

**OSF** | DIGITAL

**URBAN BARN**

# AN ENGAGING AND PERSONALIZED ONLINE EXPERIENCE

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## URBAN BARN

Urban Barn is a Canadian decor and furniture retailer with more than 50 stores present in locations from British Columbia to Quebec.

Their stores offer a wide range of items for living rooms, dining rooms, and bedrooms, as well as custom and office furniture, storage and organization furniture, décor, and lighting products for customers across Canada.



# URBAN BARN – CHALLENGES

Needed a modern and responsive ecommerce solution

Urban Barn's existing ecommerce platform wasn't keeping up with the company's growing business needs.

OUTDATED  
ECOMMERCE PLATFORM

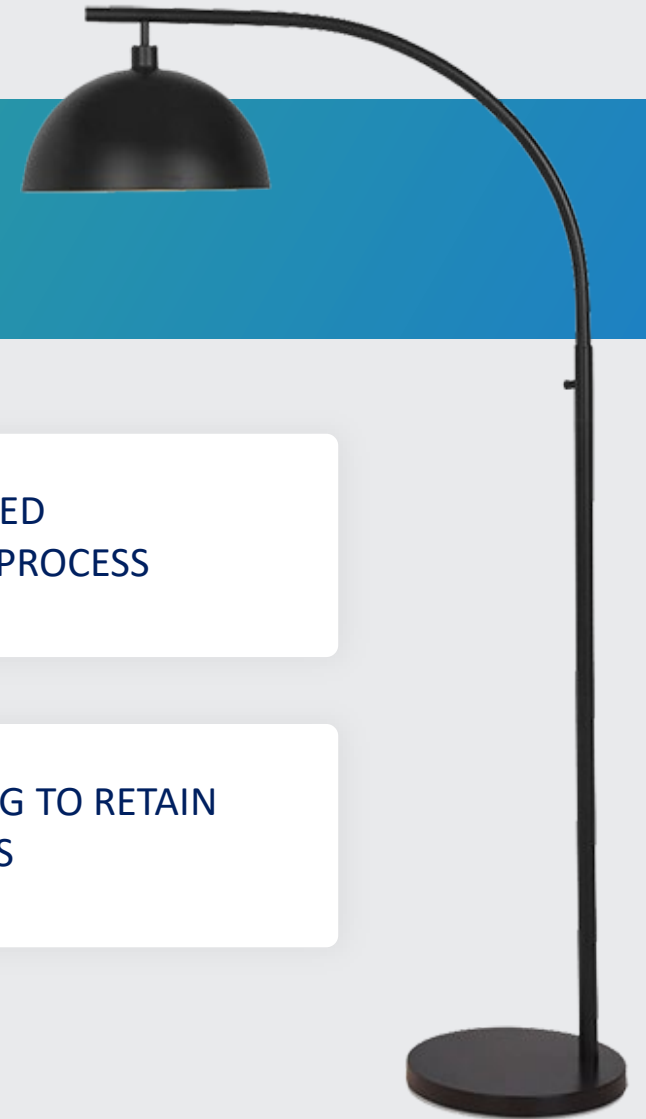
INEFFICIENT COMMERCE &  
MARKETING OPERATIONS

COMPLICATED  
CHECKOUT PROCESS

LIMITED ABILITY  
TO SCALE

UNABLE TO PERSONALIZE  
CUSTOMER JOURNEY

STRUGGLING TO RETAIN  
CUSTOMERS



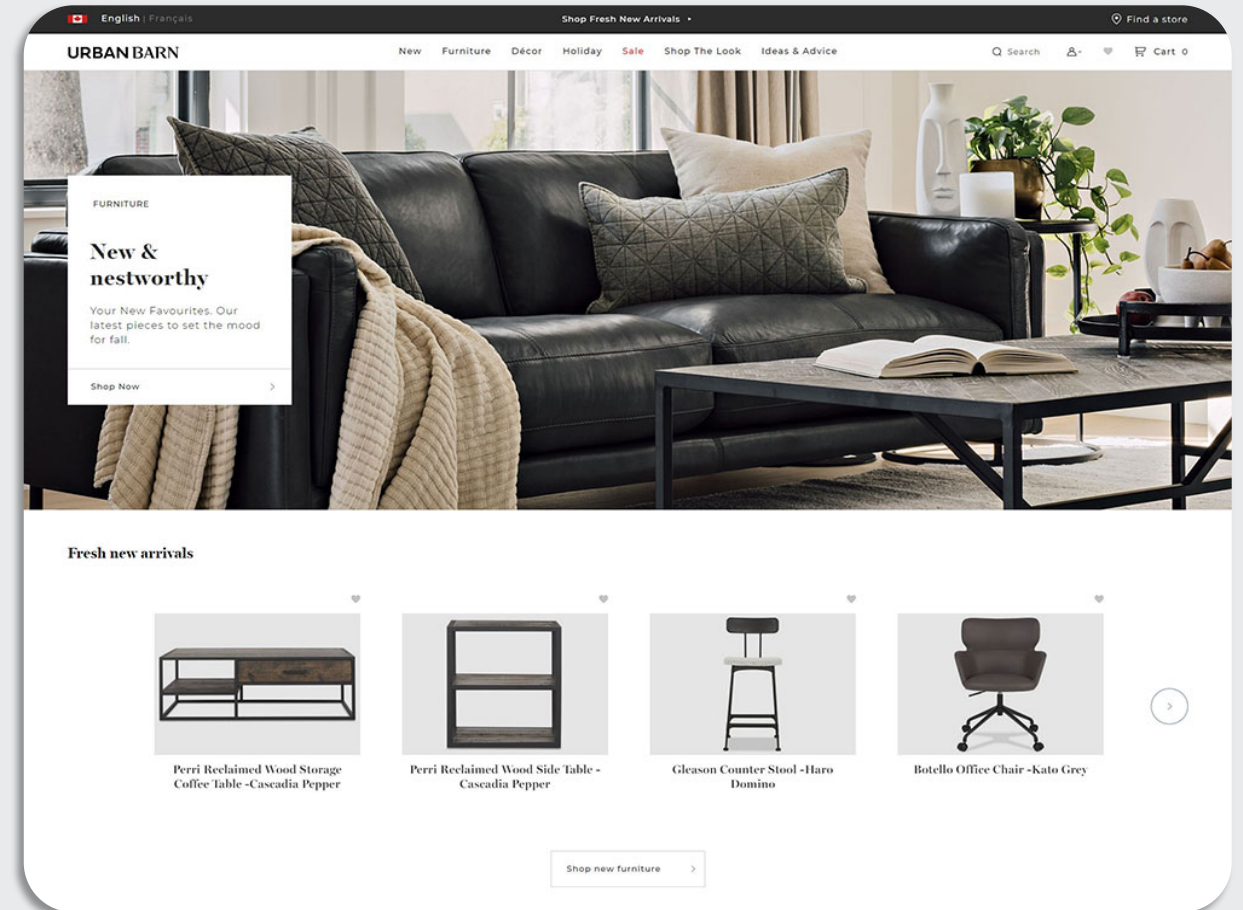
# OSF'S SOLUTION

Leveraging a feature-rich ecommerce platform

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## SALESFORCE COMMERCE CLOUD MIGRATION

OSF Digital replatformed Urban Barn's legacy site to Salesforce Commerce Cloud to help them grow the business through their ecommerce and omnichannel efforts.





# OSF'S SOLUTION

Implementing a dynamic marketing platform

## SALESFORCE MARKETING CLOUD MIGRATION

OSF Digital replatformed Urban Barn from Bronto to Salesforce Commerce Cloud and set up multiple studios, including Email Studio, Social Studio, Advertising Studio, Content Builder and Journey Builder, as well as Einstein.

OSF integrated Urban Barn's Salesforce Commerce and Marketing Clouds to sync consumer information, including purchases, to access data for deeper personalization.





# OSF'S SOLUTION

Understanding consumer behavior

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## CUSTOMER BEHAVIOR TRACKER

OSF implemented the only LINK cartridge that facilitates the integration of Google Tag Manager with Salesforce Commerce Cloud. This gives Urban Barn comprehensive insights into their customers' page browsing, shopping, and checkout behavior.



| an OSF Product  
Customer

**BEHAVIOR TRACKER**

*Measure Shoppers' Actions*



# OSF'S SOLUTION

Understanding consumer behavior

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## ONE PAGE CHECKOUT

To simplify and shorten the checkout process for Urban Barn's customers, OSF Digital integrated a cartridge for Salesforce Commerce Cloud allowing both registered and guest customers to complete their purchase in one step.



| an OSF Product

One Page

**CHECKOUT**

*Simplified Buying Process*

# URBAN BARN – CHALLENGES

Multiple integrations

To help Urban Barn make the most of its new ecommerce solution, OSF Digital integrated multiple third-party technologies.



## WALKINTO

Enables virtual brick-and-mortar store visits with 360° views inside Urban Barn stores



## LOOKBOOK

Offers a 'real-life' catalog with animations to view the products



## BAMBORA

Facilitates online payments



## SOCIAL COMMERCE

Displays user-generated Instagram content on the site



## GIVEX

Verifies gift card balances and enables the purchase of e-gift cards and other products in one consolidated checkout





# URBAN BARN – CHALLENGES

Multiple integrations



## POWER REVIEWS

Allows customers to provide feedback on products they purchased



## GOOGLE RECAPTCHA

Helps prevent malicious account activities with a 2-step verification process



## STORE LOCATOR

Offers a list of brick-and-mortar stores with the distances to them



## TAWK

Provides live chat customer service

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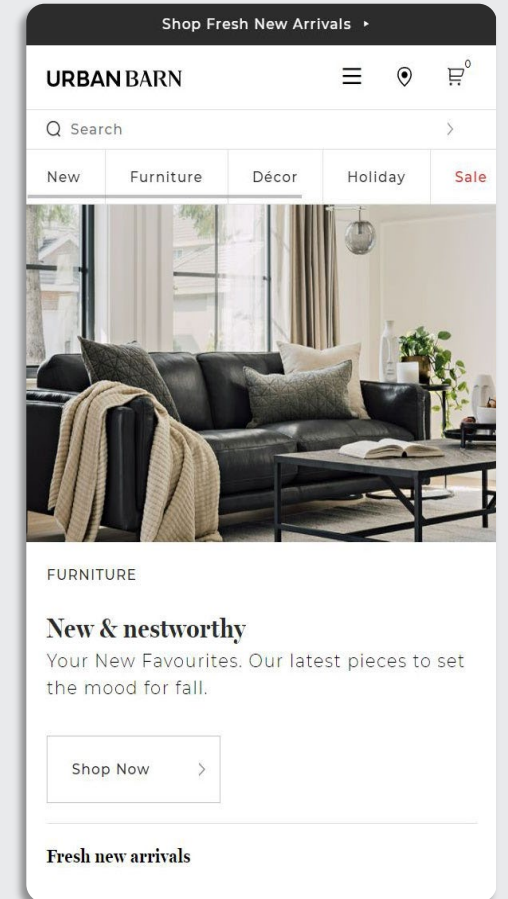
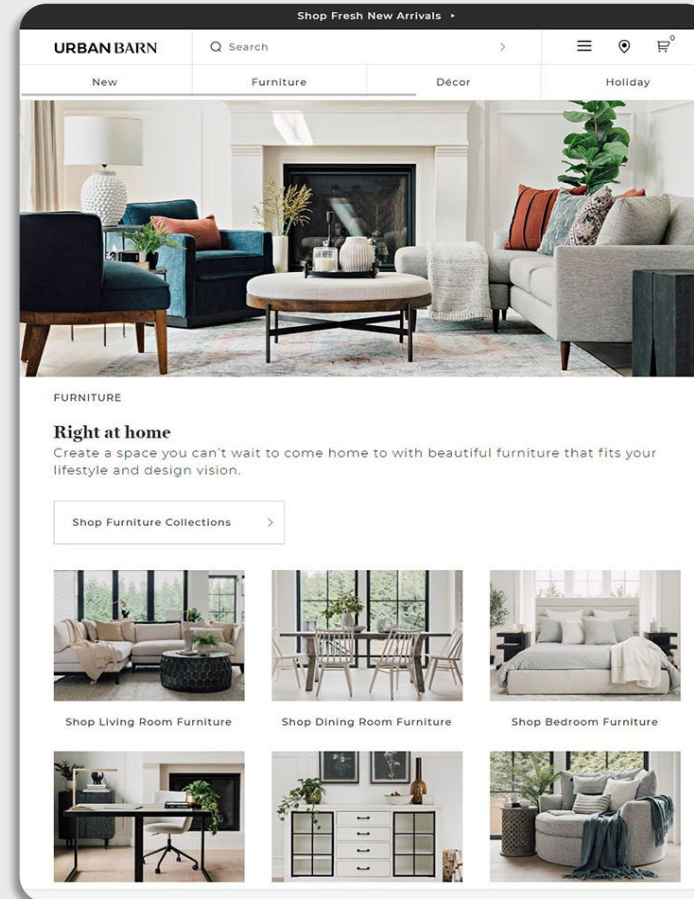


# RESULTS

A modern & responsive ecommerce experience

Urban Barn now has a feature-rich website and marketing platform that is:

- ✓ SCALABLE & STABLE
- ✓ MOBILE RESPONSIVE
- ✓ ABLE TO HANDLE MULTIPLE LANGUAGES





# RESULTS

A fully integrated commerce and marketing solution

By leveraging synchronized data from Salesforce Commerce and Marketing Clouds, Urban Barn now can:

✓ **CREATE**  
personalized customer journeys  
based on purchase history and  
preferences

✓ **LAUNCH**  
targeted promotions tailored to  
customers' interests

✓ **OFFER**  
unified experiences to customers

✓ **NURTURE**  
customer loyalty

✓ **DRIVE**  
revenue



# RESULTS

Increased customer engagement online

Urban Barn's new website boasts excellent performance and has generated outstanding results

+40%

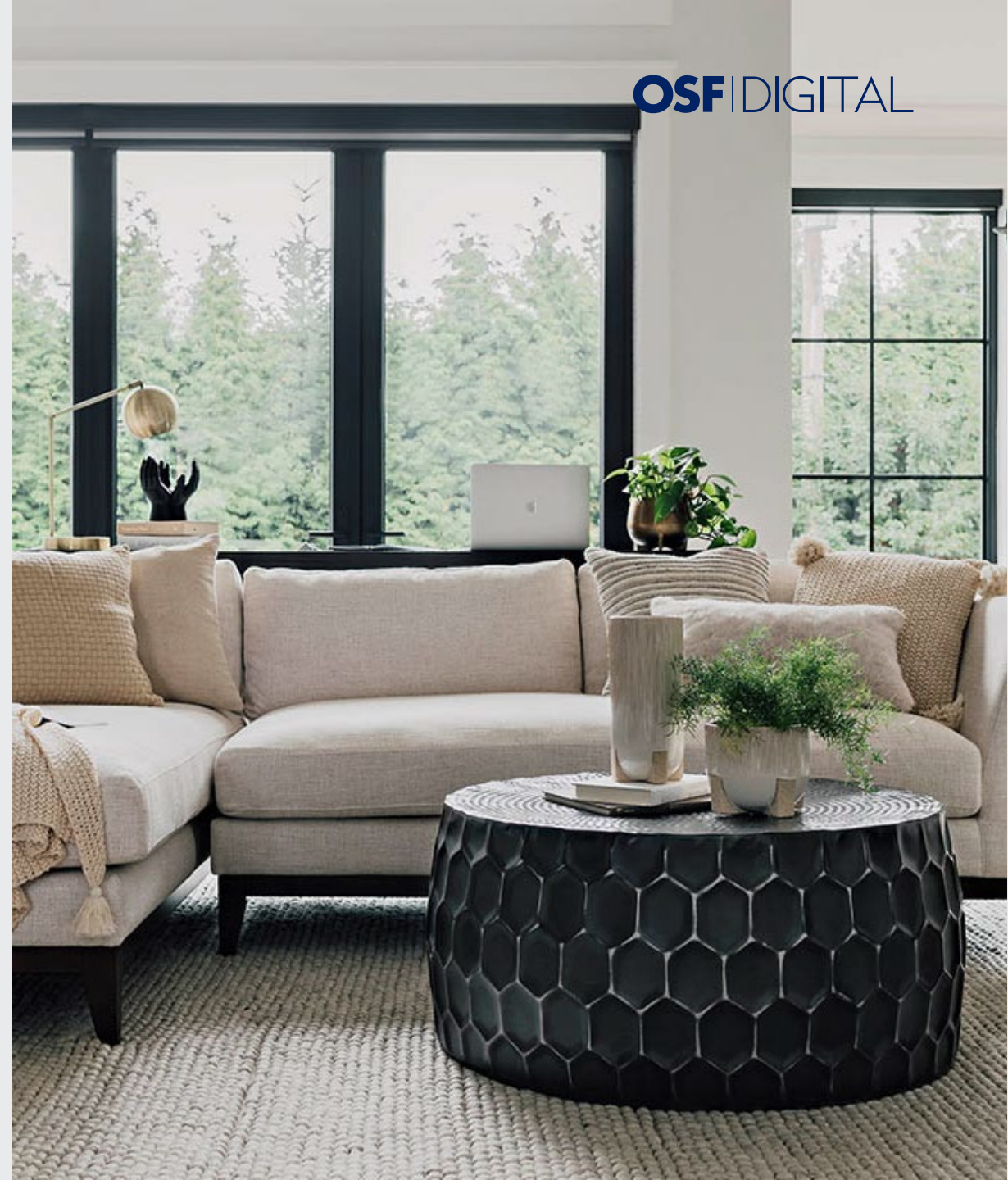
INCREASE IN  
OVERALL  
TRANSACTIONS

+84%

BOOST IN MOBILE  
TRANSACTIONS

+32%

MORE VISITS  
CONVERTED TO  
PURCHASES





# TESTIMONIAL

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Our work through the eyes of our clients

With OSF's meticulous performance, we are now equipped with an ecommerce solution that helps us deliver an exceptional customer experience. We're certain that our collaboration with OSF will result in a long-term relationship that will help us with our plans for international expansion.

**SASHA BECKER**

Director of Ecommerce at Urban Barn



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**URBAN BARN**

**THANK YOU!**

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