



December 2, 2013

## **Cushion Source Announces Record-Breaking Black Friday Sales**

*Previous years' sales crushed by 134% increase*

MONTGOMERY, AL — Online custom décor retailer Cushion Source experienced an incredible jump in sales on Black Friday. The online store crushed its previous years' sales with a notable 134% increase in revenue over last year's record for this sales event.

This year, Cushion Source utilized a three-pronged strategic marketing plan designed to drive traffic and conversions.

1. The "DisCountDown 2 Cyber Monday" marketing campaign offered escalating coupon values on select products.
2. The Black Friday discount of 25% was the single highest sitewide discount offered in the history of the company.
3. Several one-hour flash sales were held offering 40% off popular custom products.

"Our customers came to our site intent on buying, as conversions were up 59% from 3.5% to 5.4%," said Scott McGlon, President and CEO of Online Commerce Group. "Other key indicators showed strong growth as well. Order flow was up 86%, average revenue per sale was up 26% and even visit duration was up 30%."

In addition to custom cushions, Montgomery-based Cushion Source sells and manufactures custom pillows, drapes, bedding, 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.

During the past year, the Cushion Source staff has implemented various upgrades to their state-of-the-art visualization tools to increase customer confidence during the buying process. The web store's latest upgrades, including the addition of new product and fabric offerings, allow customers more choices and opportunities to design a custom product that truly expresses their individual style.

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Cushion Source, a wholly owned subsidiary of Montgomery, AL-based 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).

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