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

“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