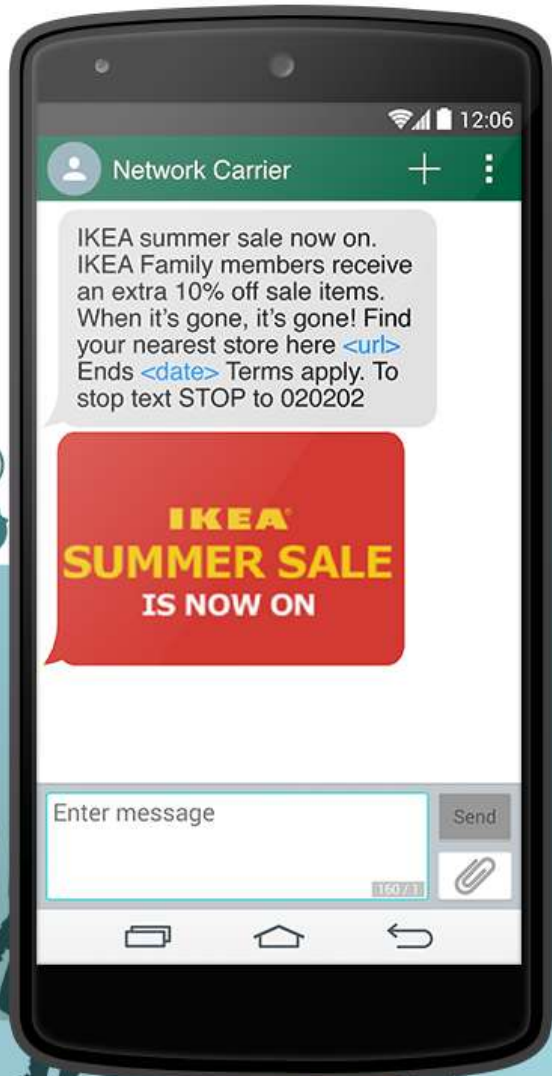




IKEA: Driving footfall



Objective

To Drive footfall in selected stores during the IKEA summer sale.

Strategy

Weve identified 2 separate groups of adults aged 20+ living near a selected IKEA store. Using compare and contrast, one of the groups received a promotional message about the summer sale. With the use of geo-fence around selected stores, Weve was able to analyse both groups to see the impact that the promotional message had on driving consumers in-store.

Campaign Results

+32%
footfall

Average uplift across promotional stores

ROI - £1.33 for every £1 spent

