



# NOWSPEED

## Digital Advertising Competitive Insight for Furniture Companies

## Introduction

The top furniture companies have learned how to win in digital advertising. Newspeed has uncovered the secrets to their success as presented in this detailed report.

Newspeed conducted extensive research on the AdWords campaigns of the top furniture companies in all 50 states in the USA and identified:

- The best keywords used to get traffic and leads
- The maximum you should spend on keywords in your state
- The actual cost/click of Google Ad campaigns
- The most effective ad copy and key messages

This report is a must-read for any furniture company who is using, or plans to use, Google AdWords to drive new business, and the [associated interactive website](#) provides detailed data for your state.

Read the full report to get started on the path to digital advertising success.

Summary: Digital Advertising Analysis of Top Furniture Companies

- Top furniture companies are offering sales discounts via Google AdWords.
- Sitelinks are used to promote multiple landing pages in a single ad.
- Promotions are clear in ad headlines and description lines.
- Landing pages have clear Calls-To-Action (CTA) that drive users to take action.

## Top Keywords in the Furniture Industry

An effective Google AdWords campaign starts with detailed keyword research. When structuring your campaigns, it is vital to focus on keywords that are highly relevant and searched often. Below you will find the industry keywords that have the highest monthly search volume. By targeting these keywords that are searched the most, you have an opportunity to serve your ads to many users who are actively searching about your industry on Google.

The furniture keywords with the highest search volume are “furniture stores”, “bedroom setting”, and “kitchen island”, which are searched between 201,000 and 549,990 times monthly. These specific keywords and variations of these keywords should be included in your AdWords campaign to generate the most traffic & visibility for your ads. Other top keywords include “discount furniture” and “cheap furniture”. Since users are searching on these terms, it makes sense to structure your ads and landing pages to target their search queries.

It is important to not only bid on these top keywords, but to include them in your Google AdWords ad copy, as well. When you include the keywords that you are bidding on in your ad copy, you are more likely to attain a favorable Quality Score. Google’s Quality Score is a ranking system that determines the best ads to show with each search. Ads with a strong Quality Score will be shown more often, in higher positions, and at a lower cost. Including the keywords you bid on in your landing pages, as well as in your ad copy, will also help to increase your Quality Score. By focusing on the top keywords in your industry, and including them in your bidding, ad copy, and landing page strategies, you will have a strong foundation for a successful AdWords campaign.

# Top Furniture Keywords Ranked by Monthly Search Volume

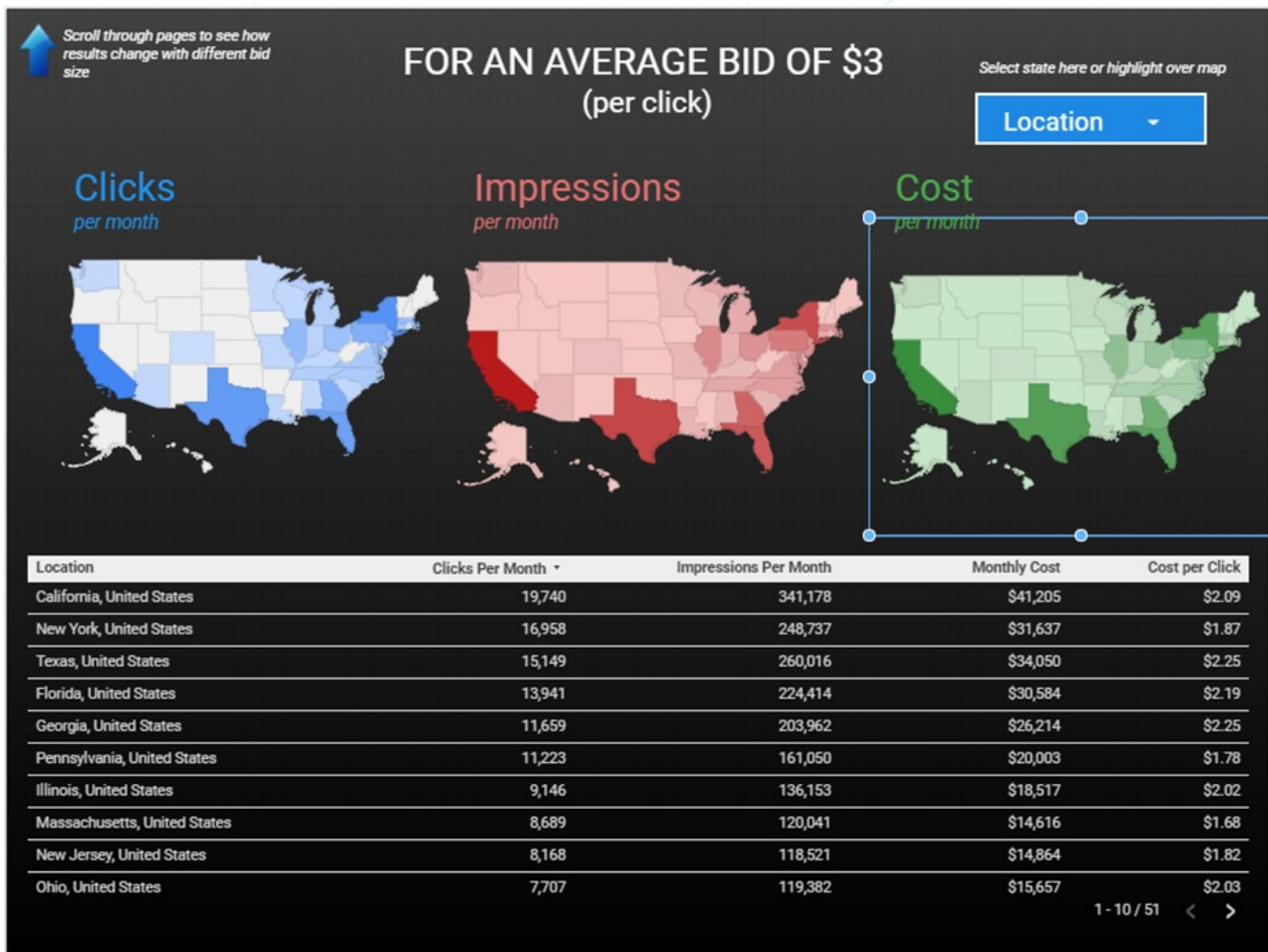
Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches
furniture stores	549990	lateral filing cabinets wood	1590	super king size bed sale	170.1
bedroom setting	201000	modern china cabinets	1590	curio coffee tables	150
kitchen island	201000	glass entertainment center	1290	queen anne writing desk	150
sectionals sofas	165000	antique dining room sets	990	foam mattress full	120
entertainment centers	109980	corner writing desk	990	executive desks for home office	110.1
recline chairs	109980	modern writing desk	990	rod iron bed frames	110.1
cheap furniture	90480	sofa loveseats	990	antique dressers with mirrors	90
discount furniture	60480	tommy bahama outdoor furniture	990	bed frame furniture	90
cheap couch	40500	4 drawer lateral file cabinets	870	bed frame riser	90
cheap furniture store	27090	shabby chic couch	870	best baby furniture stores	90
glass dining table	27090	home office furniture sets	720	couch restoration	90
wood desk	22200	patio sofa sets	720	counter height table and stools	90
cheap bed frame	18090	slip covers for couches	720	draw leaf dining table	90
cheap bar stools	14790	kitchen corner tables	570	glass dining table tops	90
cheap bed furniture	14790	semi circular couches	570	home office desks l shaped	90
cheap bedroom furnitures	14790	fouton beds	480	hon 5 drawer lateral file cabinet	90
cheap coffee tables	14790	cherry wood coffee table	390	modloft dining table	90
cheapest furniture online	14790	dining room sets with china cabinet	390	painted writing desk	90
california king bed frame	12090	dining room tables for 8	390	palliser reclining sofa	90
cheap dining room set	12090	full size aero beds	390	quality home office furniture	90
cheap living room set	12090	l shaped desk home office	390	red plaid couch	90
discount furniture store	12090	sectional couch with sleeper	390	solid wood desks for home office	90
discounted furniture store	12090	wood twin bed	320.1	writing desk furniture	90
lateral file cabinets	12090	buy living room furniture	300	buy home office furniture	69.9
outdoor furniture set	4380	vintage iron bed frame	300	office desk home	69.9
dining tables bench	3600	wall bed frame	300	television armoires	69.9
glass kitchen table	3600	french country dining sets	285	thick wood dining table	69.9
armoire wardrobe	2400	lazy boy sofas sale	240	buy writing desk	60
desk and chair	2400	sofa interiors	240	drop leaf console dining table	60
grey fabric sofa	1890	american sofas	210	twin size bed headboard	60
silver nightstand	1890	mahogany armoire	210	wooden home office furniture	60
folding patio tables	1590	portable sofa bed	210	small home office furniture	170.1
full sized beds	1590	regency dining tables	210	table pads for dining room tables	210

# Google Budget Estimates: Ad Spend by State

Google's Budget Estimate tool provides data to help you anticipate the costs of your campaigns. You will be able to spend different amounts depending on how much you bid per click on each keyword. The interactive model below will show you the monthly cost of targeting the top industry keywords at different bid levels in each state. A higher keyword bid will cost you more per click, but your ads will show at a higher position on the search results page, providing better visibility. See how much you could be spending on the top keywords in your industry below.

## [View the interactive data model here](#)

Use the interactive Data Studio model to project the maximum cost of targeting the top industry keywords in each state.



# Digital Advertising Analysis of Top Furniture Companies

## Ashley Furniture HomeStore

**Ashley Furniture HomeStore® - Up To 20% Off 1000s of Items**

**Ad** [www.ashleyfurniturehomestore.com/](http://www.ashleyfurniturehomestore.com/) ▼

Save 20% Off 1000's of Items Sitewide at Ashley®, Shop Today!

Shop In-Store & Online · Top Tempur-Pedic Retailer · Free Shipping Many Items

Accredited With An A+ Rating – Better Business Bureau

### Save On Room Packages

Huge Savings On Room Packages.

Stylish Yet Affordable. Shop Today!

### Outdoor Furniture

Shop Our Selection Of Outdoor

Furniture & Accessories Today!

### Shop Mattresses

Shop Our Selection Of Mattresses.

Top Brands At A Great Value!

### Shop Free Shipping

Shop Free Shipping At Ashley®.

Find Your Affordable Style Today!

Ashley Furniture HomeStore is using paid advertising to promote their big, limited time promotion “Up to 20% off 1000s of Items”. They use the promotion in the ad’s title and in the messaging, which will help quickly capture a user’s attention. The title is then linked to the homepage that displays the deal at the top of the page and throughout the page as you scroll further. It is crucial to ensure the primary headline of your landing page matches the ad the visitors clicked to get there. This landing page does a great job showing the different products that are part of the sale and implementing a clear “Shop Now” CTA button for each product. The ad also provides sitelink extensions that bring you to other furniture pages and deals on their site, allowing someone to find just what they are looking for and bring in more qualified leads.

The IKEA logo is centered at the top of the page. It consists of the word "IKEA" in a bold, black, sans-serif font. The logo is set against a background of a light-colored grid with various colored squares (green, blue, grey) and lines, creating a geometric pattern.

**IKEA® Official Site - Shop In Store or Online**

**Ad** [www.ikea.com/US](http://www.ikea.com/US) ▼

No Matter how Much You Make, You Deserve to Make the Dream Yours.

### Bedroom

Get All Your Needs at IKEA for  
The Bedroom You've Always Wanted

### IKEA Catalog

The 2017 IKEA® Catalog is Here!  
Sign Up For A Copy or Free Download

### Living Room

Find All The Furniture You Need To  
Create The Living Room You'll Love

### Make the Big Move w/IKEA®

Furnish Your New Home with IKEA For  
Less. Sign Up Today and Save \$25!

**20% Off IKEA Promo Code - Aug'17 - Promo Expires Soon - offers.com**

**Ad** [www.offers.com/IKEA/Promo-Code](http://www.offers.com/IKEA/Promo-Code) ▼

Sitewide Savings at **IKEA** w/ Top 10 **Promo Codes & Coupons**

IKEA is using paid advertising to bring people to their official site, as well as to different pages and offers using sitelink extensions. Sitelinks allow people to visit specific landing pages depending on the product or promotion they are most interested in, and therefore helps increase the click-through rate. It is important to keep in mind that these extensions should be short, reflect your site, and should include descriptions. The biggest offer for IKEA can be found when you click the “Make the Big Move w/IKEA” link, which brings you to a landing page centralized around saving \$25 if you sign up today. The page uses directional cues that direct your attention to the different furniture photos and CTA buttons.


# Crate and Barrel

[crateandbarrel.com](http://crateandbarrel.com) - Crate & Barrel® Official Site - Shop Online Today

 [www.crateandbarrel.com/](http://www.crateandbarrel.com/) ▼

Shop Furniture, Home Decor, Cookware, Dinnerware, Wedding Registry and More.

Types: Furniture, Decor, Wedding Registry, Cookware, Dinnerware

 1245 Worcester St, Natick - (508) 653-6888 - Open today · 10:00 AM – 9:00 PM ▼

## Wedding & Gift Registry

Create A Registry Or Give A Gift.

Free Shipping On Gifts Over \$99!

## Today: Free Shipping\*

Save On Home Decor, Cookware & More

Valid On Orders Of \$49 Or More.

## Annual Bedding Sale

20% Off Bedding, Mattresses & More.


Shop The Best Prices Of The Year!

## Create Your Own

Customize Decor To Match Your Style

Upholstery, Tables, Rugs & More!

[crateandbarrel.com](http://crateandbarrel.com) - Crate & Barrel® Furniture - Official Site

 [www.crateandbarrel.com/Furniture](http://www.crateandbarrel.com/Furniture) ▼

4.4 ★★★★★ rating for crateandbarrel.com

Shop Furniture at Crate & Barrel! For Every Room, Style and Budget.

Deal: 50% off Outdoor Furniture

Crate and Barrel is using paid advertising to promote their website and other furniture deals that they are offering. They do a great job ensuring that each of their sitelink extensions are linked to a landing page with a different promotion. Their biggest limited time offer is for their “Annual Bedding Sale”, which includes 20% off bedding, mattresses, and box springs. Crate and Barrel could benefit more by also placing this sale in the title or messaging of the ad, so they can capture the user’s attention more quickly.



# Conclusion

## **Top Keywords:**

- Most searched keywords are “furniture stores”, “bedroom setting”, and “kitchen island”.
- Bid on these keywords as well as the others listed.
- Include top keywords in your ad copy.
- Include top keywords in your landing page copy.
- Use different keyword match types to capitalize on keyword variations.

## **Ad Spend by State:**

- Bidding \$3.00 on top keywords will yield up to 19,740 clicks with a maximum monthly cost of \$41,205 depending on state.
- Bidding \$5.00 on top keywords will yield up to 20,119 clicks with a maximum monthly cost of \$50,423 depending on state.
- Bidding \$7.00 on top keywords will yield up to 20,160 clicks with a maximum monthly cost of \$53,588 depending on state.
- Bidding \$10.00 on top keywords will yield up to 20,164 clicks with a maximum monthly cost of \$55,468 depending on state.
- Higher keyword bids result in higher average ad position on Google’s search results page, resulting in higher click-through and conversion rates.
- These budgets reflect maximum potential spend. Advertisers can limit their spend to the amount suitable for their budget.

# Top 100 Furniture Companies Reviewed for this Report

Ashley Furniture HomeStore

American Freight Furniture & Mattress

IKEA

Dufrense Spencer Group

Williams-Sonoma

HOM Furniture

Rooms to Go

Macy's Furniture Gallery

Mattress Firm

Design Within Reach

RH

Levin Furniture

Berkshire Hathaway furniture division

Farmers Home Furniture

Pier 1 Imports

El Dorado Furniture

Raymour & Flanigan

Baer's

Sleep Number

Kane's Furniture

Sleepy's

Furniture Mart USA

La-Z-Boy Furniture Galleries

Regency Furniture

American Signature

The RoomPlace

Bob's Discount Furniture

Z Gallerie

Havertys

Jerome's

Crate and Barrel

Furnitureland South

Ethan Allen

Steinhafels

Art Van

Thomasville Home Furnishings Stores

American Furniture Warehouse

Gallery Furniture

Mathis Brothers

Grand Home Furnishings

Slumberland

ABC Carpet & Home

Cost Plus World Market

Sit 'n Sleep

Room & Board

Crest Furniture

Sleep Train

Chair King/Fortunoff Backyard Store

America's Mattress

Stickley, Audi & Co

Badcock Home Furniture & more


Big Sandy Superstore

Bassett Home Furnishings

Bernie & Phyl's Furniture

Mor Furniture for Less

Gardner-White



# Top 100 Furniture Companies Reviewed for this Report

City Furniture

Broad River Furniture

Arhaus Furniture

Innovative Mattress Solutions

Living Spaces

Mattress Warehouse

Haynes Furniture

Mitchell Gold + Bob Williams

JCPenney Home Store

Walter E. Smithe Furniture

Wolf Furniture

Lacks Valley Stores

Hudson's furniture

Bob Mills Furniture

Weir's Furniture

Kittle's Furniture

Schewel Furniture

C.S. Wo & Sons

Sam Levitz Furniture

Darvin Furniture

Jordan's Furniture

Jennifer Convertibles

American Mattress

Roche Bobois

EBCO

FFO Home

Wellsville Carpet Town

Louis Shanks of Texas

Kimbrell's

Home Furniture

Walker Furniture

Lovesac

Olinde's

Mealey's Furniture

Weekends Only Furniture Outlet

Trivett's Furniture