Couch loving communities – Pepper Sq

.i Join the Dots
Salocin Group

Uncertain times need reassuring voices

Pepper Sq – a bespoke furniture business – knew that word-of-mouth was super powerful for their business.
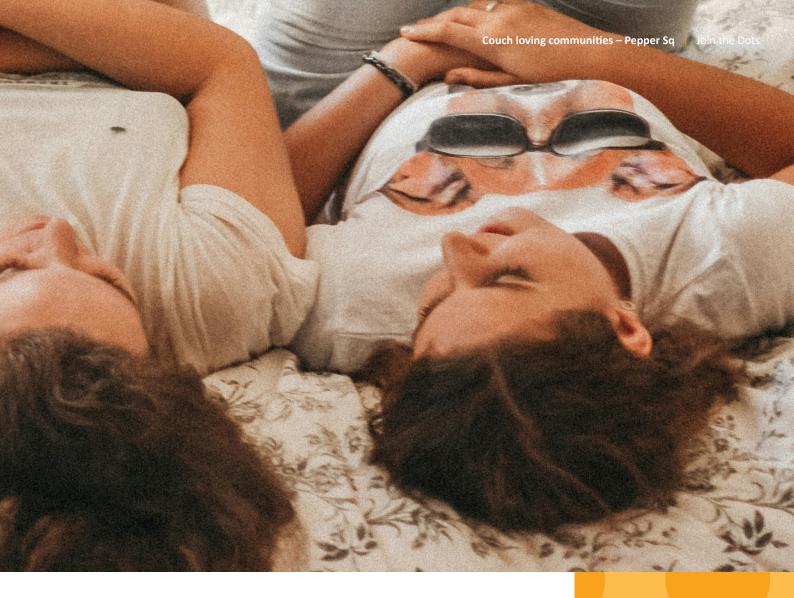
But they had no idea how to make the most of it. They were also aware of the uncertainty around online furniture shopping, especially after the liquidation of Made.com. This made those peer-to-peer recommendations even more important and impactful.

Finding the fearless

Combining forces enabled us to find the communities that count.

We worked alongside Herdify – who use AI to find real-world communities. Using our data-led insights, we implemented a three-month trial, testing areas where we had found strong Pepper Sq communities vs those without.

This meant Pepper Sq could engage with prospective customers whose fear had already been removed, and who were aware of their brand.

A trailblazing trial

Finding those all-important pockets of Pepper Sq champions really paid off.

- **82% of the revenue** was generated in community areas
- Community areas returned **£7.60 for every £1 spent**
- CAC significantly improved
- They could focus on **people** who are more likely to have already heard of them
- **Brand awareness** and category positioning improved