



Office Furniture: \$35,360 in Monthly Referral Orders in Three Months

Illustrative case study. The company, campaign and results below are fictional and show a modeled scenario, not verified client outcomes.

The Challenge

An online retailer sold adjustable desks and office chairs for people setting up a home office. Its product pages had attractive photos and specifications, but shoppers still struggled to decide what would fit their room, their height and their budget.

Questions such as “Which desk fits a narrow apartment?” and “What should a tall person check before buying a chair?” brought shoppers into Reddit threads and AI conversations. Competing brands appeared in those answers more often, even when the retailer stocked a suitable product.

At the start of this scenario, the retailer was recommended in seven of 100 recorded AI answers. Reddit and identifiable AI referrals generated 320 monthly visits and eight orders. The average order value was \$680.

The Solution

The three-month campaign would help shoppers answer the practical questions that held up a purchase. Launch Club would work with the retailer's product team to explain dimensions, adjustment ranges, assembly requirements and return terms in plain language.

The team would turn those explanations into buying guides and useful community contributions. Each guide would connect a specific need to a small set of suitable products, with enough detail for shoppers to rule out the wrong fit before ordering.

The Work

- Map 30 purchase questions across small rooms, taller users, shared workspaces and first-time desk buyers. Check which questions already led to active Reddit discussions.
- Publish six buying guides with measured dimensions, comparison tables, assembly photos and clear delivery information. Keep product recommendations tied to specifications the retailer could verify.
- Update 12 product pages with answers drawn from customer-service conversations, including minimum desk height, chair clearance and packaging size.
- Publish nine educational posts and 75 relevant comments over three months. Company representatives would disclose their connection and participate only where communities permit commercial contributors.
- Add links between buying guides and appropriate product pages. Give shoppers a direct route to measurements and return terms before they reach checkout.
- Benchmark 50 purchase prompts across two AI platforms monthly. Record the answers and citations, then use the gaps to choose the next guide or page update.

The team would also review questions from visitors who reached checkout but did not buy. If shoppers repeatedly asked whether a desk could fit through a narrow doorway, the next page revision would answer it with packaging measurements and photos.

The Results

The modeled third-month results, compared with the starting benchmark, are:

- Recommendation coverage grows from seven of 100 recorded answers to 38 of 100, or 7% to 38%.
- Monthly visits from Reddit and identifiable AI referrals increase from 320 to 1,440, a 4.5x increase.
- Orders attributed to those visits rise from eight to 52 in comparable 30-day periods. The conversion rate moves from 2.5% to approximately 3.6%.
- At the same modeled \$680 average order value, monthly order revenue rises from \$5,440 to \$35,360.

The revenue figure counts 52 orders once each, before returns, taxes and shipping. Using the same attribution rule in both periods keeps assisted visits from being counted as extra orders.