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## Sales records smashed at Cushion Source

*262% increase in revenue for online custom retailer over last Black Friday*

MONTGOMERY, AL -- Online custom décor retailer Cushion Source experienced an unprecedented spike in sales on Black Friday. The online store shattered previous years' sales, with an incredible 262 percent increase in revenue over last year's record for the 24-hour period.

Design-savvy customers from across the U.S. and Canada visited the Cushion Source website on the day after Thanksgiving. Black Friday is traditionally the busiest shopping day of the year for U.S. brick-and-mortar retailers, with online businesses generally taking a backseat to the crowded stores and malls. Despite the mass appeal of shopping in person on this money-saving "holiday," Cushion Source saw a record number of website visitors and had its highest conversion rate (percentage of site visitors to percentage of buyers) in its history, more than doubling that statistic compared to a typical Friday.

In addition to custom cushions, Cushion Source sells and manufactures custom pillows, drapes, seasonal décor and umbrellas. From the expert sewers to the interior designers, and from the software professionals to the customer service members, everyone on staff is constantly researching and developing ways to improve the online shopping experience for custom home goods.

"Our goal during the buying process is to get our customers as close as possible to their final product without actually being able to touch it," Scott McGlon, president of Cushion Source, said. "With every single order being made to each customer's precise dimensions and with their chosen fabric, it's top priority that what the customer sees is what the customer gets."

Contributing to the success of Black Friday this year was making credit card-style gift cards available to Cushion Source shoppers. The gift cards were an immediate hit, McGlon said, adding to the success of Black Friday.

"These gift cards are enabling Cushion Source customers to 'give custom style,'" McGlon said. "The recipient can go to the Cushion Source website, pick the type of cushion they need and then pick out their favorite fabric out of the hundreds we offer. While we've delivered gift certificates by email in the past, providing a tangible gift card is a modern, gifting-friendly way to give beautiful custom décor to those you love, without having to measure their furniture or guess their fabric choice."

McGlon said the company has implemented various visualization elements over the past year to allow customers to feel confident during the buying process, and Cushion Source customers have overwhelmingly been pleased with the helpful tools. The web store's latest upgrade to its Fabric Gallery enables customers to see each fabric on cushions and pillows both in a room and outdoors, helping shoppers to pick the fabric that expresses their individual style.

"It all comes down to each customer's taste," McGlon said. "Every one of us is vastly different in what we want and what we need. This is why at Cushion Source we say, 'If you can dream it, we can make it.' And our customers keep coming back to us because we keep that promise."

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Cushion Source, a wholly owned subsidiary of Online Commerce Group, LLC, sells and manufactures custom upscale home décor and outdoor living products. The company was ranked in the Inc. 500/5000 list of the fastest-growing, privately-held companies in the United States in 2008 through 2011 as published by Inc. magazines. Visit Cushion Source at [www.CushionSource.com](http://www.CushionSource.com), and learn more about Online Commerce Group's diverse family of online retail websites and web developing at [www.OnlineCommerceGroup.com](http://www.OnlineCommerceGroup.com).