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IKEA

# Bringing customers into IKEA using Facebook

Agencies: Vizeum, iProspect.

The first cross-industry collaboration between



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## Market context

The world's largest furniture retailer is an innovative digital marketer, from creating kits for popular video game, The Sims 2, to using its Facebook page to host playful debates about domestic clutter. In both the real and online worlds, IKEA thinking is simple and smart.

## Business/marketing objectives

IKEA wanted to establish whether Facebook could be used to acquire new customers and connect with existing ones to increase its sales. It needed to reach the audience most likely to be interested in IKEA products and to deliver results throughout the customer lifecycle, driving sales both online and in-store.

## Creative/marketing strategy

Working with the Dentsu Aegis Network agencies, Vizeum and iProspect, IKEA used geo-targeted Facebook adverts to drive real-world footfall. The ads featured calls to action related to IKEA sales offers.

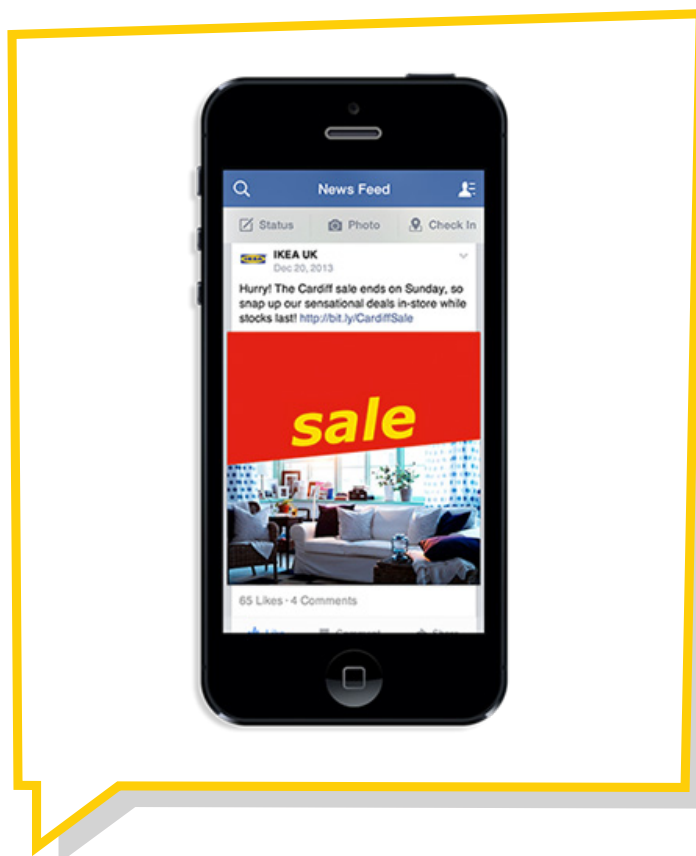


Fig 1: Sample of IKEA creative targeting Facebook users in the Cardiff area

Using an approach developed by Vizeum and iProspect collectively, IKEA used Facebook to only target users in the vicinity of its Cardiff store who had mobile numbers that matched a random pattern.

## Measurement

Mobile operator EE analyzed device activity for those mobile numbers within a geo-fenced area around the IKEA Cardiff store – removing staff, people who lived in the area and passers-by – and compared these against other mobile numbers that had not been exposed to the creative.

It was a tactic that showcased the true effect of Facebook adverts on retail footfall, while preserving users' privacy.

Over two weeks, this experimental setup gathered data that could be used to measure the uplift in store customer traffic from those mobile phone owners who had seen targeted IKEA adverts on Facebook. This was then compared to footfall in IKEA stores across the UK during the same period.

## Business results

IKEA's Facebook marketing brought customers marching in. The campaign successfully attracted extra visitors to IKEA Cardiff: geo-targeted Facebook ads drove a 31 percent uplift in store visits by 22-25 year-olds and an 11 percent increase in visits from 26-35 year-olds.

These additional visitors delivered an ROI of 6:1 for the media spend invested in Facebook during the campaign, which served 1.4 million impressions during December 2013 and January 2014.

## Key learnings

The approach, jointly developed by Vizeum and iProspect, was a tactic that ensured the resulting findings could not be misleading and showcased the true effect of Facebook adverts' on retail footfall, while preserving users' privacy on both Facebook and EE.

The striking increase of in-store visits that followed the campaign was clear proof: Facebook advertising has real impact on retail footfall. Walk this way.

Vala Magnadottir, Advertising Manager, IKEA, said: "This campaign is potentially game changing as it is the first time we have been able to prove the link between social investment and actual store visit."

Richard Morris, Managing Director at Vizeum, said: "The methodology was brilliantly executed and the results show clearly, empirically, that Facebook adverts have driven real-world footfall. These innovative strategies that combine mobile, local and social media for our clients are the future of digital marketing."

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