

IKEA USED DIGITAL PRINT TO INSPIRE CUSTOMERS TO REVAMP THEIR OUTDOORS

Background:

The vast majority of UK homeowners have some form of outdoor space. But sadly, many are neglected. IKEA wanted to raise awareness among IKEA FAMILY members that they offered an extensive outdoor range.

Solution:

Clever use of data identified customers with gardens and created a series of personalised weather forecasts. Using digital printing, weather-responsive, personalised mailers were sent out.

Results:

This inspired people to improve their gardens. Outdoor product transactions increased by 55% and sales by 34%.

