

PROVIDING LUXURY EXPERIENCE ONLINE



Capgemini helped a high-end furniture brand guide customers throughout the buying journey across digital and in-store interactions

The Challenge

A high-end furniture brand was looking to improve its digital experiences to align better with the company's luxury image. The discrepancy between experiences was confusing to customers and missed an opportunity to engage them throughout the buying journey, beyond in-store interactions.

The Solution

Capgemini and Adobe created a single, integrated digital platform with a customer and product focus more in line with the brand's in-store experiences. Using Adobe Experience Manager, marketers produced and delivered high-quality, personalized content from a single platform, effectively targeting their customers. Advanced search, multi-angle visualization, and product comparison provided the company with powerful analysis into the customers' browsing behavior, resulting in a fully humanized experience online.

The Outcome

The luxury brand can now use data-driven analytics to curate powerful digital experiences that better align with its in-store engagements. AR/VR technology allows customers to visualize the furniture in real spaces—making it easier to lead them through the customer journey through purchase.

TECHNOLOGY SOLUTIONS: **ADOBE EXPERIENCE MANAGER SITES** **ADOBE EXPERIENCE MANAGER ASSETS**
ADOBE COMMERCE (MAGENTO) **MARKETO** **ADOBE ANALYTICS**

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