

Driving Digital Success: How **GrowByData** Boosted Visibility and Engagement for a Leading **Furniture Brand**

A leading furniture brand sought to enhance its digital strategy by leveraging advanced analytics to understand its market position, improve share of voice (SOV), and optimize content across platforms. With a focus on blending paid media, SEO, and consumer sentiment analysis, the brand partnered with GrowByData (GBD) to unlock actionable insights and drive strategic decisions.

CHALLENGES



COMPETITIVE VISIBILITY

The brand faced intense competition from rivals, particularly during high-traffic periods like Black Friday.



ORGANIC PERFORMANCE LAG

While paid campaigns performed well, organic visibility was inconsistent across key markets such as Phoenix and Los Angeles.



FRAGMENTED INSIGHTS

Lack of a unified approach to analyze SEO, paid media, and consumer sentiment hindered a holistic strategy.



EMERGING TRENDS

Staying relevant in AI-driven search results and visual-first platforms (e.g., TikTok and Instagram Reels) presented an ongoing challenge.

SOLUTION: GROWBYDATA'S CAPABILITIES

COMPREHENSIVE DATA DASHBOARDS

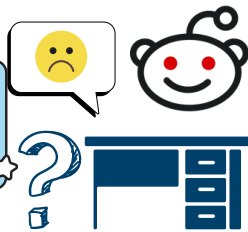
GBD's agile dashboards provided actionable insights into the brand's competitive landscape. These dashboards seamlessly integrated keyword performance, share of voice (SOV), and geographic-specific data, allowing for granular analysis.



28%
IMPROVEMENT IN SOV

Living room furniture over 30 days highlighted the brand's competitive gains, while pinpointing areas for further optimization.

Identifying negative feedback about furniture durability on Reddit led to targeted outreach by the brand's social team, transforming potential PR challenges into brand advocacy opportunities.



REDDIT SENTIMENT ANALYSIS

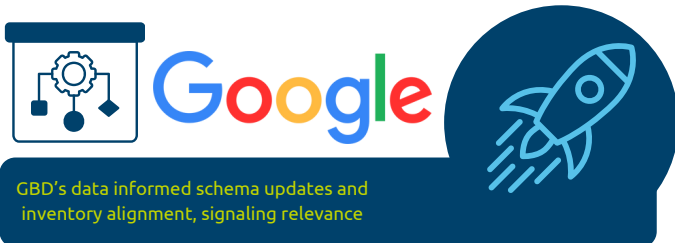
GBD introduced Reddit sentiment analysis to assess consumer perceptions. By categorizing discussions as positive, neutral, or negative, the tool revealed opportunities to address complaints and amplify positive sentiment.

AI-DRIVEN KEYWORD & CONTENT INSIGHTS

GBD helped the brand capitalize on emerging AI Overviews (AIO) by identifying high-value keywords, such as "Who makes the highest quality living room furniture?" This approach aligned content with both consumer search intent and AI prioritization.



The brand's PLP pages, optimized with copy blocks, appeared prominently in AIO results, reinforcing the value of quality-driven content.



GBD's data informed schema updates and inventory alignment, signaling relevance

REGIONAL OPTIMIZATION STRATEGIES

GBD's regional insights highlighted disparities in organic visibility. For instance, despite significant ad spend in Phoenix and Los Angeles, organic listings lagged behind other markets.

CROSS-FUNCTIONAL COLLABORATION

GBD's tools facilitated alignment across the brand's SEO, social, and CRM teams. The dashboards provided a shared framework for identifying trends, refining campaigns, and driving cohesive strategies.



Example: Incorporating reviews data into CRM strategies enabled the brand to target high-propensity customers, enhancing retention and repeat purchases.

RESULTS

Increased Share of Voice: The brand captured a 28% boost in SOV for key product categories during competitive shopping periods.

Enhanced Organic Visibility: Schema updates and targeted keyword strategies improved rankings, particularly in underperforming regions.

Actionable Sentiment Insights: Reddit analysis empowered the brand to proactively address consumer feedback, bolstering trust.

Content Optimization Success: PLP pages gained traction in AI Overviews, demonstrating the impact of consumer-focused content.

Future-Ready Strategies: By integrating video and short-form content strategies, the brand positioned itself for continued relevance in a visual-first digital landscape.

CLIENT TESTIMONIALS



GrowByData's tools have been transformative for our digital strategy. From Reddit sentiment analysis to AI-driven insights, their platform provides a level of granularity and flexibility that empowers our teams to make data-backed decisions. The collaboration has truly enhanced our competitive edge.

- SEO Manager, Leading Furniture Brand

Conclusion

GrowByData's comprehensive analytics platform enabled the leading furniture brand to navigate a dynamic digital landscape with precision. By addressing challenges across SEO, paid media, and consumer sentiment, GBD delivered actionable insights that drove tangible results. This partnership highlights the importance of integrating advanced analytics into holistic digital strategies, setting the stage for sustained growth in an evolving market.

Interested in
similar results?

[Talk to our Expert](#)