

# Optimizing Digital Strategy to Improve ROI and Drive Growth

**Company Name:** CITY Furniture  
**Industry:** Retail  
**Revenue:** \$260 approx  
**Employees:** 1,001-5,000



## Mission-critical priority

The CMO at CITY Furniture was NTR and tasked with driving innovation and accelerating growth from digital. In order to do that he needed to upskill his organization, drive agility and efficiencies, and build a digital strategy and measurement strategy to hit growth goals and improve ROI.



## How Gartner helped

- **Gartner's Digital IQ Score tool** helped the client to benchmark their performance against competitors across various categories and metrics.
- **Expert advice and support** helped the client make informed decisions on media spend, vendor management, and coached the strategic team to optimize marketing spend to improve ROI.



## Outcome

With support from Gartner for Marketing, the client successfully:

- **Achieved a 44% CAGR** on website growth
- **Accelerated decision making** amongst the C-suite
- **Saved 3x the time needed** to transition into a new-to-role CMO

“The Digital IQ score is something that we really lean on to be able to understand how we’re ranking against the rest of our competition. We get a lot of key learnings- into what top brands are doing. We take these and apply to our roadmap right away.”

– Andy Hill, Chief Marketing and Innovation Officer, City Furniture