



IKEA builds custom audiences to design room-specific messaging and match furniture needs



Company Overview

IKEA, a multinational conglomerate, designs and sells ready-to-assemble furniture, appliances, and home necessities.

“Quantcast’s precise audience selection proved to be highly efficient at turning prospects into shoppers. It quickly met and exceeded our objectives.”



SANTIAGO ARBELAEZ
INTEGRATED MEDIA MANAGER, IKEA CANADA

CHALLENGE

IKEA challenged Quantcast to drive growth in both new customers and online revenue. Knowing that their consumer was more likely to be receptive to messaging specific to their furniture needs, their core challenge was to identify and reach audiences in-market for a particular room and message them accordingly.

SOLUTION

IKEA used Quantcast custom audiences to build and curate distinct audiences focused on a specific room and/or promotion. This included building audiences interested in kitchens and reaching them with household goods as well as audiences interested in redesigning their living room with couch and table options. Automated campaign delivery and optimization ensured the right ads influenced the most relevant audiences, resulting in highly effective prospecting and a significant increase in online sales.

RESULTS

Quantcast expanded IKEA's conversion pool by effectively touching net-new prospects who were 16x more likely to make a purchase. This helped IKEA double the efficiency of customer acquisition.

HIGHLIGHTS



2x

better than IKEA's
performance benchmark



16x

more likely to buy
(Quantcast prospects
vs. IKEA site average)