

# ASHLEY FURNITURE INDUSTRIES



## NICHOLAS LEZIN, VICE PRESIDENT MARKETING

Nick Lezin is the Vice President of Marketing for Ashley Furniture Industries Inc., the world's largest manufacturer of furniture and #1 retailer of furniture and mattresses in North America. Nick has 15+ years of eCommerce and marketing experience. In his current role, he drives customer acquisition, retention, and engagement, working to transform the way furniture is bought and sold by embracing emerging technologies and ever-changing consumer shopping behaviors.



Ashley Furniture Industries, Inc. (Ashley) is the largest furniture manufacturer in the United States and one of the largest in the world. Established in 1945, Ashley offers one of the industry's broadest product assortments to retail partners in 123 countries. From design through fulfillment, Ashley continuously strives to provide our customer with the best values, selection and service in the furniture industry. We are passionate about every piece of furniture we build, from the finest detail to the largest idea. From the moment we conceive of a design, to the point that our furniture is produced in our world class manufacturing operations, and ultimately packaged, delivered and accepted into the home -- we aim for complete satisfaction.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Launch CRM + Marketing cloud + new website. Develop 360 view of customer. Leverage AI to improve marketing effectiveness, retention, LTV.

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Bronto, Bluecore, Salesforce sales/service cloud, demandware.

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

30

### NUMBER OF STORES

500

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Tie together online/offline/social/customer service engagements to tie together 360 view of the customer and delivery relevant personalized 1-1 messaging to them. Leverage capabilities of DMP to expand targeting out to prospecting audiences.

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Internal development resources, complex business model, inconsistent technology/infrastructure across business.

## What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance:

A=High Priority B=Priority C=Interest D=Low Priority E=Not A Priority

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Mobile Strategy, App Data And Insights	D
Custom Audience Creation And Data To Drive Personalization	B
Creating Mobile And Web Apps To Reach Customers And Service Enterprise Needs	E
People-Based Marketing	A
Transforming The Digital Customer Experience With An Omnichannel CMS	B
Universal Content Management That Provides Brands A Single Content Repository And Marketing Platform	E
Improving Digital Customer Experiences With AI Driven Insights	D
The Convergence Of AdTech And MarTech	A
Commerce And Loyalty Mobile Apps For Retailers	C
Omni-Channel Digital Experiences And Personalized Communications	C
Effectively Using Data And Technology To Create A Unified Strategy That Personalizes Our Customer's Experiences Across Digital And Retail Platforms	B
Digital Experience Strategy, Design And Implementation	E
Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Creating A 360 View Of The Customer To Enable People Based Marketing Across All Channels	A
Improve Effectiveness & Efficiency Of Ad Spend & Customer Marketing To Drive Customer Acquisition With A Data Management Platform	A
Increasing Mobile Web And App Revenue	D
Future Of Search Marketing	A
Digital Asset Management	E
Creating Connected Search Marketing Campaigns Along The Entire Customer Journey	B
Inspire Customers To Act With AI Generated Language	D
Location Data And Insights For Integrated Marketing Decisions	A
Omnichannel Ecommerce Technology And Operations Services	E
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	A
Omni-Channel Commerce & Payment Security	E
Driving In-Store Shoppers With Local Search Marketing	A
Marketing + IT = A Roadmap To Digital Transformation	A
Social Advertising (Data, Transparency & Performance)	B
Increasing In-Store Sales With Digital Advertising	C
Content Marketing: Building Audience And Driving Sales Through Original Content And Brand Storytelling	N/A