



# THE QUANT MARKETING COMPANY

## *Key Contacts:*

*Nigel Gatehouse*

*Peter Worster*

## IKEA – Major European Market

**The problem:** IKEA FAMILY is the name for IKEA's customer programme worldwide. The problem for the management team was how to move from using the data collected through the IKEA FAMILY scheme only tactically for short term promotions based on value segmentation, to a process that enabled a deeper understanding of customers and would increase the effectiveness of the overall marketing strategy and how to make store management and local marketing management use the customer data and drive the business in a segmented way.

**The outcome:** Quant developed a 'Health check' report which the store teams use not just to understand customer characteristics but to track the impact of promotional and merchandising activity on customer behaviour by segment.

With key variables in graphs on three pages – the Health check provides at a glance an understanding of how 'my programme' and 'how my store' is doing from a customer perspective. The most important part of this is 'buying' segmentation (see IKEA FAMILY project).

**Outcome:** The programmes been implimented across the market.