TRENDii

AI-powered contextual marketing platform, TRENDii, expands into homewares and furniture

Following its success in fashion, the two-year-old ecom-tech business has launched a new homewares and furniture vertical that is already proving to be the future of advertising.

[Melbourne, Australia]: Just in time for Black Friday and Cyber Monday sales, digital advertising solution, TRENDii, added a new "homewares and furniture" product vertical to its roster. Launching with some of Australia's largest furniture retailers including MYER, Lounge Lovers and Temple & Webster, TRENDii's ads saw instant success, generating click-through-rates of more than 3% and ROAS (return on ad spend) of 4x.

> *"We had to launch homewares and furniture before Black Friday because we know how important this period is to retailers, and consumers. Some retailers generate more sales during this time than they might in half a year, so we wanted to support that,"* says TRENDii CEO Aaron Woolf. *"We were blown away with the level of success retailers found - now bring on the Boxing Day and holiday season sales!"*

To promote its first venture into furniture and homewares, the TRENDii team partnered with some of Australia's best known content brands for women including Are Media's *Better Homes and Gardens, Home Beautiful*, and Homes To Love.

> *"The digital sites in Are Media's homes portfolio have been established to bring customers style and decor inspiration. With TRENDii, this inspiration is now shoppable and our audience can't get enough of it! The technology allows for instant purchases, and seamlessly fits with the content so consumers are able to engage when and how they want to, which complements our ecommerce strategy well."*
>
> - *Laura Leisk, Head of Affiliates & Ecommerce Are Media*

How does TRENDii help retailers in homewares?

1. Since consumers can shop from an inspirational look or style they find anywhere, TRENDii makes sure retailers' products are the ones they find
2. When a potential customer wants to shop a look, TRENDii's AI-powered algorithm instantly tags a retailer's products if they are a similar match
3. TRENDii eliminates the need for customers to "search". By placing a shoppable ad with a product front and centre, it creates a seamless customer journey that is much more likely to convert to a sale
4. TRENDii Ads uses contextual targeting which allows retailers to advertise their products in context, everywhere.

For more information on TRENDii, visit https://business.trendii.com/ or contact Aaron@trendii.com.

About TRENDii: TRENDii enables pre-search discovery for fashion and homewares brands by turning image and video content into instant shopping experiences, enabling consumers to shop from the moment of inspiration. This happens via AI-driven contextual and shoppable ads that match publisher content with similar products from retail brands. Brands find new customers with sustainable acquisition costs, publishers can monetise their content in a new way, and audiences see relevant advertisements that they'd like to engage with.