

## How CITY Furniture Streamlined 3D Operations to Drive Efficiency and Sales

CITY Furniture simplified and unified its 3D ecosystem with 3D Cloud. The result was faster workflows, consistent content, and measurable sales growth. By managing all 3D applications on one platform, the company improved operational efficiency and achieved a 5.2 percent increase in revenue per session with the 3D Cloud Sectional Configurator.

*“ We’re redefining what it means to shop for furniture in the digital age. By working with 3D Cloud, we can deliver accurate, interactive experiences that make shopping easier and more inspiring for every customer. ”*

Andrew Koenig, CEO, CITY Furniture

# +10%

revenue per session  
on configurable  
collection pages



### Company Fast Facts

- *Founded in 1971 (as Waterbed City)*
- *Headquartered in Tamarac, Florida*
- *Top 20 U.S. furniture retailer*
- *30 + showrooms across Florida*
- *4800+ employees*

# Overview

CITY Furniture, a Top 20 U.S. furniture retailer, wanted to get more value from its 3D investment. Multiple vendors and disconnected systems made it hard to maintain content and slowed down updates.

By partnering with 3D Cloud, CITY Furniture brought all 3D operations together on one connected platform. The result was smoother processes, more consistent visuals, and a measurable impact on sales.



## The Challenge: Deliver 3D Experiences Efficiently

CITY Furniture's teams were using several different 3D tools for visualization, configuration, and design. Each tool required its own process and vendor support. This slowed down content updates, increased cost, and made it hard to scale new products.

The company needed a solution that would:

- Centralize assets and workflows
- Improve speed and content consistency
- Support both online and in-store 3D experiences
- Make it easier for associates and customers to work with 3D

# The Solution: One Platform for All 3D Applications

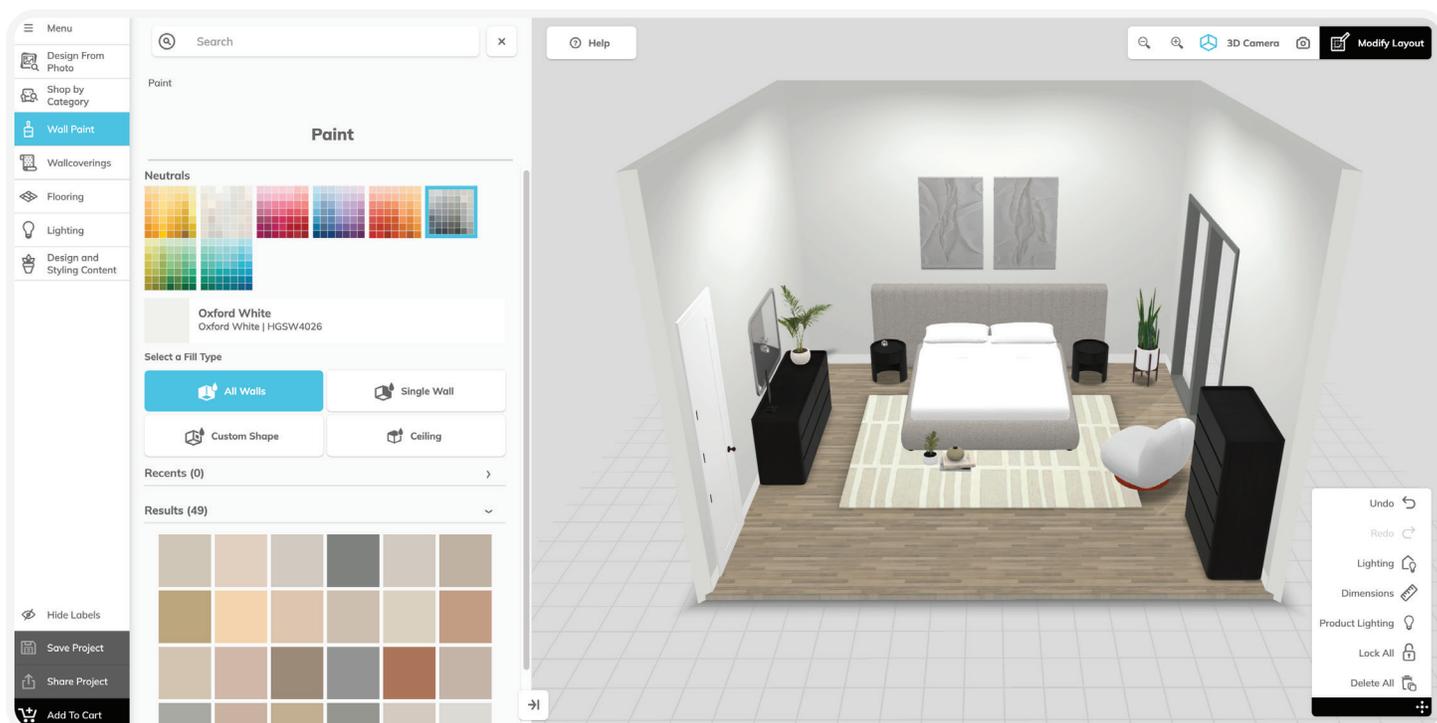
CITY Furniture chose 3D Cloud to manage all 3D operations, from content creation to publishing, in a single system.

The platform powers:

- **API feeds renders directly into product detail and product listing pages.** Imagery is always accurate and up to date; allows for uniformity and customization of size, file type, and product rotation.
- **360° Spins** – interactive product visuals online
- **WebAR** – life-size product placement at home
- **3D Room Planner** – real-time layout and design collaboration
- **Modular Configurator** – custom sectional and modular seating design

*“Efficiency and innovation drive our roadmap. With 3D Cloud, we manage assets and data in one workflow, move faster, and scale easily.”*

Jon Gobeli, VP of Digital Commerce, CITY Furniture



# Results: Engagement, Efficiency, and Sales Growth

For example, the 3D Cloud Sectional Configurator has seen early success with high interaction rates and a 5.2 percent increase in revenue per session.

# +10%

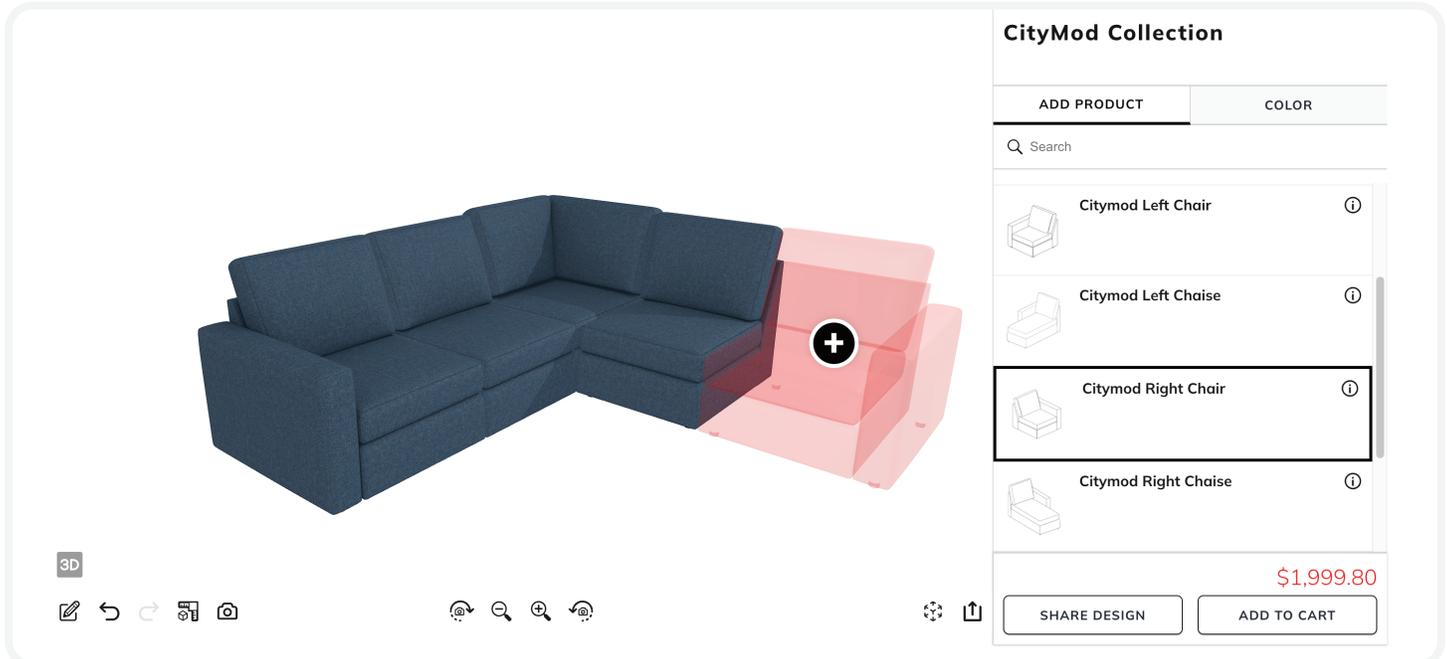
Revenue per session on configurable collection pages

**+46%** Lift in add-to-cart rate when configuration is an option

**+18%** Lift in average order value for customers who click on 'Build Your Own'

**4.41** Avg. session duration (in minutes)

CITY Furniture's unified 3D platform improved engagement, boosted conversion, and increased revenue. Associates and customers now use the same intuitive 3D tools to make design decisions faster and with more confidence.

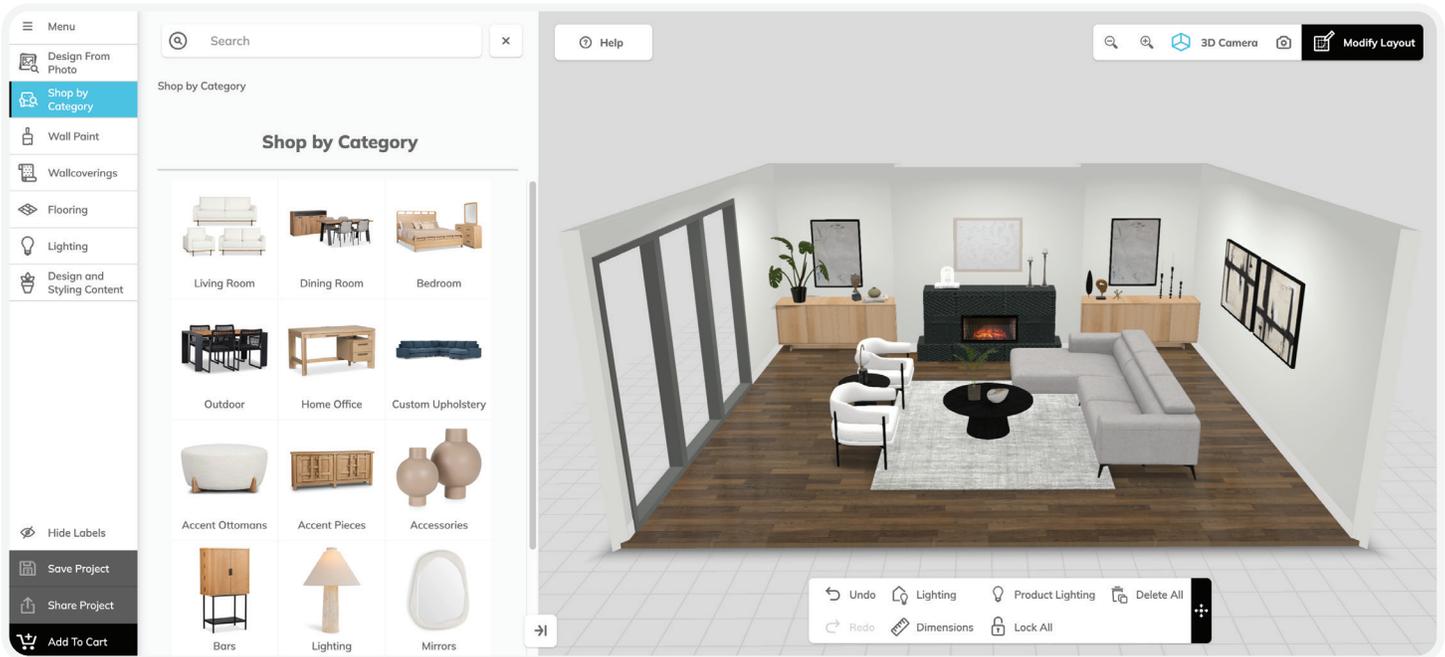


*"3D is changing the way customers shop, and we're making it intuitive, engaging, and efficient at scale."*

Andrew Koenig, CEO, CITY Furniture

# Outcomes: One Platform, Every 3D Use Case

- Unified 3D operations under one vendor and workflow
- Consistent 3D content across all channels
- Faster product launch cycles and content updates
- Higher engagement, conversion, and revenue performance



## Why It Matters

CITY Furniture's story shows how simplifying 3D operations can create measurable business value.

By using 3D Cloud:

- **Smart operations.** Centralized workflows cut redundancy and manual effort.
- **Faster speed to market.** New products and configurations are published quickly.
- **Consistent quality.** The same assets power every 3D experience, from spins and AR to room planning.
- **Strong ROI.** The 3D Cloud Sectional Configurator alone drove a 5.2 percent increase in revenue per session.

For more information, visit [3Dcloud.com](https://3dcloud.com).