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IONE
HomeDecoHub

Bodahl Møbler Embraces HomeDecoHub.com as a Key Driver for the Future of Furniture Retail

Bodahl Møbler, the renowned Danish furniture manufacturer, is a frontrunner in embracing HomeDecoHub.com – the innovative digital platform revolutionizing furniture retail. With advanced tools for room planning, product configuration, and photorealistic 3D visualization, HomeDecoHub is changing how furniture is sold and showcased.

Bodahl Møbler as a HomeDecoHub Ambassador

Together with other leading brands such as Henders & Hazel, Xooon, Inhouse, Baenks, Maxfurn, Richmond Interiors, De Eekhoorn, and PMP, Bodahl's catalog is now largely available in fully configurable 3D models. Retailers can use these directly within their customer advisory process.

Increased Sales Performance through Realistic 3D Visualizations

HomeDecoHub enables retailers to serve their customers faster and more effectively by providing compelling visual advice. Shoppers see photorealistic previews of their configured products placed directly in the context of their homes, increasing confidence and significantly boosting conversion rates and average order values. With proven results of up to 80% conversion and a 50% increase in average order value, HomeDecoHub is the ultimate sales tool for furniture and home décor retailers. For a store with an annual revenue of €10 million, this translates into a revenue increase of over €1 million.

Internal Applications at Bodahl

Bodahl strongly believes in the platform's potential and uses HomeDecoHub internally as well. It supports marketing asset creation, assists sales agents in conversations with (potential) dealers, and plays an active role in showroom planning and trade fair preparations.

