcore Unbxd's Personalization

Founded: 1971

Headquarters: Florida, US

Industry: Furniture retail

Key Impact:

- 20% Increase In Conversion Rate
- 2.5 Times Uplift In Add To Cart Rates





About City Furniture

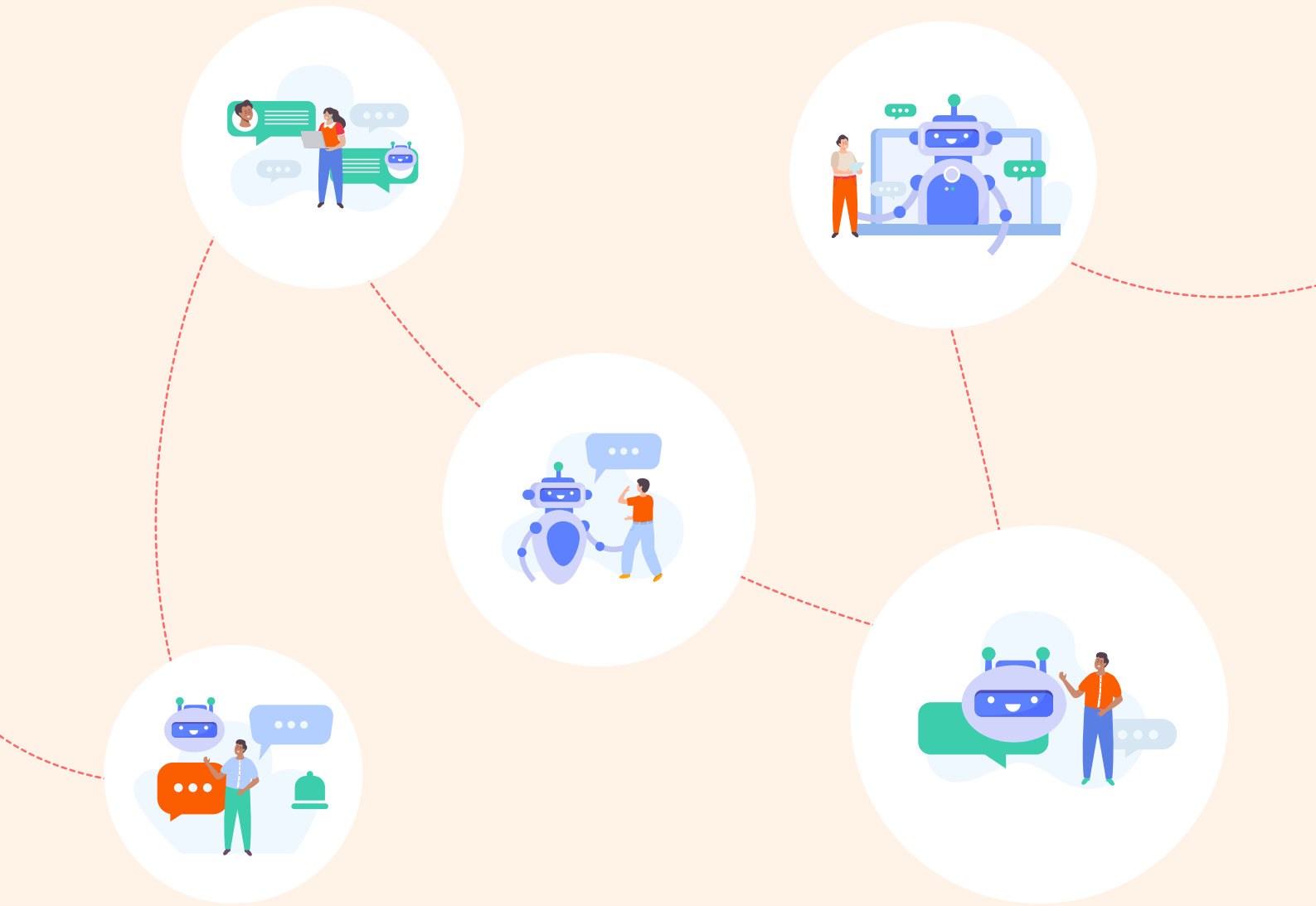
City Furniture, a Florida-based leader in home furnishings, has been redefining living spaces with a simple mission: to deliver beautiful furnishings at an incredible value—both in-store and online. Launched initially as Waterbed City, the brand has grown into a stylish, value-driven home décor destination with 25 showrooms across the state and a swiftly increasing ecommerce presence.

The challenges

With thousands of SKUs across diverse categories, City Furniture's biggest ecommerce challenge was product discovery. Customers needed a faster, more intuitive way to navigate the extensive catalog, while the merchandising team required tools to respond quickly to promotional and seasonal priorities without heavy IT dependencies.

The goal was to implement a search and personalization platform that could:

- Surface the most relevant products in real time
- Personalize experiences to align with customer intent
- Reduce reliance on backend development for daily merchandising



City Furniture chose Netcore Unbx for its AI-driven search and personalization capabilities, intuitive console, and ability to empower business teams without IT reliance.

Seamless onboarding with Netcore Unbx

During onboarding, City Furniture found the Netcore Unbx console easy to use and simple to integrate with their existing data feeds. The intuitive UI made platform adoption smooth for both technical and non-technical teams.

With the Netcore Unbx console, merchandisers and content teams can now:

- Manage browse, search, and recommendations in one place
- Make real-time page updates with ease.
- Launch promotions instantly—without IT support.

Empowering teams across functions

By removing technical roadblocks, Netcore Unbx has enabled City Furniture's merchandising and content teams to shift focus from backend complexities to what truly drives growth: **creativity and strategy**.

With an intuitive, no-code workbench, non-technical users can manage [site merchandising](#) confidently, ensuring faster seasonal launches, smoother promotional pivots, and more agile responses to shopper demand.

Accelerating site merchandising

With Netcore Unbx, City Furniture can now respond to seasonal trends and promotions in real time, drastically cutting turnaround time. For example, promotional launches that once required **days of coordination** can now be **executed within hours**.

Personalization at scale

Netcore Unbx's [personalization engine](#) ensures each shopper's on-site experience aligns with their unique intent. By optimizing product visibility, search result relevancy, and tailored recommendations, City Furniture has seen measurable uplifts in:

- 2.5 times growth in the add-to-cart rate
- 20% growth in conversion rate

Vector search: a game-changer

A real game changer for City Furniture was Netcore Unbx's [vector search](#). Within just two weeks, shoppers began discovering products with far greater ease, powered by AI-driven semantic understanding that goes beyond keywords.

Search results became sharper, more contextual, and closely aligned with each shopper's intent - transforming the way customers explored and purchased online.

The results spoke for themselves:

- 54.8% uplift in conversion rates compared to the control group
- 92% surge in revenue per visitor (RPV)

*These findings are based on preliminary results from the first two weeks within a controlled group.

What is vector search?

Netcore Unbx's Vector Search solution brings a new level of intelligence to product discovery by going beyond traditional keyword matching. Instead of only looking for exact words, it uses AI-powered semantic understanding to interpret the intent and context behind every query. This means a shopper searching for "sneakers" can also discover "running shoes" or "trainers," ensuring highly relevant results with fewer dead ends.

ROI and business impact

Today, the biggest ROI for City Furniture comes from enhanced result relevancy and speed of discovery. **Shoppers are completing their journeys faster, leading to higher conversions and significant revenue growth—without adding development overhead.**

“Vector Search has improved our customer’s search experience, leading to a return on investment. By enhancing result relevancy, customers can now find what they’re looking for more quickly and easily. This has directly translated into increased search conversion and revenue.”

- **Tori Hewitt**
Digital Journey Manager at City Furniture



Looking ahead

City Furniture’s digital strategy is focused on deepening personalization and introducing AI-driven discovery tools to elevate the customer experience further. Future innovations they’re exploring with Netcore Unbx include:

- **Visual and voice search** : [Visual search](#) for faster product discovery; voice search to empower mobile shoppers to shop on the go and surface results that understand natural language and intent.
- **“Shop the look” experiences** : Inspire shoppers with complete, styled collections and increase basket size by enabling complementary product discovery.
- **AI-powered shopping assistants** : Provide real-time, [conversational guidance](#) that mimics in-store associates and helps shoppers make confident purchase decisions.

- **Enhanced content management tools for visual merchandising :** Deliver dynamic, [high-impact storefronts](#) that drive engagement and support brand storytelling.
- **Advanced auto-suggest and search recall capabilities :** Reduce drop-offs with instant, [relevant suggestions](#) and create a seamless return journey by remembering past searches.
- **Expanded console reporting and AI performance summaries :** Equip teams with [actionable insights](#) to optimize merchandising strategies and maximize ROI.

With Netcore Unbx, City Furniture is building toward a future where every shopper interaction feels personal, intuitive, and effortless, cementing their place as a leader in both in-store and online home furnishings retail.

See whats possible for your business

Discover how Netcore Unbx can elevate product discovery and customer experience.

[Request Personalized Demo](#)



About Netcore Unbxid

Netcore Unbxid is an AI-powered platform that helps brands provide personalized customer experiences to scale online business exponentially. Our commitment to revolutionizing ecommerce experiences has garnered us esteemed recognition, positioning us as a leader in Gartner® Magic Quadrant™ for Search and Discovery for two consecutive years. Combining real-time relevance, predictive merchandising, and composable architecture, we enable personalized shopping experiences that drive results.

Contact Us

	Netcore Cloud Inc. 18C-102, 205 W 7th Avenue New York, NY 10018		sales@unbxid.com support@unbxid.com		+1 (650) 282-5788
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