

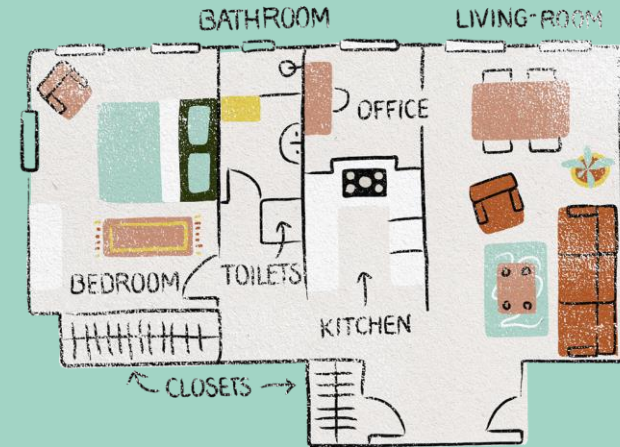
Building new consumer behaviors

feather



Who we are & What we do

A next-generation furniture rental service, offering a smarter alternative to furniture ownership.

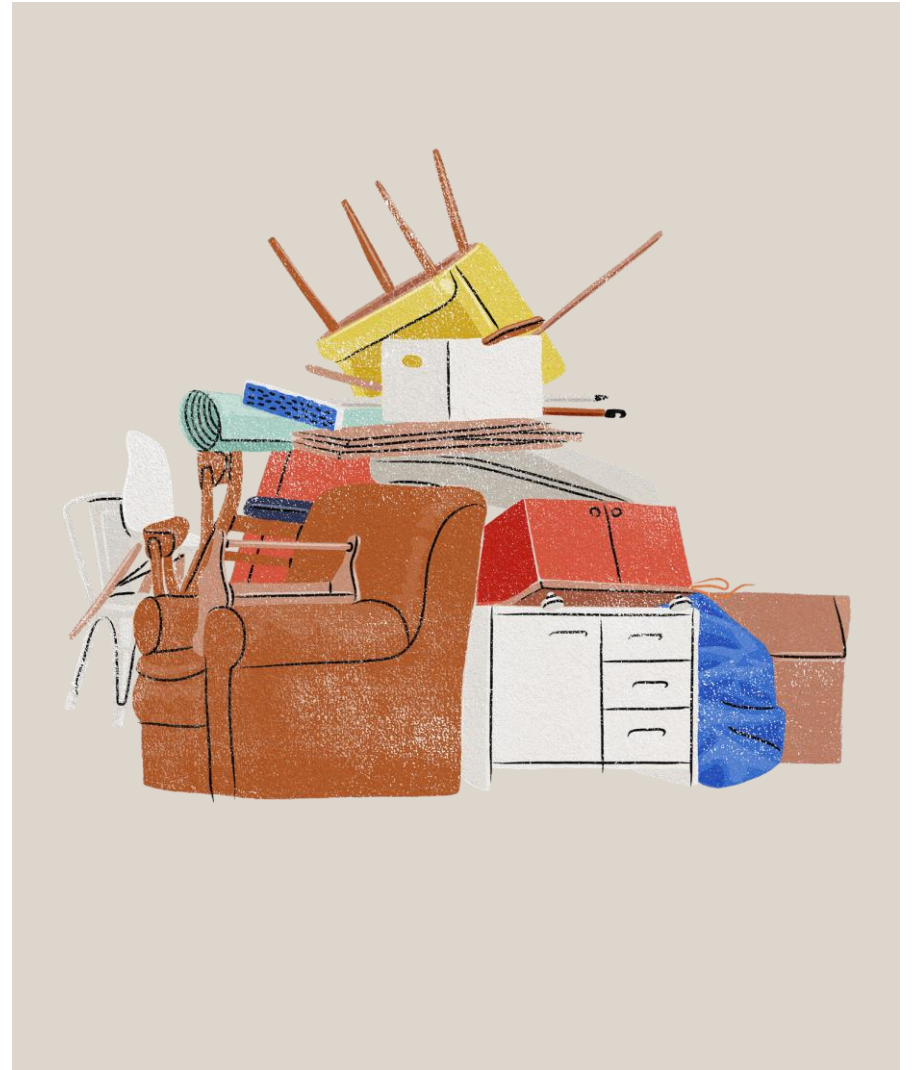


Why we do it

#1

Fast furniture is a thing.

About 20 billion lbs of furniture ends up in landfills every year.



Why we do it

#2

Millennials move often

About 7-12 times before they settle down.



Why we do it

#3

Ownership isn't a necessity anymore

Sharing economy is now mainstream





What keeps us up at night:

How do we build a new consumer behavior?

Our approach



1.
Live your mission - from paper to product and service



2.
Understand the behavioral barriers for your audience



3.
Define messaging and Channels



4.
Reflect it all in the digital product experience



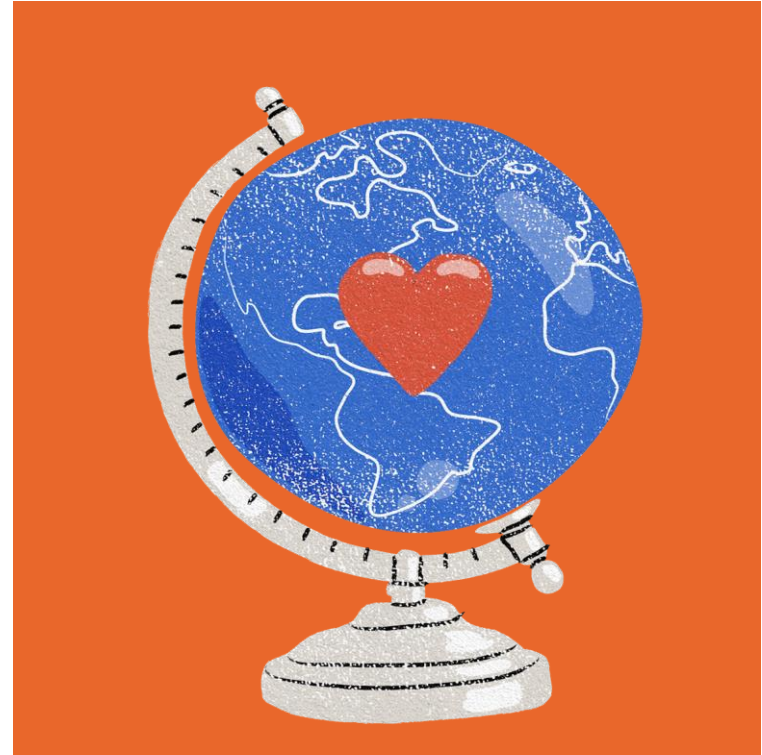


**1. LIVE YOUR MISSION –
FROM PAPER TO PRODUCT**

Built to last furniture + carbon neutral deliveries



BUILT
TO
LAST

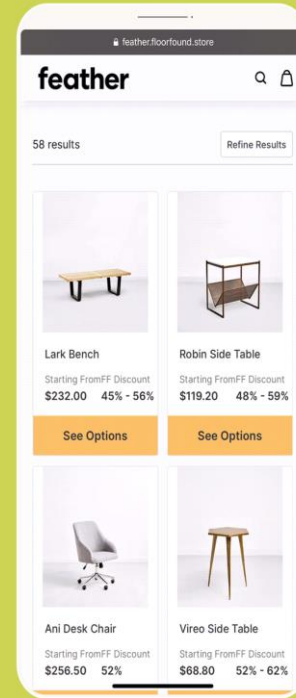


Forever Home - Earth Day Initiative

Today we're launching Forever Home by Feather, our sample sale, where you can buy retired Feather items for up to 60% off retail price.

Just like all Feather furniture, these items have been previously loved.

NEVER
TRASHED
ALWAYS
TREASURED



Forever Home by Feather:
another way to keep furniture
in homes and out of landfills
and save money

Swipe Up to Shop





2. UNDERSTAND THE BARRIERS

Legitimate but very addressable barriers

How does this work ?

I have pets. I'm afraid they'll ruin the furniture.

Is this good quality furniture?

Am I throwing money down the drain?



But also, very strong proof points

White glove service

Modern furniture

A-class customer service team

Real people!





3. MARKET!



We set out with simple goals.

**Increase our perceived value
and drive conversions at an
acceptable CAC!**

A few principles -

1. Always bet on the creative.
2. Test. Wait. Iterate. Test. Scale.
3. Brand and performance are not mutually exclusive.
4. Measure everything.



Testing messages and channels

Why Renting Just Makes Sense:

- ✓ Rent for the self-care.
- ✓ Rent for the ✨aesthetic✨
- ✓ Rent for the financial hack.
- ✓ Rent for the street cred.

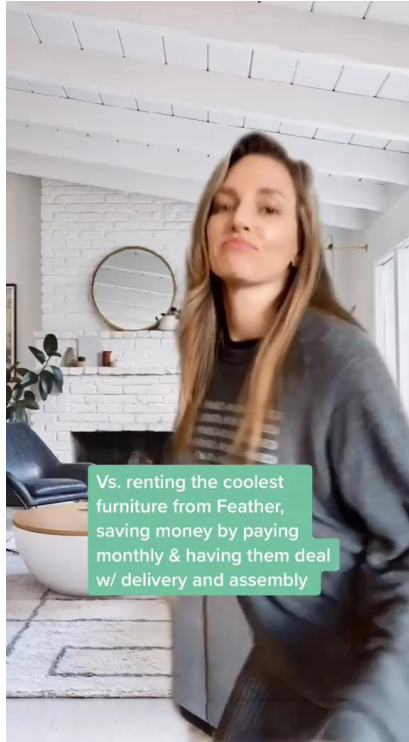
Just say NO to:

- ✗ Crazy high moving costs
- ✗ Throwing your back out
- ✗ Tension with your roomies
- ✗ Swedish meatball meltdowns
- ✗ Over-complicated instructions
- ✗ Saturdays you'll never get back
- ✗ Flimsy furniture that breaks

Would you rather...

RENTING	BUYING
Easy one-stop online shopping	Labyrinth of options
Assembly and setup included	*Googles "particleboard hack" while crying*
Rent and reuse	Landfill angst
Streamlined pickup on us	Logistical stresssss

Reinforcing our message with millennials



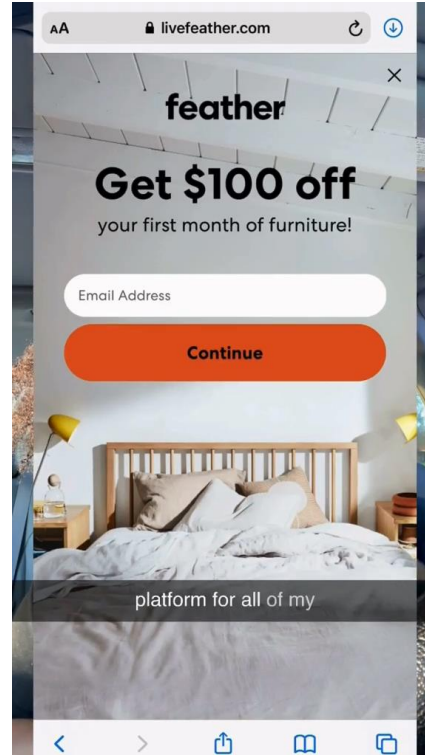
Vs. renting the coolest furniture from Feather, saving money by paying monthly & having them deal w/ delivery and assembly

 **tawnyaschultz**
The Money Life Coach · 3-25

Follow

Rent the cutest furniture & save money money. @livefeather
#featherpartner #savingmoneytip #rentingsvsbuying
#movingdaysoon #movingtime

🎵 original sound - The Money Life Coach

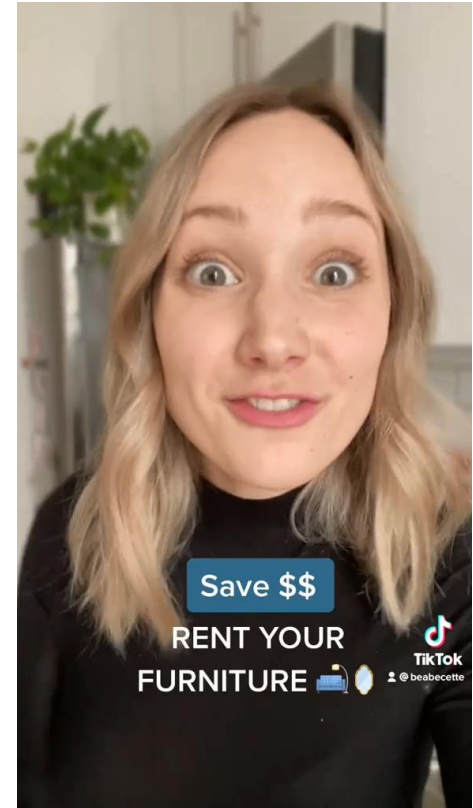


 **alyssiajane**
AJ - The Student Boss · 1w ago

Follow

For my Bosses on a budget! @livefeather#furnitureforless #savings
#budgetwithme #entrepreneur #officesetup #officeorganization
#ad #featherpartner

🎵 original sound - AJ - The Student Boss



 **beabecette**
Bea Becette · 3-26

Following

save money, rent furniture! @livefeather #featherpartner
#savemoney #decor #singlelife #ecofriendly #rentershack

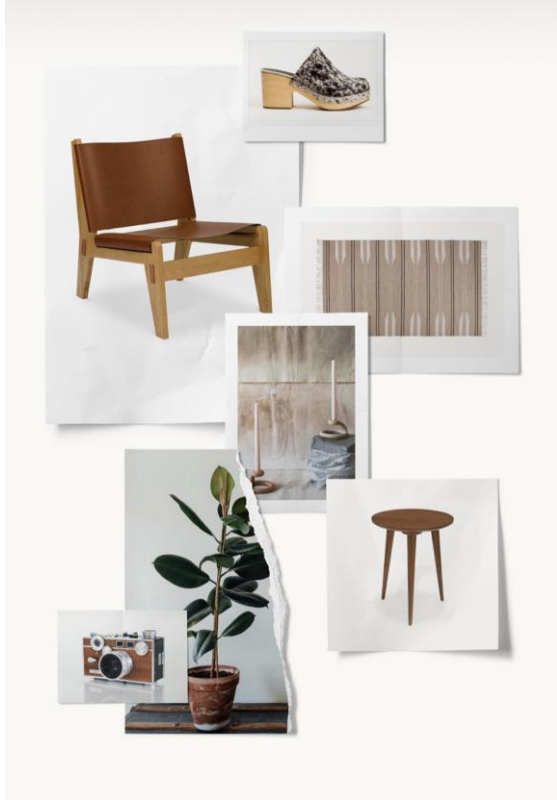
🎵 Dreamy Vibes - Ocean Bay Jazz



Testing messages and channels




Doubling down on owned channels



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DM AN INTERIOR DESIGNER



This is my floor. What sofa would you recommend?

► Photo

This floor is such a statement! Monochrome would be a bold and dramatic look.



Enhanced our customer experience: Feather Perks

Partnered with like-minded brands to continue to increase perceived value of Feather to our 12 month members.





4. DIGITAL EXPERIENCE!

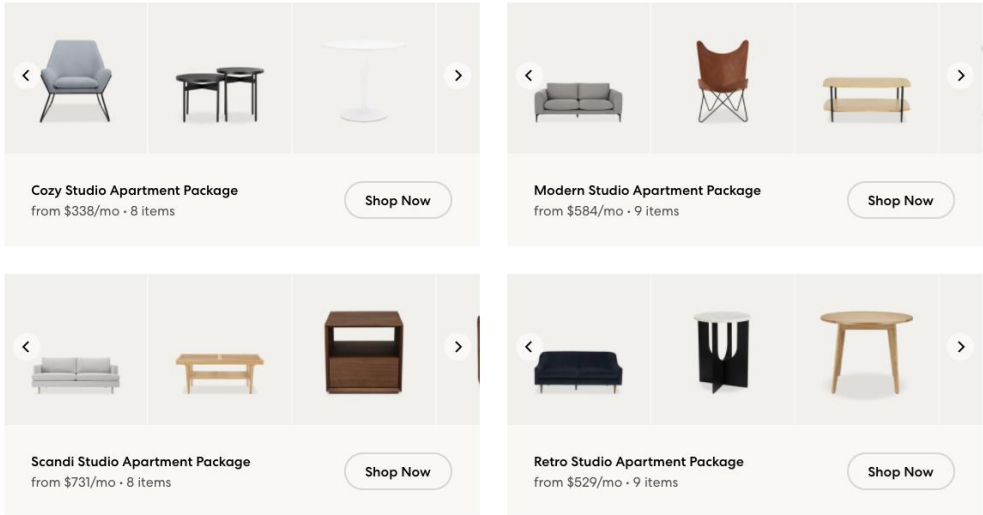
Build an offering that customers want

Designing personal spaces can stump us more than we care to admit. We made it easier by offering over 20 curated **packages** by room and apartment type.

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Shop Curated Packages

Studio Apartment



Package Name	Price	Items
Cozy Studio Apartment Package	from \$338/mo	8 items
Modern Studio Apartment Package	from \$584/mo	9 items
Scandi Studio Apartment Package	from \$731/mo	8 items
Retro Studio Apartment Package	from \$529/mo	9 items



Build an offering that customers want

Offered a short-term and long-term rental plan to meet varying consumer needs

Current plan selection

Short-Term Plan

\$0/month + full price furniture rent

- ✓ 3-month minimum
- ✓ Delivery & assembly - \$99
- ✓ End of plan pickup - \$99
- ✓ Change your space anytime - \$99 per trip

[Change Delivery Zip Code: 10075](#)

Annual Member

\$19/month + discounted furniture rent

- ✓ 12-month minimum
- ✓ Delivery & assembly - Included
- ✓ End of plan pickup - Included
- ✓ Change your space anytime - \$99 per trip
- ✓ Up to 60% off monthly furniture payments ?
- ✓ \$19/month membership fee (helps us service you on an ongoing basis!)

[Switch to Annual Member](#)

[Learn more about furniture minimums here](#)





How are we doing?

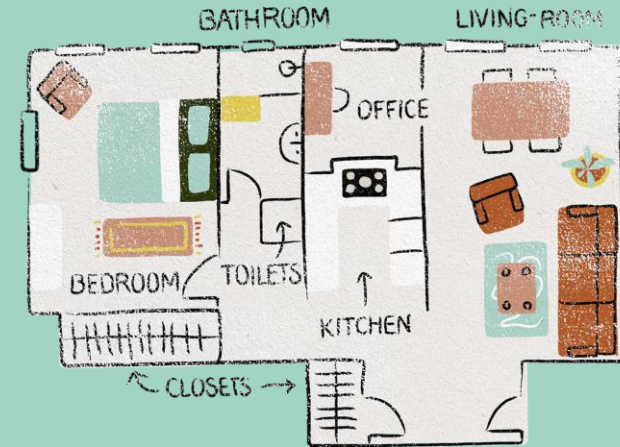
10K happy Feather customers

Inc's Best in Business 2020

Strong employee retention

Key Takeaways

1. Define, understand, and live inside the problem. Marketing is not always the solution - the right product and site journey will increase marketing effectiveness.
2. Marketers, product managers, and UX designers and product designers all understand the consumer from a specific perspective. Marketers must have command over the holistic view of the consumer.



Thank You