

# Decoding demand:

How IKEA's area-based sales strategy fast tracks growth



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**IKANO**  
Insight





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# IKANO

## Insight

From the founder of IKEA, and part of the IKEA family of companies

Data Science &  
Machine  
Learning

Business  
Intelligence &  
Dashboarding

Advanced  
Analytics &  
CRM

Geo-Spatial  
Solutions

We analyse people and  
places to unlock value for your business



## Problems facing retailers today

With more data than ever to drive smart decision making, why are retailers struggling in 2025?

## A new perspective on driving growth

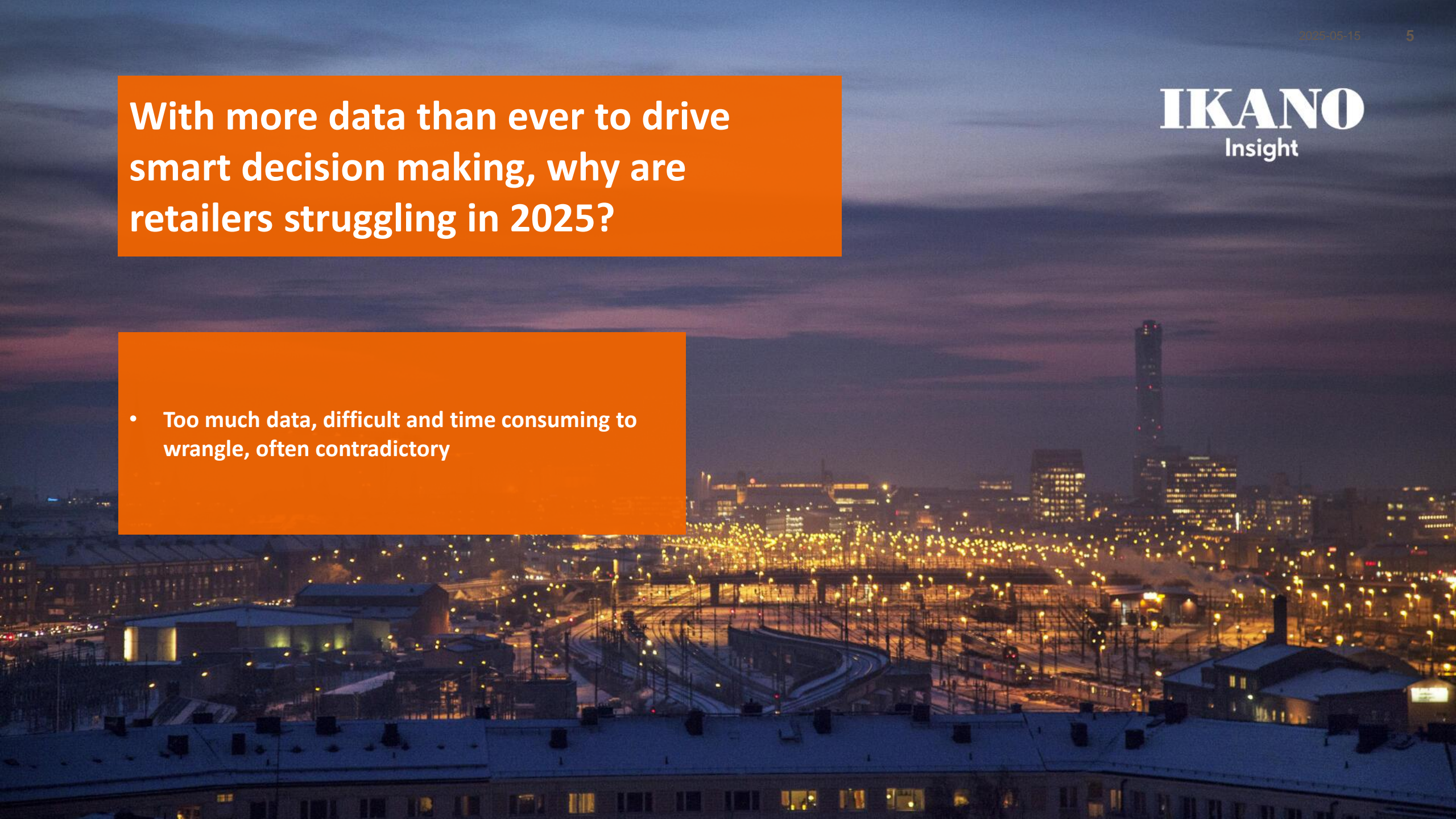
How a geo-spatial first approach simplifies decision making and drives growth at IKEA



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- Too much data, difficult and time consuming to wrangle, often contradictory





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- **Data driven insights can be difficult to operationalise and measure within the customer experience**



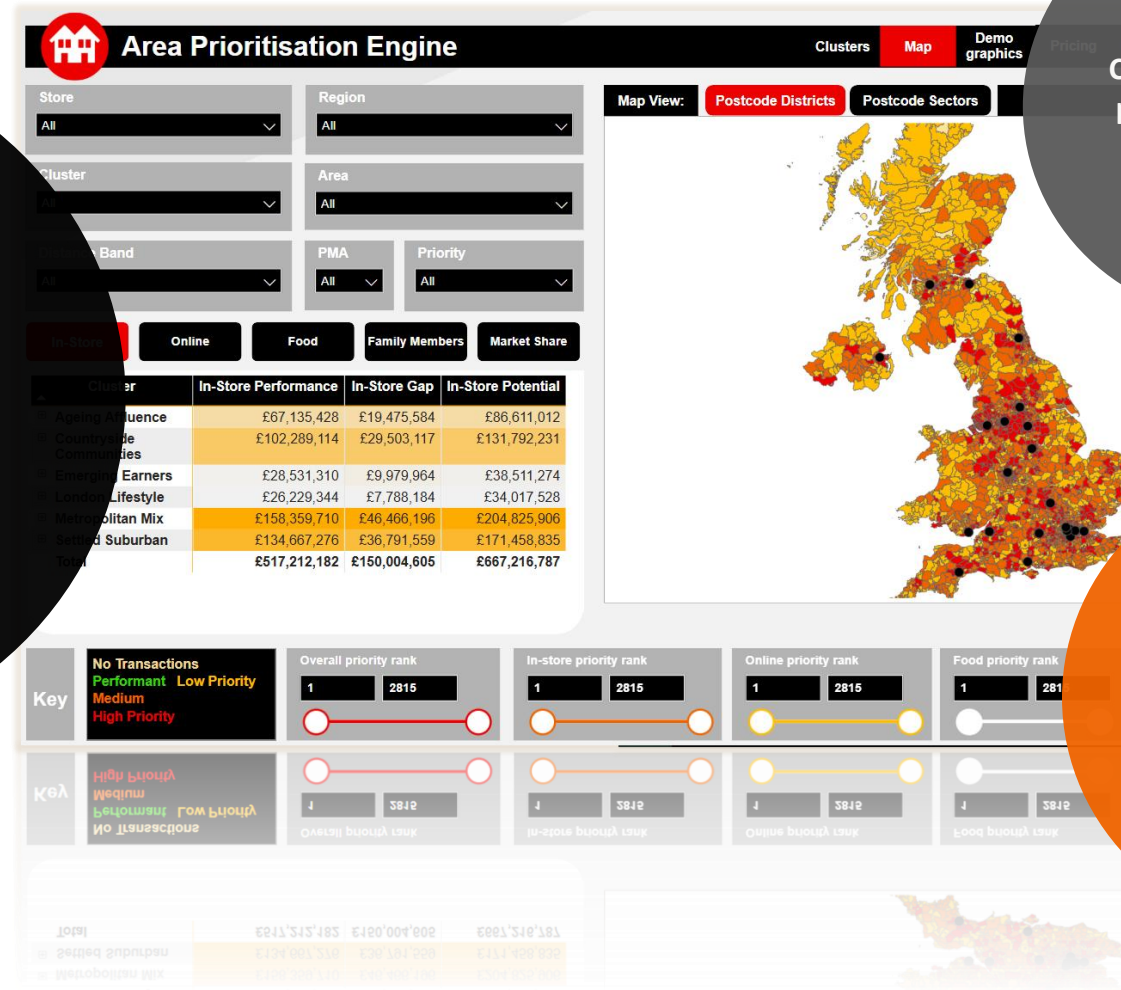
# A new perspective on driving revenue and acquisition

- Discover hidden high-potential areas to focus on, instead of oversaturating existing hotspots
- Maximise marketing ROI by knowing where spend will pay off - and avoid wasted effort
- Quantify your headroom and create fact-based forecasts, not arbitrary objectives
- Design tailored promotions for consumers who are not yet your customers
- Don't invest extensive time and resource into trying to leverage insights



# Introducing APE

Our **Area Prioritisation Engine** maps untapped potential – it tells businesses exactly where to invest to maximise growth, revenue, and marketing ROI



Combines 1<sup>st</sup> and 3<sup>rd</sup> party data in a geo-spatial framework

Generates fact-based targets based on provable similarities

Telling you which neighbourhoods to focus on, what they're worth, and how best to target them



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Designed to  
only require  
one 1<sup>st</sup> party  
dataset



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Can be refreshed at any cadence which suits utility



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- Differentiates potential by channel & works ecommerce only**



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**Built in  
bench-  
marking &  
data  
extraction**



**Data is always  
evolving,  
but the  
fundamentals of  
retail aren't**

**Retailers still need to know...**

**What to sell**



**who to sell it  
to**



**&**

**for how  
much**





**Data is always  
evolving,  
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**and customers still want...**

The right  
products



at the  
perfect price



&

the best  
buying  
experience





# Get in touch

To find out more - or to request access to our live demo environment

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A large, solid red speech bubble with a white outline, pointing towards the bottom right. Inside the bubble, the words "Thank you" are written in a white, bold, sans-serif font.

**Thank you**



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