

With Insider's web push
and journey orchestration,
IKEA generates **one-third**
more **revenue** than with
email marketing





We can recreate an individual approach already familiar to all our offline stores' visitors on our website using Insider's platform. With Insider, IKEA simplifies the communication of our users with the brand and improves the customer experience on the website. Insider gave us the opportunity to easily test different hypotheses and implement new features without additional development. Taking into account the size of the company and our daily site traffic, IKEA did not have time for lengthy and complex solutions and integrations that would require heightened support from our internal IT team. That's why we decided to start working with Insider.

Denis Kozlikin
IKEA – Russia



About IKEA

IKEA is an internationally known home furnishing retailer.

The brand opened its first store in 1958 in Malmhult, Sweden.

The IKEA brand unites thousands of co-workers and hundreds of companies owned by different companies around the world. A franchise system guides the business, with 12 franchisees operating in 54 markets that constantly develop the brand in conjunction with the franchisor and the rest of the business.

A unique business model and value chain are how IKEA meets the needs of customers.

Founded in: 1958

Numbers of stores: 456 IKEA stores worldwide

Operates in: operating in 52 countries (2019)

Number of employees: 220,000 in 2020



Executive Summary

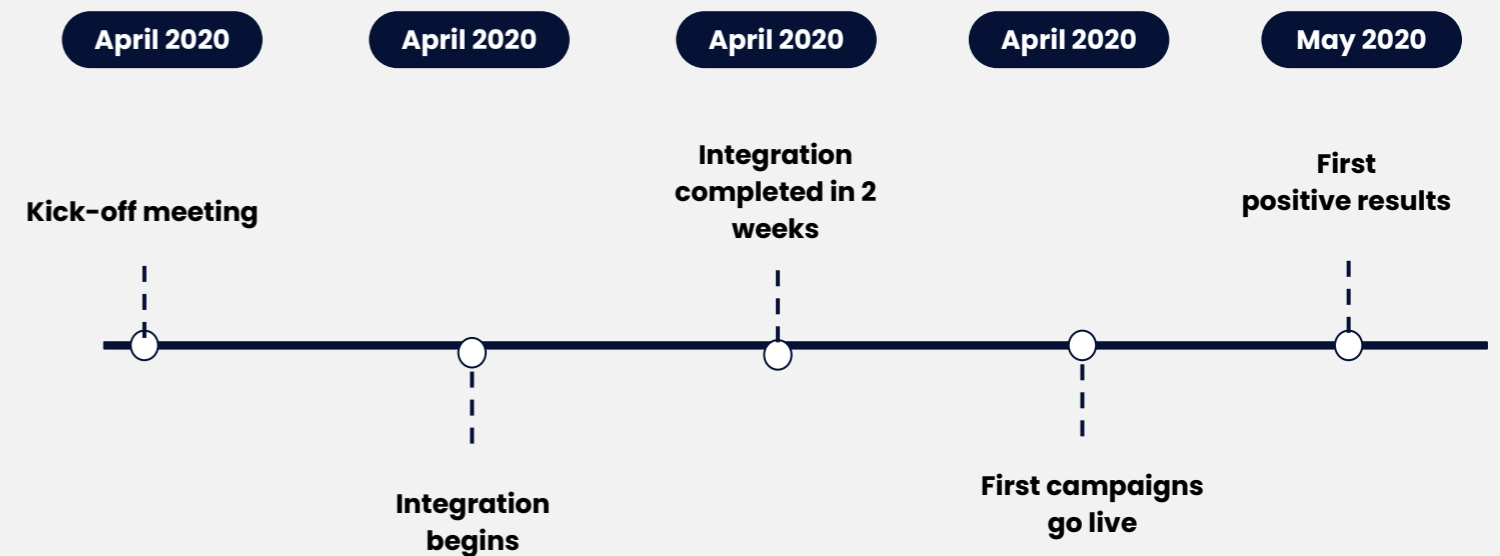
During the COVID-induced global lockdown of 2020, the brand sought to improve the digital experiences of users. As offline stores closed, IKEA sought to attract new customers who had migrated online. IKEA wanted to start using the advanced tools that would enable it to target and engage the online audience. Insider's Smart Recommender and Onsite Personalization tools were just what the brand was looking for, and they wanted to start using these immediately.

The shift from an offline to an online mode of customer behavior provided IKEA with a new segment of users that it could actively engage. Unfortunately, there was no time to develop the tools and strategies required to capitalize on this new trend. IKEA realized that Insider's platform was perfectly suited to meet their needs and wanted to kick off projects right away. IKEA also wanted to leverage Insider's industry knowledge and best practices to boost engagement during the lockdown period.

IKEA has been using Insider's Web Push since 2019 and later started a PoC for Web and Mobile Web suite. Insider already demonstrated a proactive attitude during POC, measured results & provided IKEA with a strategic plan for the year. By the end of the first year, IKEA was able to achieve a total ROI of 28X.

Journey With Insider

Insider was with IKEA every step of the way providing strategic inputs to arrive at a solution package that best suited IKEA's needs. Here's a quick look at their journey with Insider:



IKEA's tech stack



Reducing cart abandonment and driving traffic through personalized web push

IKEA wanted to notify users of new products and offers to drive traffic to their pages with low engagement. Many of their customers expressed interest in a product but failed to buy it. To combat these challenges, they wanted to deliver personalized engagement.

The Insider team recommended leveraging the power of Architect (custom journey builder) to target and engage cart abandoners over a 45-minute, 24-hour, and 72-hour time frame through a Web Push strategy.

Even though Web Push has been used only for one year, now it generates $\frac{1}{3}$ of the revenue that email marketing brings in comparison, and email has existed in the company for 20+ years.

Cart Abandonment solutions produced outstanding results and highlighted how it's essential to follow up with users. The second push in 24 hours demonstrated the highest CTR and brought the highest revenue results among the three pushes in the journey. Without follow-up communication, IKEA would have lost those sales.



When user enters a segment

"Cart Abandonment"

Check if user didn't make a purchase in the last 45 mins & still has items in cart

YES

Web Push #1

"Hej! Did you want to make your home more comfortable? We saved your products & ideas. Go to Cart"

Hej! Хотели сделать дом поуютнее, но вам помешали? Мы сохранили все товары и идеи для вашего дома

Google Chrome • ikearu.inone.useinsider.com

В корзину >

Check if user didn't make a purchase in the last 24 hours & still has items in cart

Wait 24 hours.

YES

Web Push #2

"Your order is ready for delivery. It's time to pick a suitable delivery option. Choose delivery"

Заказ готов к отправке вам домой. Время выбрать удобный способ доставки!

Google Chrome • ikearu.inone.useinsider.com

Выбрать доставку >

Check if user didn't make a purchase in the last 24 hours & Still has items in Cart.

Wait 72 hours.

YES

Web Push #3

"Saved products are waiting for you. Pick a suitable payment option. Complete purchase"

Сохраненные товары ждут вас. Выбирайте удобный способ оплаты

Google Chrome • ikearu.inone.useinsider.com

Завершить оформление заказа

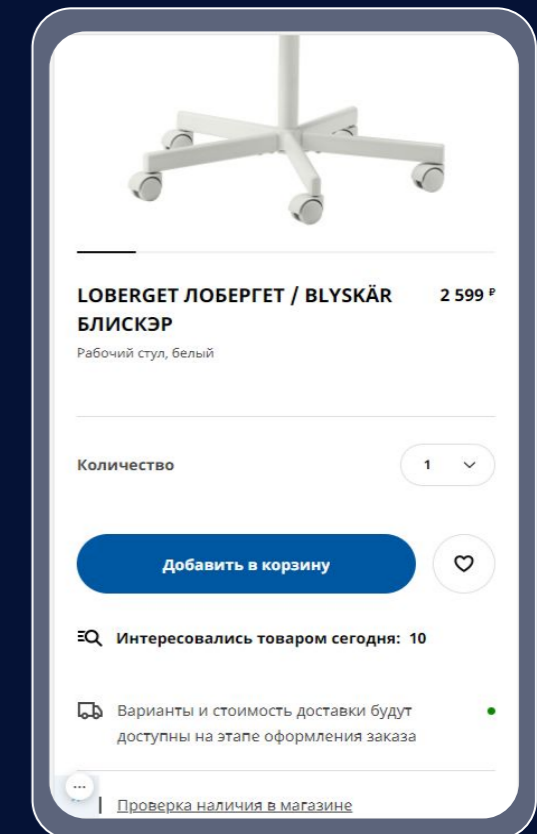
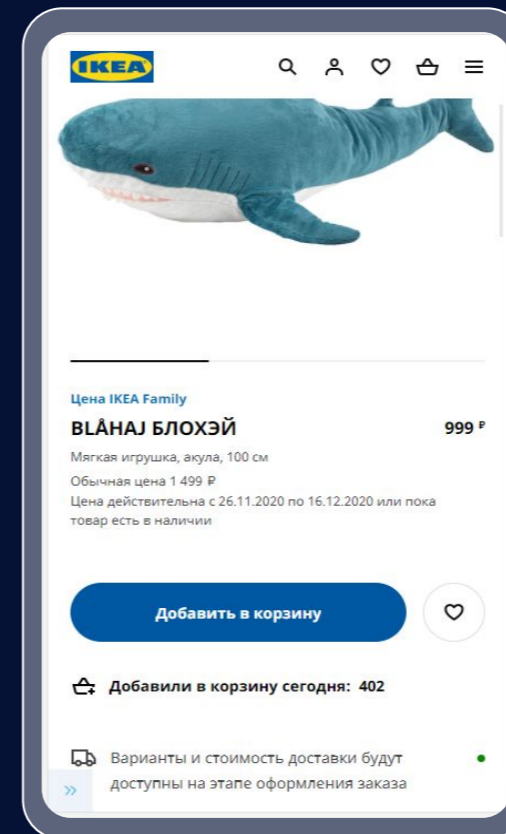
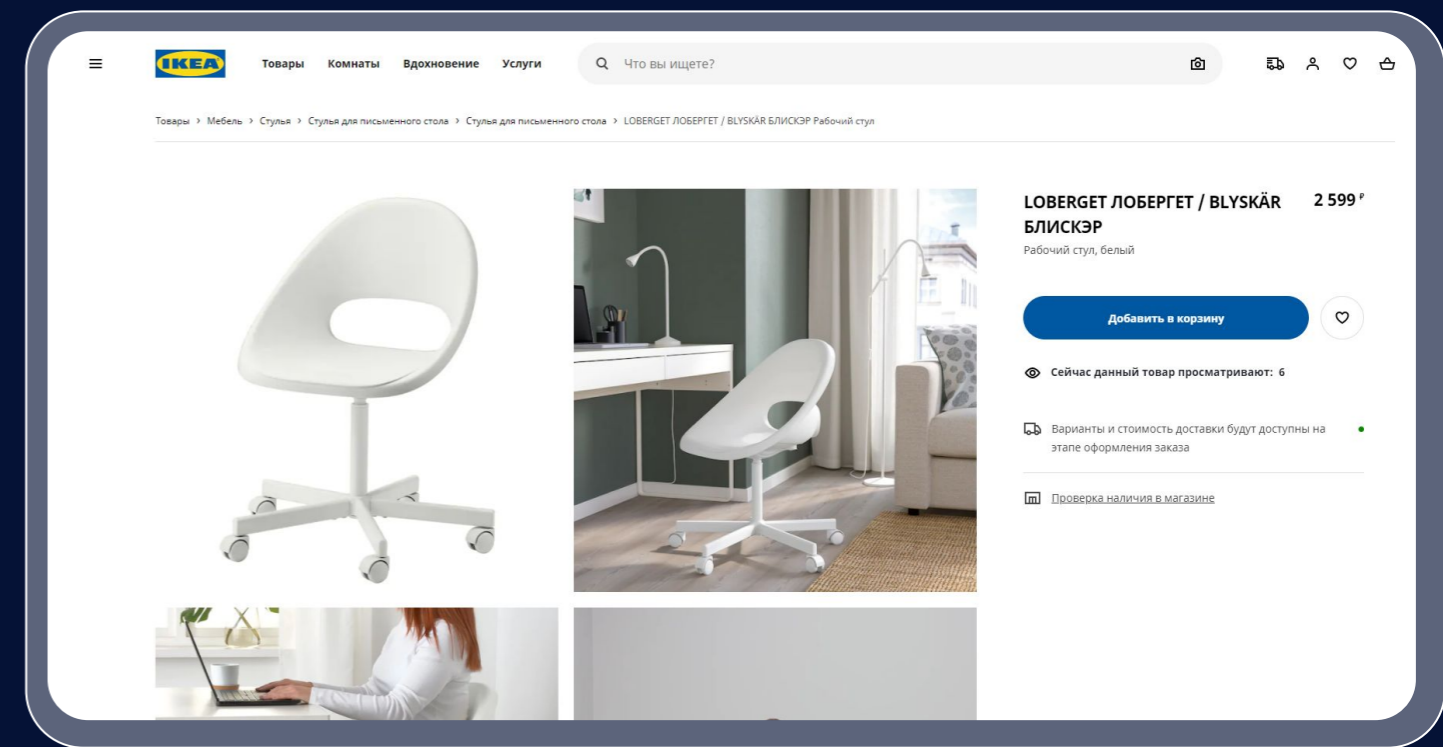
Insider's Web Push generates **one-third** more revenue than email marketing

Driving sales for the top 500 products using social proof

IKEA wanted to boost the engagement and sales of its top 500 products. To achieve this, they needed a solution that could engage users on these pages and encourage them to purchase as soon as possible.

The growth consultants at Insider recommended the use of social proof messaging on the product pages to drive conversions. The brand tested multiple variations of their social proof messaging on the top 500 product pages to inform users about popularity and induce FOMO to drive purchases.

IKEA observed a **conversion rate uplift of 5% - 11%** on this campaign compared to the control group of users who did not see any social proof messages.



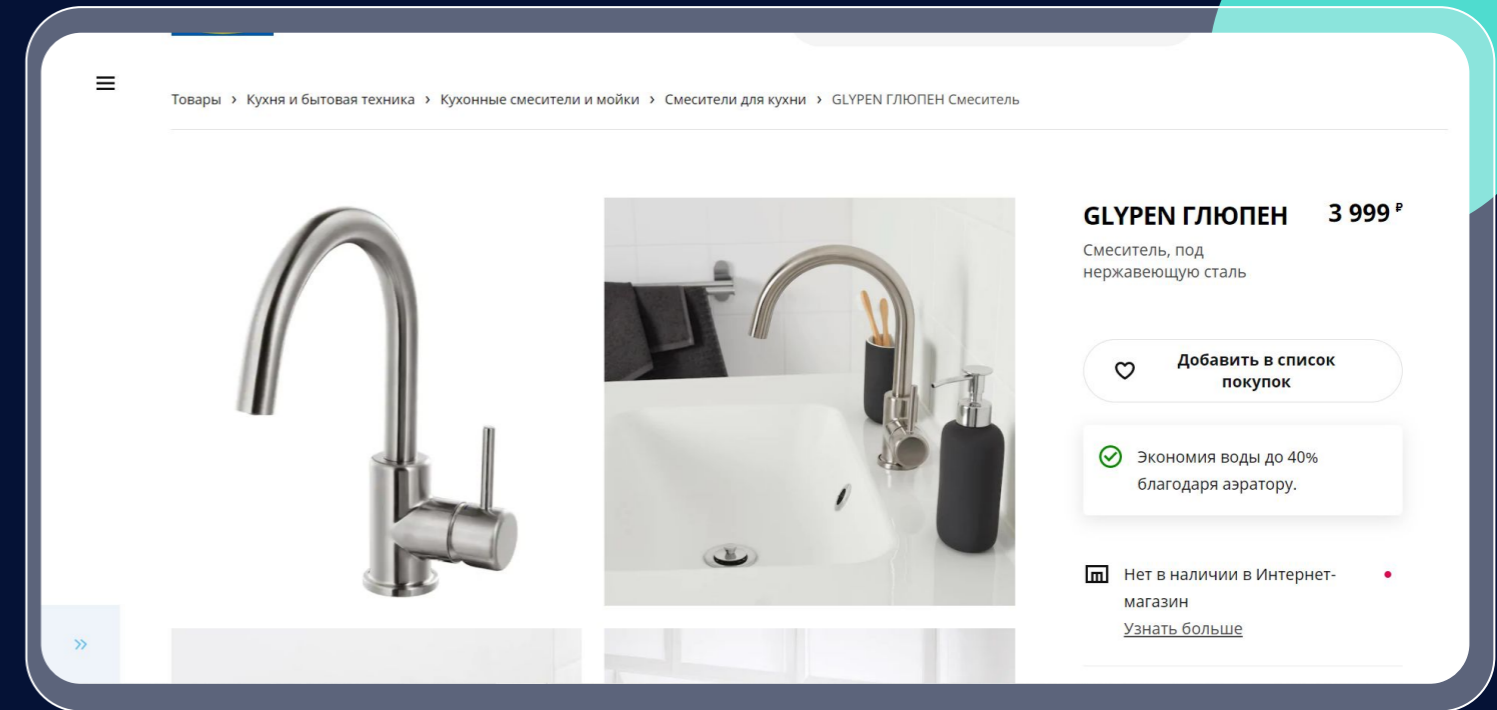
5% to 11% uplift
in conversion
rate

Driving sales on specific products using Insider's onsite experimentation tool

IKEA wanted to drive sales for specific product categories. They realized the way to do this was to provide users with unique reasons to purchase this product.

For this particular need, the team at Insider advised IKEA on using an onsite experimentation tool on the product page. This tool would show the visitor a unique feature about the product to give customers a reason to purchase the product. IKEA created a test group to observe how this would impact the engagement.

IKEA observed that the winning scenarios gathered a lot of attention from the customers, and they expanded the test group to 100% with this scenario.



Test group expanded **100%** for the winning scenario

Looking Ahead

Soon, IKEA will look to improve the onsite experience for B2B customers, besides their regular sales, and explore ways to drive IKEA family products and benefits actively.

About Insider

Insider—one platform for individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine and orchestrate individualized experiences to customers. Marketers use Insider's platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, Messaging Apps (WhatsApp, Facebook Messenger, RCS), and more.

Recently, Insider announced its \$32 Million Series C funding round, led by Riverwood Capital and joined by Sequoia, Wamda, and Endeavor Catalyst. Insider was featured in the Gartner Magic Quadrant for Multichannel Marketing Hubs 2020 and The Forrester Wave for Cross-Channel Campaign Management 2021. The company has been named the #1 leader on G2's Mobile Marketing Software and Personalization Grids, with a 4.6/5 rating based 100% on user reviews, 18 quarters in a row. CrunchBase recently ranked Insider's co-founder and CEO Hande Cilingir as one of the top women CEOs outside the US.

Many of the most prestigious Fortune 500 companies and top brands in retail, automotive, and travel use Insider to deliver AI-backed personalized experiences that exceed customer expectations. Insider is trusted by over 800 global businesses, including Singapore Airlines, Virgin, Toyota, New Balance, IKEA, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, BBVA, Dominos, Avon, and CNN.

AVON

ESTÉE LAUDER

PHILIPS

SAMSUNG

PUMA

hunkemöller

Levi's®

IKEA

OTTO

UNI
QLO

GAP

Lenovo

info@useinsider.com

www.useinsider.com