



News Release

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FOR IMMEDIATE RELEASE

Home Furnishings Association Announces New Member Program with PERQ

Roseville CA (September 12, 2017) – Today the Home Furnishings Association (HFA) and PERQ announced a strategic partnership to provide PERQ’s technology platform to HFA retail members at negotiated discounts.

PERQ’s technology platform provides a web engagement tool that helps retailers win the website experience the same way they try to win the showroom experience, through personalized, one-to-one interaction. PERQ’s interactive experiences generate excitement and engagement by providing the kind of shopping assistance today’s consumers expect from every website they visit and facilitate a higher conversion of website visitors to in-store sales.

The program brings HFA members proven technology that creates a unique online experience and helps them stand out against other furniture websites. Retailer websites using PERQ’s web engagement platform are collecting 5x more consumer data and experiencing a 50-200% lift in website conversions.

“PERQ offers HFA members the opportunity to enhance their website presence with a very personal curated shopping experience. The goal is to convert online shoppers to in-store traffic. We are very excited to add this consumer engagement technology to the suite of business programs HFA offers its membership,” said Sharron Bradley, CEO for the Home Furnishings Association.

“We’re thrilled to become part of the HFA ‘family’ and know that being an HFA partner will enable us to work closer with furniture retailers to help transform their existing websites into truly successful marketing platforms,” said Scott Hill, PERQ’s co-founder. “What we do for our retailer partners is really very simple: we enable them to replicate successful showroom tactics online, engaging consumers by creating one-to-one conversations and personalizing their shopping experiences – which results in moving them down the buying funnel and bringing them into showroom.”

PERQ also works hard to quantify the results for its customers, giving them the data they need to understand how much business can be attributed to their website (see recent case study here). Link: <http://perq.com/greenbaum-home-furnishings-fatwin-web-engagement/>

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About the Home Furnishings Association:

The Home Furnishings Association (HFA), with roots dating back to 1920, is North America’s largest organization devoted specifically to the needs and interests of home furnishings retailers, with more than 1,400 members representing more than 7,000 storefronts across all 50 states and several countries. Association offices in the East, West, and Central United States provide members with programs, resources, services, and a unified voice in government relations by partnering with home furnishings industry suppliers, vendors, affiliates, and other organizations. For more information on the HFA visit www.myhfa.org.

About PERQ:

PERQ (www.perq.com), a marketing technology provider, boosts website conversions by creating and delivering interactive experiences to the right consumers at the right time. Founded in 2001, PERQ solutions today are used by more than 1,000 businesses across the United States. PERQ’s brands have been named to the Inc. “500 Fastest Growing Companies in America” list on three separate occasions.