

IKEA Case study

The Brief

IKEA Dublin wanted to create awareness of their January sale and felt that an Intelligent Targeting Campaign using 'Direct Messaging' would be an excellent addition to their marketing efforts. We know what our customers are interested in so we knew exactly who would be excited about the IKEA sale!

The Solution

Using intelligent targeting techniques we identified over 11,000 customers to send the targeted message to. This included over 3,000 customers that had visited the store in the last 3 months.

Customers received a text message telling them that they could enjoy up to 50% off. The message also included the sale dates and a unique link to the IKEA website.

Results

- Over 11,000 customers received the message
- 8% of customers who received the message visited IKEA during the sale
- 2% of all O2 Customers who received the message visited IKEA on two separate dates

"Mobile marketing is a low cost method of reaching our customers when we need to reach them most. It gives us the opportunity to do follow up analysis so we can determine the exact return on investment".

Lisa O'Brien,
IKEA Marketing Manager

