

BECAUSE CHANGE TAKES COURAGE

Turning 18 years of losses into record-breaking growth. When Brian Seemann Broe took over as CEO of Daells Bolighus in 2023, he faced a challenge few would envy - to turn 18 years of losses into profit. Now, two years later, we revisit their journey to see how courage, data, and clarity have transformed not only their business but their entire way of thinking.

A TURNING POINT FOR A DANISH RETAIL ICON

The Danish furniture retailer, with locations in **Glostrup** and **Odense**, had been struggling to keep pace with a changing market.

Outdated marketing, lack of visitor insight, and disconnected data between **physical and online stores** made it nearly impossible to see where growth could even begin.

Brian and his team knew they needed more than intuition to change course.

They needed **clarity**. To support that, Daells Bolighus implemented Vemco's analytics platform in **September 2023**, gaining a solid foundation of reliable visitor, occupancy, and sales data. But as the team began exploring the insights, a new idea surfaced.

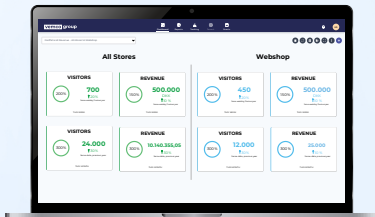
ONLINE & OFFLINE DATA

Brian wanted to understand how their **online** activities and **physical** store performance truly interacted. An idea that inspired our development team to create a custom **Google Analytics**



integration that merged online and offline sales data into one **unified** view.

The result was a **split view dashboard** - a simple, visual way for Daells Bolighus to see performance side by side across channels and locations. What began as Brian's idea to connect two worlds quickly became a **powerful decision-making tool** built around real business needs. It's a reminder of how innovation happens: by listening, adapting, and turning ideas into measurable value.



FROM DATA TO DIRECTION

With their new setup, the Daells Bolighus team could measure **campaign impact instantly**, analyse trends over time, and make decisions based on shared, real-time insights.

Data became part of their daily rhythm, supporting everything from staffing and planning to creative testing and **long-term strategy**. That growing confidence in their data became the foundation for their **next bold move**.



We've reached the point where data isn't something we check - it's something we live by. It guides how we plan our day, how we staff our stores, and how we evaluate results.

We use live dashboards to react in real time, but we also dive into historical data and reports to understand trends and make smarter long-term decisions. Over time, this has changed how we think as a business - we don't guess anymore, we know.

Brian Seemann Broe
CEO, Daells Bolighus



FØDSELSDAELLS 2024 - A CAMPAIGN THAT PROVED THEM RIGHT (MORE THAN ONCE)

In **October 2024**, Daells Bolighus launched **FødselsDaells** - an anniversary campaign that dared to do the opposite of everyone else. Instead of competing on fake discounts, they doubled down on their **HverDAELLS** (hverdags) priser concept - **fair, transparent prices all year round**.

By then, it had been almost a year since they implemented Vemco's solution. During that time, the team had learned to use their data actively - **analysing performance trends, comparing store results**, and testing new ideas with confidence. Those insights helped shape the timing, communication, and setup of the FødselsDaells campaign itself. Many in the industry doubted it would work, but...

THE DATA PROVED OTHERWISE:

- Sales increased significantly during and after the campaign
- Conversion rates rose steadily across both stores and online
- Online and offline performance became clearly aligned

FROM BELIEF TO FACTS

Daells Bolighus has moved from believing their strategy works to knowing it does.

Their sales continue to grow, their marketing is sharper, and their **confidence is data-backed**. What was once an 18-year struggle is now a **story of renewal** - driven by insight, transparency, and the courage to challenge an industry built on price wars.



FØDSELSDAELLS 2025 - EVEN STRONGER RESULTS

What started as a bold statement in 2024 has now become proof of lasting change.

In **October 2025**, Daells Bolighus achieved its **highest revenue month** since Brian took over - driven by the second FødselsDaells campaign, which performed even stronger than the first.

Consistency, transparency, and data-driven confidence have turned what was once a risk into a proven strategy - and a **new retail identity** built on honesty, not discounts.

AND THE STORY DOESN'T END HERE

As we mentioned, one idea from Brian has already turned into a new feature that helps retailers connect online and offline sales in one platform. And now, as we speak, a **new project** is taking shape.

Without revealing too much, let's just say that some of the **leading retail brands** use this company's app for their staff - and soon, Vemco's footfall and sales data will be part of it.