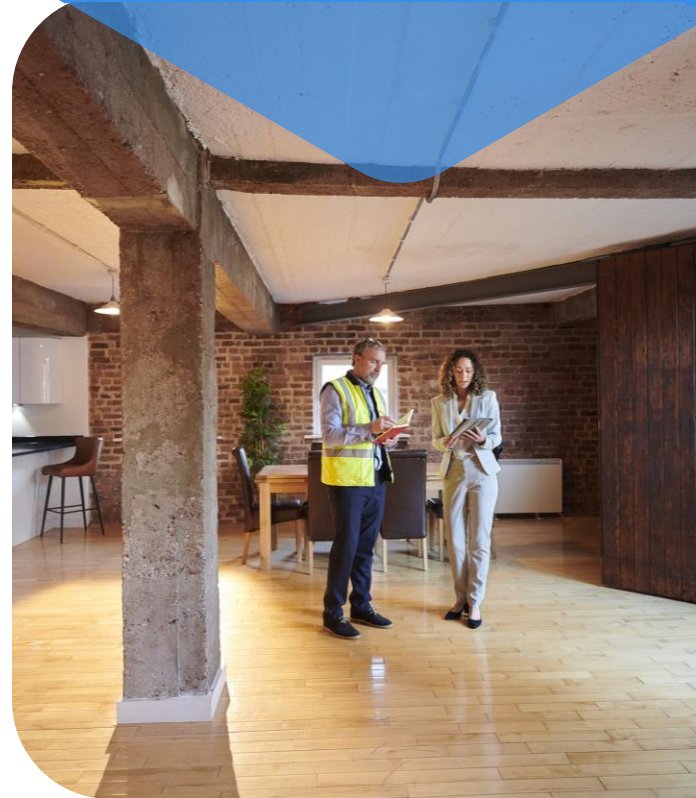


Act quicker with a connected digital experience

Build connected digital experiences that drive traffic, build trust, and convert more.

Today's flooring journey begins long before a customer steps into your store. More than 60% of buyers start their search online—and if your website isn't fast, helpful, and easy to use, most won't come back. That's why your digital storefront matters as much as your physical one.

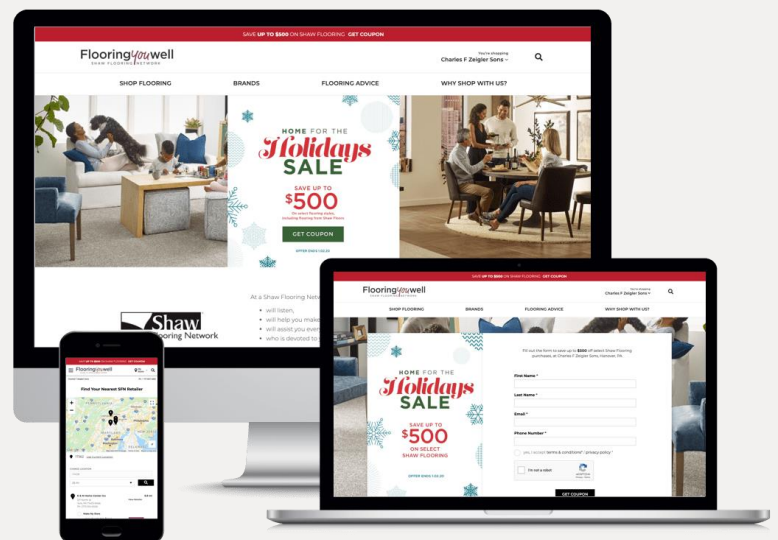
Cyncly Flooring helps residential retailers move faster and compete smarter with a connected digital experience that inspires customers, earns their trust, and makes it easy to take the next step. Whether someone is browsing product styles, ordering a sample, or requesting a quote—our platform ensures every interaction feels seamless and intuitive.



Your website should be your best salesperson

We give you the capabilities to:

- **Attract interest** Get found faster through optimized, content-rich websites.
- **Engage buyers** Help them visualize their space and explore your full range of products.
- **Convert leads** Make it easy to request samples, quotes, or appointments—online, any time.
- **Build trust** Support customers with the tools, transparency, and communication they need to feel confident in their decision.



What powers your digital experience

We deliver the core digital capabilities that flooring retailers need to win the online battle and convert more customers in-store.

Website experience

High-performance, mobile-optimized websites designed specifically for flooring retail. Load fast, look great, and work flawlessly on any device.

Seamless navigation and intuitive structure help shoppers find products, ideas, or services without frustration.

On-brand content and visuals showcase your identity and value, so you don't feel like just another generic flooring provider.

Product delivery

Integrated product catalogs allow customers to browse by category, style, price, or brand, with up-to-date specifications and images.

Sample ordering directly from the website lets buyers request real materials to review at home—reducing uncertainty and increasing conversion.

Visualization tools allow customers to upload photos of their space or room scenes to explore what products will look like in context—making decisions easier and quicker.

Digital marketing & lead capture

Search engine optimization (SEO) and local advertising strategies help you rank higher and stay visible in a competitive online marketplace.

Paid digital campaigns (search, social, display) are managed for performance, bringing high-quality leads to your site with compelling messaging and promotions.

Smart lead capture with web forms, chat widgets, call tracking, & calendar bookings ensures you don't miss an opportunity—while keeping the experience friction-free.

Online confidence builders

Ratings and reviews integration gives customers social proof and reassurance.

Flexible financing tools and promotions help customers feel confident in moving forward with larger projects.

CRM and messaging integration enables real-time follow-up with automated or personal responses, so customers never feel forgotten.

Results that speak for themselves

Cyncly Flooring customers using Digital Experience capabilities report:

- A measurable increase in website-driven lead volume
- Shorter sales cycles due to better-informed buyers
- Higher quote acceptance rates and greater overall store traffic

cyncly.com/flooring