

DOVR

A DOVR FIELD GUIDE

Become the Answer

*The furniture retailer's blueprint for the AI commerce era —
when your best customer asks AI where to buy a sofa, are you
in the answer?*

**SCAN THE QR CODE TO
BOOK **A FREE AUDIT!****



OR TAP HERE

THE STRATEGIC MAP

When a customer asks AI where to buy furniture, there is only **one answer** worth being. This is the map we wish every independent retailer had — before the search bar disappeared.

1,000+

retail storefronts served
across North America

#1

Shopify partner in the home-
furnishings vertical

AI

Commerce Enablement, built
for independents

DOVR is the AI Commerce Enablement partner for independent furniture retailers. For more than a decade our team built and ran the digital storefronts these retailers depend on. This book is what we have learned, made portable.

I didn't write this book to talk about websites.

We know this industry — the slim margins, the showroom floors, the family names over the door, the suppliers, the SKUs, the seasonal markets. We know how hard independents work to earn a customer who could just as easily click over to a national chain.

But something has changed, fast. The way customers find furniture is being rebuilt around AI. A shopper used to type “leather sectional near me” into Google and scroll a page of blue links. Today they ask ChatGPT, Perplexity, Google’s AI Overviews, or a voice assistant — and get a single, synthesized answer. One store. One product. One path forward.

In traditional search, being number five on the page still got you traffic. In AI search, there is no number five. You are either the recommended store, or you don’t exist.

That is the most consequential shift to hit furniture retail since the internet itself. And here is the part that should give every owner hope: the field is being redrawn, not just tilted. You will never outspend the national players. But you can be the store AI recommends in your market — and that is worth more than any ad budget.

Read it in order or jump to the chapter you need. Either way the goal is the same: when a customer asks an AI where to buy furniture, the answer is you.

Jake Freedman

FOUNDER & CEO, DOVR

Five parts, each ending where the next begins.

Together they take you from *understanding the shift* to *running a system that compounds your advantage every month*. Throughout, recurring elements make the book usable, not just readable:

Learning Objectives

Open every section — what you'll be able to do by the end of it.

Recommended vs. Invisible

Comparison tables show the two futures available to every retailer.

Field Notes

Short, practical observations drawn from 1,000+ storefronts.

Owner's / Operator's Lens

Separate the strategic decision from the executional task.

START HERE

If you read nothing else, read **Part One** and the **90-day roadmap** in Part Five. Everything between them is the detail that makes the difference.

TABLE OF CONTENTS

01 The Shift — Why AI Changed the Rules

PG 7 The end of blue links · What AI commerce means · Why furniture is uniquely exposed

02 Understand It — How AI Decides What to

PG 12 **Recommend**

From SEO to GEO · How a model picks a store · The data problem · Six dimensions of readiness

03 Assess It — Where You Stand Today

PG 17 The AI Readiness Score · Reading your gaps · Building the business case

04 Build It — The AI Commerce Playbook

PG 22 Prepared Products · GEO · The local advantage · The connected stack

05 Scale It — Compounding the Advantage

PG 27 Measure what matters · Org & habits · The flywheel · Your first 90 days

Closing **PG 32**

Glossary **PG 33**

Sources & Notes **PG 34**

01

Why AI Changed the Rules

The biggest change to furniture retail since the internet is already underway — and most independents can't see it, because it's happening on the other side of the search bar. What changed, what "AI commerce" really means, and why your store is both more exposed and better positioned than you think.

The end of the blue-links era

For twenty-five years, getting found online meant one thing: showing up on a page of results. The customer scanned a list, clicked a few, compared, chose. The page of ten blue links was the storefront of the internet.

That page is quietly being dismantled. Ask an AI “a good store for a modern sectional under \$2,000 near Raleigh?” and you don’t get a list — you get an answer. A few sentences, two or three specific recommendations, delivered with the confidence of advice from a knowledgeable friend. Often the shopper never clicks through to any website at all.

The question that decides your future is no longer “Where do I rank on the page?” It is “Am I in the answer?”

THE ZERO-CLICK REALITY

BY 2026, MORE THAN

60%

of Google searches end without a click — the user gets a synthesized answer and moves on.

50M

shopping queries through ChatGPT every day

1 in 4

say AI beats Google for product research

FIELD NOTE

Most retailers first notice this not as an event but as erosion: impressions steady while clicks soften, the phone ringing a little less for first-time shoppers. The cause is usually invisible — it’s happening inside an AI answer the retailer never sees.

What “AI commerce” actually means

It is not a chatbot on your website or a clever ad written by a robot. AI commerce is the reality that an increasing share of buying journeys now begin, and sometimes end, inside an artificial intelligence — and your success depends on whether those systems can find you, understand you, and recommend you.

Think of it as a new layer between your customer and your storefront. The customer asks. The AI interprets, retrieves, evaluates, and recommends. The decision of where to shop now gets made one step earlier — in a conversation you’re not part of.

WHERE THAT CONVERSATION NOW HAPPENS

ChatGPT	Asks for recommendations, comparisons, “best store for...”	The dominant AI shopping assistant; tens of millions of shopping queries daily
Google AI Overviews	Reads a synthesized answer above the old blue links	Reaches shoppers who never adopted a separate AI app
Perplexity	Researches products and stores with cited sources	Favored by higher-intent, research-driven buyers
Voice & Assistants	Asks aloud, hands-free	Growing fast for “near me” and quick-decision queries
AI Shopping Agents	Delegates browsing, comparison, even checkout	The frontier: software that shops on the customer’s behalf

The common thread: before an AI can recommend you, it has to understand you. SEO was a contest of position. AI commerce is a contest of comprehension and recommendation. You don’t climb a list — you earn a place in an answer, or you don’t.

Why furniture is uniquely exposed – and uniquely positioned

Every category is touched by AI search. But furniture sits at the center of the storm for reasons specific to how people buy it.

01

A considered, high-stakes purchase

Nobody impulse-buys a \$2,800 sectional. Shoppers research heavily — exactly what AI assistants are built to serve. Furniture queries flow into AI at a disproportionate rate.

02

Uniquely messy data

Thousands of SKUs across dozens of manufacturers, each with its own format. Dimensions in a PDF, materials in a spreadsheet. Invisible to a human, a wall to a machine — the single biggest reason independents are invisible.

03

Local and personal

Delivery, white-glove setup, showrooms, design help, financing — things national giants struggle to replicate, and that “near me” AI recommendations increasingly try to factor in.

The independents who prepare for AI search **now** hold a structural advantage that compounds over time. Becoming the store AI recommends in your local market is worth more than any ad budget — and unlike an ad budget, it doesn't disappear the moment you stop paying.

The recommended store vs. the invisible store

	The recommended store	The invisible store
IN AN AI ANSWER	Named, described accurately, recommended with reasons	Absent, or described from stale third-party scraps
PRODUCT DATA	Structured, complete, machine-readable	Trapped in PDFs, supplier feeds, human-only pages
LOCAL STORY	Surfaced: delivery, showroom, service, financing	Invisible to “near me” AI recommendations
COMPETITIVE POSITION	Compounds monthly as engines reinforce the signal	Erodes as competitors get cited and you don’t
COST DYNAMIC	An owned asset that keeps working	Dependent on ever-rising ad spend just to stay seen

The nationals have bigger budgets. They do not have your local roots, your service, your supplier relationships, or your showroom. The question is whether you’ll make those advantages legible to the machines that now do the recommending — before your competitor down the road does.

DO THIS NOW →

Open ChatGPT and ask, as a shopper would: “*What are the best furniture stores in [your town] for [a category you’re known for]?*” Are you mentioned? Is the description accurate? Is a competitor named instead? That answer is your real starting line.

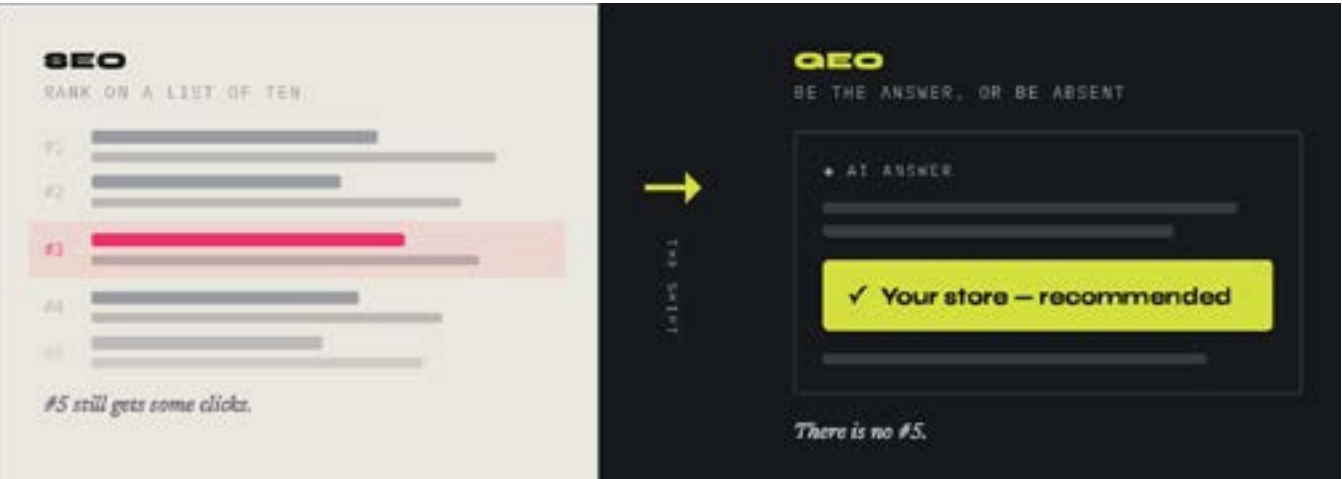
02

How AI decides what to recommend

You can't influence a system you don't understand. This part opens the black box: how AI search differs from the SEO you know, how a model actually chooses which store to name, why your catalog is invisible today, and the six dimensions that determine whether AI can recommend you.

From SEO to GEO

SEO optimized for position on a list. Generative Engine Optimization is the discipline of getting your store cited and recommended inside AI-generated answers. The shift in mindset is the whole game.



GOAL	Rank high on a results page	Get cited & recommended inside an AI answer
UNIT OF SUCCESS	A position (e.g., #3)	A mention, a citation, a recommendation
CONSOLATION PRIZE	#5 still gets some clicks	There is no #5 — you’re in the answer or you’re not
WHAT IT REWARDS	Keywords, links, page authority	Structured data, clarity, machine-readable facts
HOW A SHOPPER SEES YOU	One of ten options to compare	The store the AI suggested they trust

GEO doesn’t throw away SEO — genuine authority, accuracy, and structured data still make you credible. But your SEO foundation is no longer *sufficient*. “We’re good at SEO, so we’re covered” is the biggest mistake we see. You’re not covered — you’re well-positioned to build.

Why furniture is uniquely exposed – and uniquely positioned

Every category is touched by AI search. But furniture sits at the center of the storm for reasons specific to how people buy it.

1

Interprets the question

Parses intent, category, constraints, and location. Now it knows what a good answer needs.

2

Retrieves what it can find

Training plus live retrieval — your site, structured data, directories, reviews. Absent or thin? You're not in the pool.

3

Evaluates candidates

Clean, complete, confirmable facts are far easier to recommend than a store it has to guess about.

4

Composes a recommendation

Names a few stores and why. The moment that decides your quarter — named, or not mentioned.

Can I understand you?

Is your information structured, complete, machine-readable — or locked in formats built only for human eyes?

Can I trust you?

Is your information structured, complete, machine-readable — or locked in formats built only for human eyes?

Can I match you?

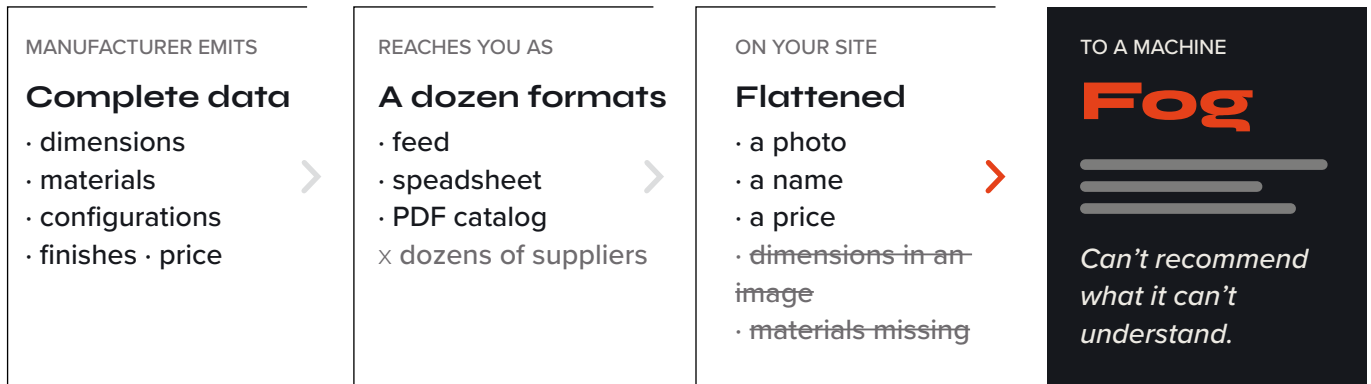
Is your information structured, complete, machine-readable — or locked in formats built only for human eyes?

FIELD NOTE

When AI gets a store wrong, it's rarely malice — it's doing its best with stale, scattered scraps because the store never gave it anything better. The fix is never to argue with the AI. It's to feed it clean, structured, authoritative facts.

The data problem: why your catalog is invisible

Follow a single product from the factory to your storefront, and watch the structure quietly disappear at every hand-off.

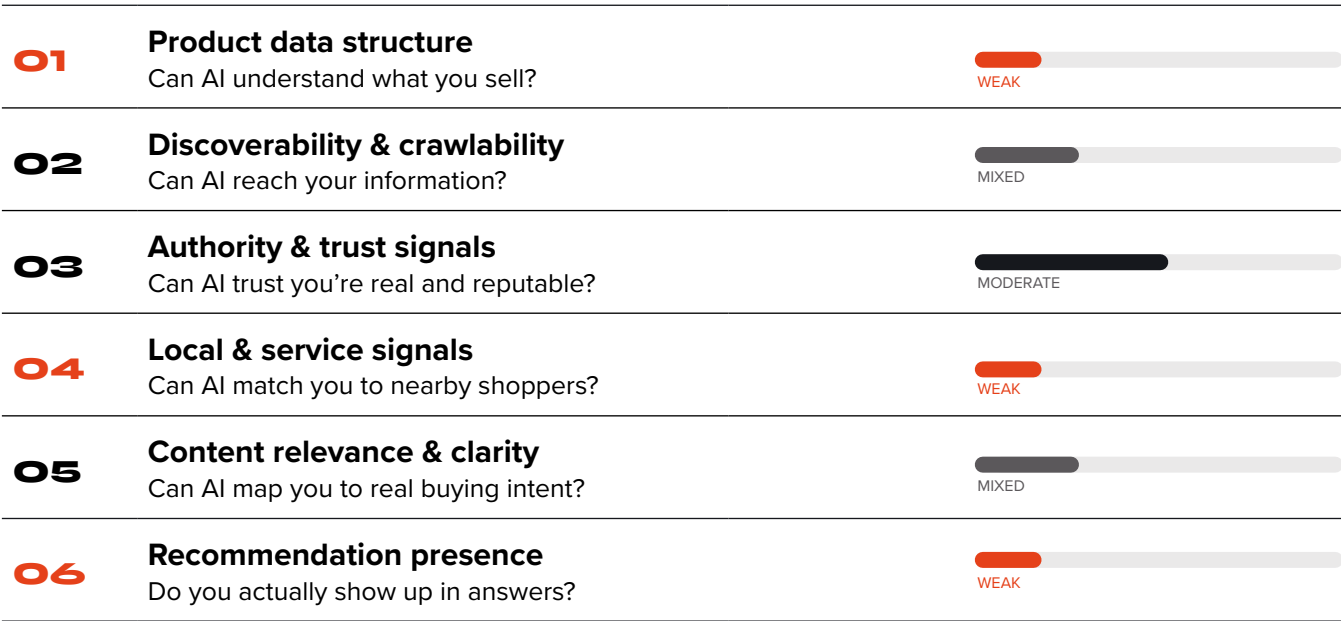


This is why a retailer can have a beautiful website, strong sales, and a great local reputation, and still be functionally invisible to ChatGPT: the information exists for people, not for machines. This is precisely what DOVR's Prepared Products technology was built to solve — turning thousands of human-only SKUs into machine-legible facts.

The gap between “invisible to AI” and “recommendable by AI” is not a content problem, an ad problem, or a website-redesign problem. It is a data structure problem — and data problems are solvable.

The six dimensions of AI readiness

Becoming recommendable isn't one switch. Across 1,000+ storefronts, the same six interlocking dimensions determine whether AI can work with a store. The bars show where most independents stand today.



Read down that column and you see why DOVR's early assessments found the majority of independent furniture retailers in the **D-or-F range**. That's not an indictment — it's a snapshot of an entire industry at the same starting line, at the same moment. The retailers who move first turn that shared line into a durable lead.

03

Where you stand today

You can't improve what you can't measure, and you can't get budget for what you can't quantify. This part turns the six dimensions into a single score, shows you how to read your gaps, and gives you the language to build a business case your whole leadership team will back.

The AI Readiness Score

Feelings don't fund projects. The **DOVR AI Readiness Score** grades a retailer 0–100 across the six dimensions, rolled into one A–F grade — the industry's first standardized measure of whether AI can find, understand, trust, and recommend your store.



↑ WHERE THE MAJORITY OF INDEPENDENTS SIT TODAY MOVE FROM F TO B FIRST ↑

A	90–100	AI reliably finds, understands, and recommends you. You're the answer, and compounding the lead.
B	80–89	Strong. You appear in many relevant answers; targeted gaps remain.
C	70–79	Partial. AI sometimes finds you, often with stale or incomplete information.
D	60–69	Weak. Largely invisible; AI describes you wrong when it mentions you at all.
F	below 60	Functionally invisible. AI cannot confidently understand or recommend you.

OWNER'S LENS

Treat it like a credit score: a single trackable number. 41 → 78 over two quarters is a story your whole org can rally around.

OPERATOR'S LENS

The value is diagnostic. Always work from the dimension-level sub-scores, not the headline composite.

Reading your gaps

The six dimensions stack — there's little point in content and authority if AI can't read your product data first. Three gap patterns show up again and again:

PATTERN 01

Beautiful but invisible

Strong brand, loyal following, healthy in-store sales — near-zero product-data score. The most common profile. The fix is foundational data work, and the payoff is steepest.

PATTERN 02

Technically fine, strategically absent

Decent site hygiene, no glaring SEO problems — but no structured data, no local signals, no presence in answers. Did the old work well, the new work not at all.

PATTERN 03

Inconsistent identity

Information conflicts across the web — old addresses, mismatched hours, a former name. Faced with contradictions, AI hedges or omits. Establish one clean, authoritative set of facts.

SEQUENCE THE WORK SO EACH FIX AMPLIFIES THE NEXT

- 1

Fix the data foundation. Structured, complete, machine-readable products. Nothing above works without it.
- 2

Make sure engines can reach it. Crawlable, accessible, exposed.
- 3

Establish consistent authority & local signals. One true identity; surface your service strengths.
- 4

Sharpen content to real buying intent. Answer the questions shoppers actually ask.
- 5

Then measure recommendation presence. Optimize against what you observe.

Do it out of order — chasing content and authority while your catalog stays unreadable — and you'll spend money decorating a house with no foundation.

Building the business case

The case rests on four arguments — each landing differently for different people in your organization. Lead with the one that fits your listener.

FOR THE OWNER

Discovery

Discovery is moving into answers, where there is no second place. Not in the answer? Not in the consideration set — full stop. Your funnel is quietly narrowing.

FOR THE STRATEGIST

Compounding

AI readiness is an owned asset. The more engines cite you accurately, the more confidently they recommend you. Early movers build a lead that's expensive to close.

FOR THE CFO

Efficiency

You won't win a spending war with the nationals. Earning recommendations is dramatically more durable per dollar than renting attention — it doesn't reset to zero when you pause.

FOR EVERYONE

Compounding

The risk isn't that AI commerce fails to materialize — it's already here. The risk is moving too late, after a competitor becomes the default answer. "Wait and see" is the riskiest option on the table.

FIELD NOTE

The single most expensive decision in AI commerce is the decision to wait. The cost doesn't show up on an invoice — it shows up as the customers handed, month after month, to the store that prepared first.

Invest now vs. wait and see

	Invest now	Wait and see
COST	A defined, manageable investment in data & GEO	<i>“Free” today; rising ad spend tomorrow to chase lost discovery</i>
POSITION	Become the answer while the field is level	<i>Try to displace an entrenched competitor later</i>
ASSET BUILT	Owned, compounding AI presence	<i>None — you start from behind</i>
RISK	Bounded and known	<i>Open-ended loss of your discovery channel</i>
TIME TO ADVANTAGE	Begins immediately, compounds monthly	<i>Begins after a rival already leads</i>

The business case isn’t really “should we invest in AI commerce.” It’s: **do we want to be the answer in our market — or spend five years buying back the customers we could have earned?**

DO THIS NOW →

Get your AI Readiness Score and its six sub-scores. Take the single number into your next leadership conversation alongside this table. A baseline plus a clear choice is the fastest way to turn a vague worry into a funded plan.

04

The AI commerce playbook

Strategy becomes execution. The four building blocks of an AI-recommendable store: structuring your catalog, earning recommendations, surfacing your local advantage, and connecting the stack that keeps it all current.

Prepared Products: structuring for machines

A prepared product is one whose every meaningful attribute exists in a complete, consistent, structured, machine-readable form. Not a photo with dimensions baked in. Explicit, labeled facts.



A motivated marketer can hand-structure a dozen hero products in a week. A real catalog is thousands of SKUs across dozens of suppliers, each changing seasonally — so this is the one investment most worth systematizing. DOVR's Prepared Products technology takes raw manufacturer data and structures it so AI engines can surface individual products at catalog scale. It comes first: every other block assumes the machine already understands your products.

OWNER'S LENS

Insist on the outcome: "Can an AI accurately understand every product we sell — today and after this season's line changes?"

OPERATOR'S LENS

If you take one project from this book: get your catalog structured and machine-readable, and keep it that way as products change.

GEO: becoming the recommended store

If Prepared Products makes you *understandable*, GEO makes you chosen. It’s the ongoing discipline of making the answer to all three AI questions a confident yes.

GEO Front	The AI question	What “good” looks like
Structured store facts	<i>Can I understand & trust you?</i>	One authoritative, marked-up identity, propagated everywhere
Intent-matched content	<i>Can I match you to this shopper?</i>	Clear answers to the questions buyers actually ask
Trust & authority signals	<i>Can I trust you?</i>	Consistent info, genuine reviews, credible mentions
Recommendation monitoring	<i>Are you in the answer?</i>	Regular observation & feedback loops against real AI output



In AI search, there is no number five. You’re either the recommended store or you don’t exist. GEO is how you become the answer

— JAKE FREEDMAN, FOUNDER & CEO, DOVR

GEO is not a one-time project. Engines change, your catalog changes, competitors move, and answers are recomposed continuously. DOVR’s GEO service is built as an ongoing practice for exactly this reason. Treat GEO like tending a garden, not pouring a slab.

The local advantage

You won't out-catalog or out-spend a national chain. But you have something they can't replicate at scale and that AI increasingly factors in: you are local, and you serve. The work is to make those real-world advantages legible to machines.

Location & service area	Explicit, structured, consistent. Where you are, where you deliver, where you'll set up.
Showroom & in-person	Surfaced as a genuine differentiator for a considered purchase — not buried.
White-glove & delivery	Stated plainly — “we deliver and set up” is exactly what a sectional shopper wants to hear.
Financing & design help	The services that turn a browser into a buyer, made visible.
Local reputation	Genuine reviews and community presence, consistent and corroborated across the web.



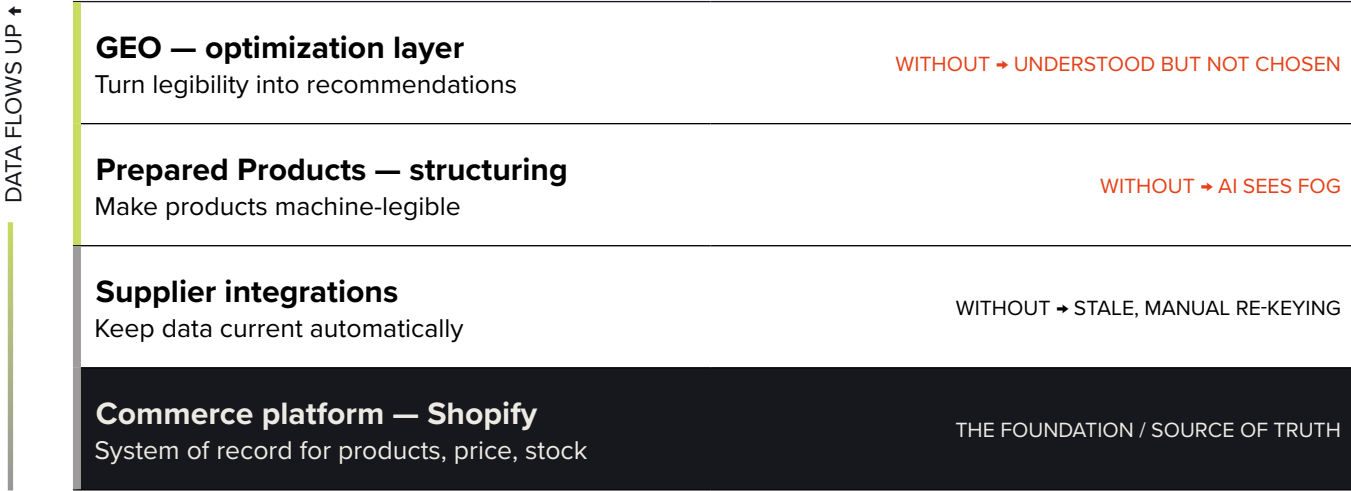
They are not going to outspend the bigger national players on advertising. But they can be the store AI recommends in their local market — and that is worth more than any ad budget.

— JAKE FREEDMAN, FOUNDER & CEO, DOVR

The local advantage is already yours — you've spent years building it. AI search doesn't create it; it gives you a new, high-leverage place to express it, where it can outweigh a national competitor's budget. Translate it into signals AI can see, and “near me” starts pointing at you.

The connected stack

A catalog is never static. Stale structured data can be worse than none. The answer is a connected stack — integrations that keep accurate information flowing automatically from source to AI-legible output.



The value is in the connections. Integrated suppliers feed structured products; structured products feed GEO; GEO feeds the recommendations that drive the business — and because it’s connected, it stays current as your catalog changes, without a person holding it together. That’s what turns AI readiness from a project you finish into an asset that compounds.

DO THIS NOW →

Map your own stack on one page: where does product data originate, how does it reach your storefront, who structures it, who optimizes it for AI? The breaks in that chain are your current ceiling.

05

Compounding the advantage

Getting into the answer is the start. Staying there — and pulling away — is a system. The new metrics that matter, who owns the work, the flywheel that compounds the advantage, and a concrete 90-day plan to begin.

Measure what matters

Keyword rankings, sessions, click-through — built for a world of lists and clicks. In a zero-click, recommendation-driven world, many of them quietly mislead. The scoreboard has to change.

RETIRE — SEO ERA Keyword rank position Total sessions Click-through rate Bounce rate	ADOPT — AI COMMERCE ERA Recommendation presence Share of answer — how often & how accurately you’re named. The new “ranking.” AI Readiness Score trajectory Not just the number — its direction. The leading indicator of presence to come. Accuracy of representation When AI describes you, is it right? Inaccurate presence can be worse than absence. Assisted outcomes Inquiries, visits & sales from customers who arrived already knowing your name.
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OWNER’S LENS

Pick two numbers to watch every month: your **AI Readiness Score** and your **recommendation presence** on your top handful of queries. If both are rising, you’re winning the channel that increasingly decides who gets discovered.

Org, ownership, and habits

You don't need a transformation department. You need clear ownership and a few durable habits — the failure mode for independents is a good start that quietly decays because no one owns keeping it alive.

Name an Owner

Someone owns “are we in the answer, and is it accurate?” Marketing lead, e-commerce manager, or the owner. The title matters less than it being someone's explicit job.

Run vs. Partner

Partner for the heavy, continuous parts — data structuring at scale, GEO monitoring. Own what only you can: your local story, service promises, voice, and judgment.

BUILD THREE HABITS

MONTHLY

Check your AI Readiness Score and recommendation presence on your top queries. Note what moved.

EACH SEASON

Make sure new lines and discontinued items flow cleanly through the stack so structured data stays current.

QUARTERLY

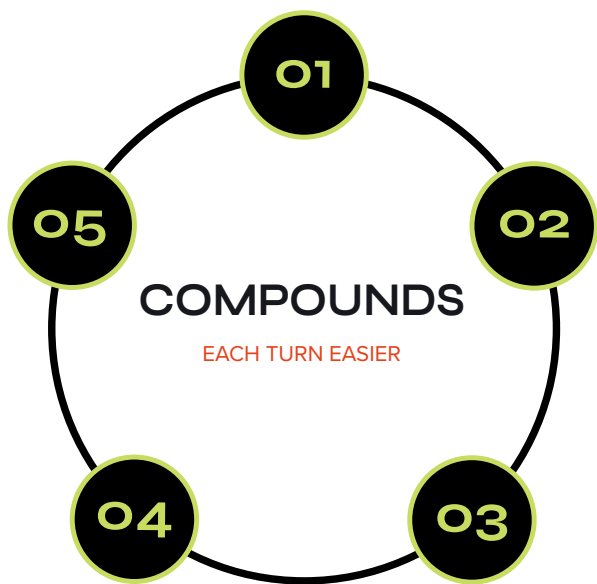
Review accuracy and gaps end to end — what's AI getting wrong, and where are you still absent?

FIELD NOTE

The retailers who pull ahead aren't the ones who bought the most — they're the ones who assigned an owner and kept the habits. Discipline, not budget, is the differentiator at this stage.

The AI commerce flywheel

Ad spend is a treadmill — stop paying and the traffic stops. AI readiness is a flywheel: each turn makes the next one easier.



- | | |
|----------|---|
| 1 | Prepare your products & store data
→ AI can finally understand you |
| 2 | GEO turns understanding into recommendations
→ AI starts naming you in answers |
| 3 | Accurate recommendations earn engagement & trust
→ Reviews, mentions & signals grow |
| 4 | Stronger signals raise AI confidence
→ You appear in more answers, more often |
| 5 | More presence drives more real customers
→ Who generate more signals — back to 04 |

The retailer who started six months ago isn't six months ahead — they're compounding ahead. Most of your local competitors are at zero. The first credible mover can become the default answer — and defaults, once AI builds confidence around them, are hard to dislodge. The flywheel rewards the brave, not the late.

Your first 90 days

You don't need to do everything at once. You need to start, in the right order. Here's a plan that follows the logic of the whole book.

See your reality

- Ask AI your top 10 queries; record the answers
- Get your baseline AI Readiness Score
- Map your data stack & mark the breaks

Build the foundation

- Structure your catalog — hero categories first
- Connect supplier & platform integrations
- Establish one authoritative set of facts

Earn recommendations

- Layer GEO onto your prepared catalog
- Make local & service advantages machine-readable
- Begin monitoring recommendation presence

Lock it in

- Re-score; compare against day-1 baseline
- Name the owner; stand up the habits
- Set your two headline numbers as the scoreboard

Phase	The one thing	The outcome
See your reality DAYS 1–15	Get your baseline score	You know exactly where you stand
Build the foundation DAYS 16–45	Prepare your products	AI can finally understand you
Earn recommendations DAYS 46–75	Layer on GEO + local	AI starts naming you
Lock it in DAYS 76–90	Assign ownership & habits	The flywheel keeps turning

DO THIS NOW →

Put a date on day 1. The winners of this era aren't the ones who waited until they understood everything — they're the ones who got their baseline and started the foundation while the field was still level.

Become the answer.

There's a pattern to every major shift in retail. A new way to find and buy emerges. For a while almost no one is ready, and the field is level. Then a few move early, build an advantage — and by the time everyone else recognizes what happened, the early movers have become the defaults. Defaults are hard to unseat.

That window is open right now in AI commerce, and unusually wide — almost the entire independent furniture industry is standing at the same starting line. You will never outspend the giants. You can absolutely be the store AI recommends in your market.

The language of AI commerce

AI commerce	The reality that buying journeys increasingly begin, and often end, inside AI systems — and the practice of making a store findable, understandable, and recommendable by them.
AI Readiness Score	DOVR’s 0–100 assessment grading a furniture retailer across six dimensions of AI preparedness, rolled into an A–F grade.
GEO – Generative Engine Optimization	Optimizing how AI models select, cite, and recommend your store and products in conversational and AI-generated search — as opposed to ranking on a results page.
Prepared Products	DOVR’s technology for taking raw, inconsistent manufacturer data and structuring it so AI engines can understand and surface individual products at catalog scale.
Recommendation presence (share of answer)	How often, and how accurately, your store is named when shoppers ask AI engines the questions that matter to your business.
SEO – Search Engine Optimization	The established discipline of ranking on traditional results pages; a useful foundation for, but not a substitute for, GEO.
Zero-click search	A search that ends without the user clicking through to an outside website, because an AI answer or overview satisfied the query directly.

Where the numbers come from

Market and behavioral statistics are drawn from publicly available 2025–2026 industry research. Figures describing DOVR’s network, technology, services, and assessment findings are based on DOVR’s own data and offerings.

AI SHOPPING & ZERO-CLICK SEARCH

- Capital One Shopping Research — AI Shopping Statistics (2026)
- PR Newswire — Nearly 60% of Americans use gen-AI tools for shopping
- Search Engine Land — New data: 77% use AI to shop
- Elogic Commerce — ChatGPT Commerce & Agentic Shopping Stats 2026
- Omnibound — AI Search Statistics (2025–2026)

GENERATIVE ENGINE OPTIMIZATION

- Similarweb — Generative Engine Optimization: The Complete 2026 Guide
- Frase.io — What is Generative Engine Optimization? 2026 Guide

FURNITURE MARKET & E-COMMERCE

- Statista — Furniture — United States Market Forecast
- Statista — Furniture market in the U.S.: statistics & facts

DOVR — COMPANY & FINDINGS

- Home Furnishings Business — DOVR Media Offers Dedicated AI Commerce Enablement at HPMKT
- Home News Now — Shopify partner DOVR Media launches AI readiness score
- Furniture World Magazine — DOVR Media Launches Furniture AI Readiness Score
- dovrmedia.com

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BOOK **A FREE AUDIT!****



OR TAP HERE

DOVR

Ready to see where you stand? Get your store's **AI Readiness Score** and a clear, sequenced path from your current grade to “the recommended store” — built for independent furniture retailers.

**SCAN THE QR CODE TO
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OR TAP HERE

DOVR | AI COMMERCE FOR FURNITURE RETAILERS

dovrmedia.com