

# Rugs USA returns to Roomvo and sees a 7.3% sales surge

## The challenge

Rugs USA wanted to elevate the digital shopping experience with a seamless room visualization tool that met its high standards for speed, simplicity, and shopper impact.

After initially partnering with Roomvo, the ecommerce retailer tested a different provider in search of additional customization options. But the switch didn't pay off. Setup was complex and time-consuming, the visuals lacked polish, and the experience didn't deliver the speed or simplicity shoppers expected.

"We saw a meaningful gap in both performance and ease of use," said Jared Lichtenstaedter, Senior Product Designer at Rugs USA. "In comparison, Roomvo stood out to our previous provider, Roomvo stood out in the quality of the visuals, how quickly shoppers could see rugs in their spaces, and how frictionless the entire experience was."

On top of performance, Roomvo had also introduced the very features Rugs USA had been seeking — including direct PDP integration — making the return to Roomvo an easy decision.



## RUGS USA

### About Rugs USA

Rugs USA is a leading ecommerce destination for stylish, affordable rugs. With a vast catalog and seamless shopping experiences, the brand helps millions of consumers find the perfect rugs for their homes.

**Industry:** Home decor, ecommerce

**Headquarters:** New York, United States

**Founded:** 1998

**Annual revenue:** 118.8 million USD

**Roomvo products:** [Roomvo visualizer](#)

**7.3%**

Increase  
in sales

**3.4x**

Higher  
conversion rate

**5.5x**

Higher add-to-  
cart rate

**4.6x**

More products  
viewed per session

**4.4x**

More time spent  
per session

## The solution

Rugs USA returned to Roomvo in August 2024, aiming to restore the intuitive shopping journey their customers loved — and to drive measurable business results.

Rugs USA re-implemented the **Roomvo visualizer** across its ecommerce experience in just six weeks, allowing shoppers to see rugs in their homes in seconds. The technology requires no app download, no sign-ins, and no complicated steps — just immediate room visualization with exceptional visual quality.

“Shoppers love how seamless the Roomvo experience is,” said Lichtenstaedter. “The visualization quality is far superior; texture, pile height, and color are all so much clearer to see.”

Key to the re-implementation was **Roomvo Direct**, which lets shoppers visualize rugs right from the product pages — exactly the seamless flow Rugs USA had been looking for.

“Roomvo is simply a much better experience for the end user. It’s faster, simpler, and more effective — and the results speak for themselves.”

**Jared Lichtenstaedter**  
Senior Product Designer, Rugs USA

## The results

Rugs USA saw a 7.3% increase in sales — adding \$6 million in incremental revenue — after returning to Roomvo, sales they wouldn’t otherwise have closed.

In fact, shoppers who use the Roomvo visualizer are 5.5x more likely to add rugs to their carts and 3.4x more likely to convert, directly contributing to higher revenue.

“Roomvo is simply a much better experience for the end user,” said Lichtenstaedter. “It’s faster, simpler, and more effective — and the results speak for themselves.”

Shoppers are also far more engaged, viewing 4.6x more products and spending 4.4x more time per session with Roomvo.

“We’re delighted to be back with Roomvo,” said Lichtenstaedter. “It’s been a night and day difference in terms of experience and results — and we’re excited to explore new integrations.”



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