

CONNECTED  **STORIES™**

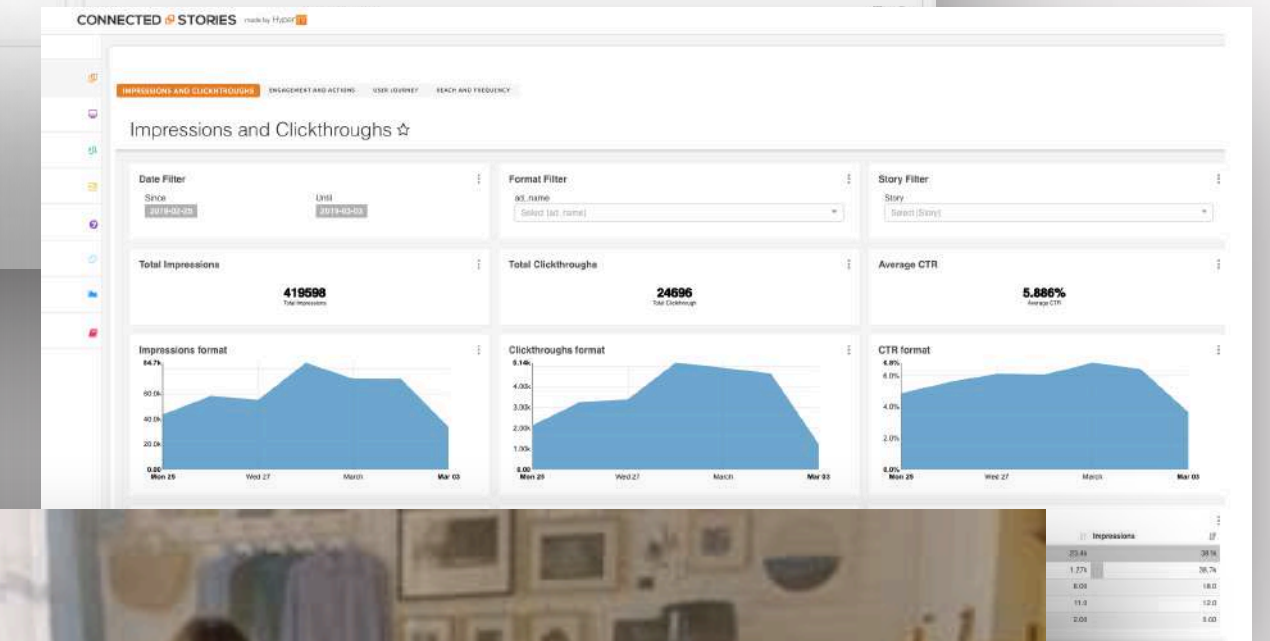
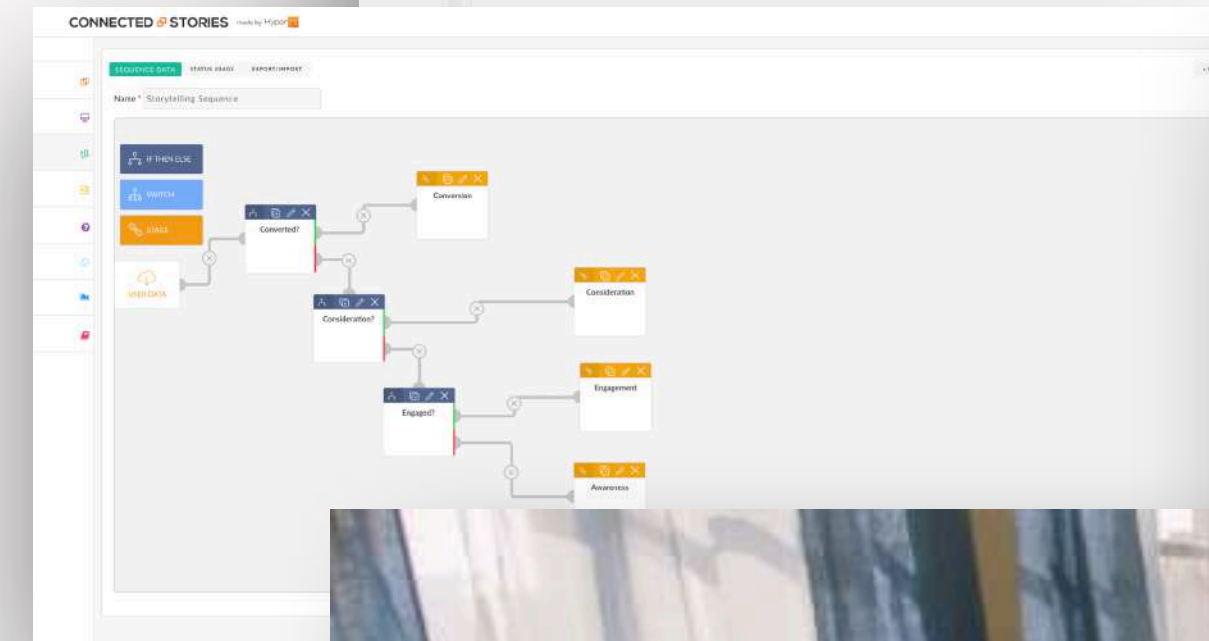
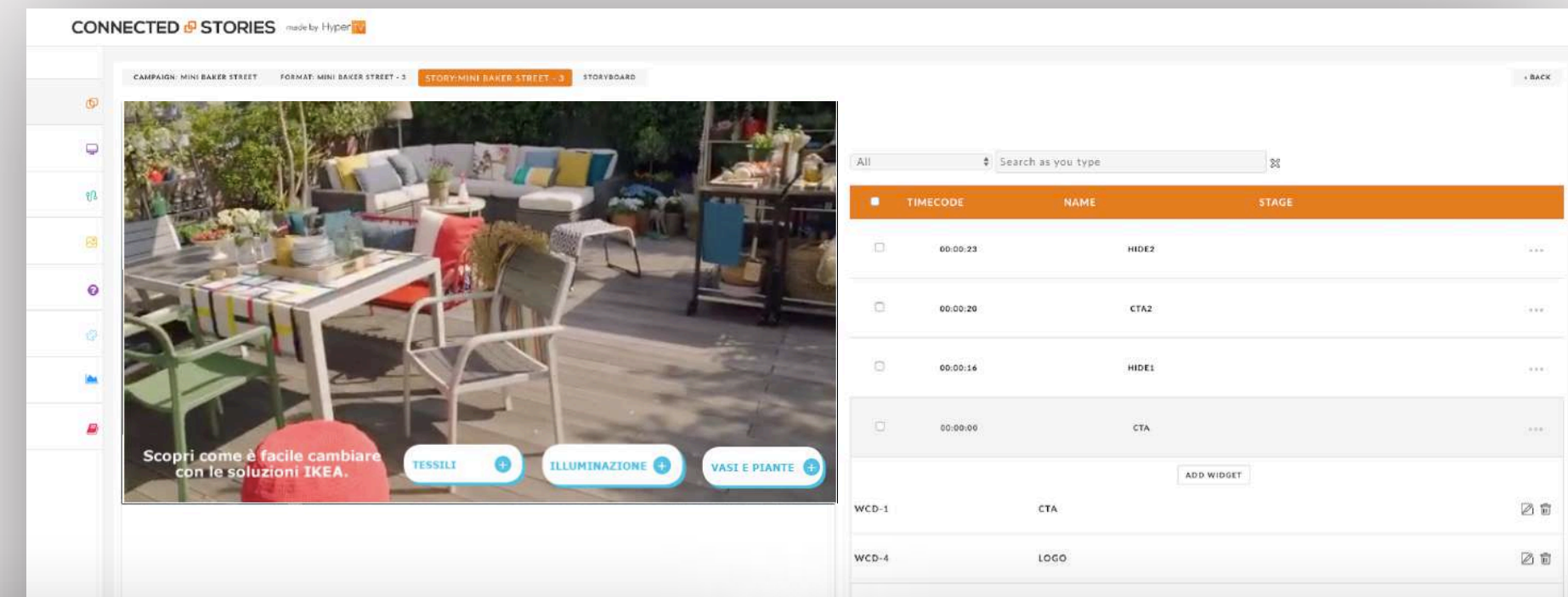
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IKEA CASE STUDY

2019

THE CAMPAIGN

- For Ikea's latest video advertising strategy (May - July 2019), Wavemaker chose Connected-Stories as its technology partner.
- In order to understand the most performing interactive solutions, Ikea opted to test four different interactive video formats featuring creatives for the "Outdoor" and the "Bedroom" items.
- The campaign, scheduled through insertions order reservations, had four different networks involved (Sky Media, Sky Dex, Viralize, and Smiling Video) that Connected-Stories supported constantly to provide constant optimizations and overall performance monitoring.
- Connected-Stories' customer success team was in touch with Wavemaker's team throughout the duration of the entire campaign allowing the media agency to understand campaign's performance in real-time.



MAIN OUTCOMES

Ikea's campaign goal was a 3% CTR and Connected-Stories delivered:



3% CLICKTHROUGH RATE



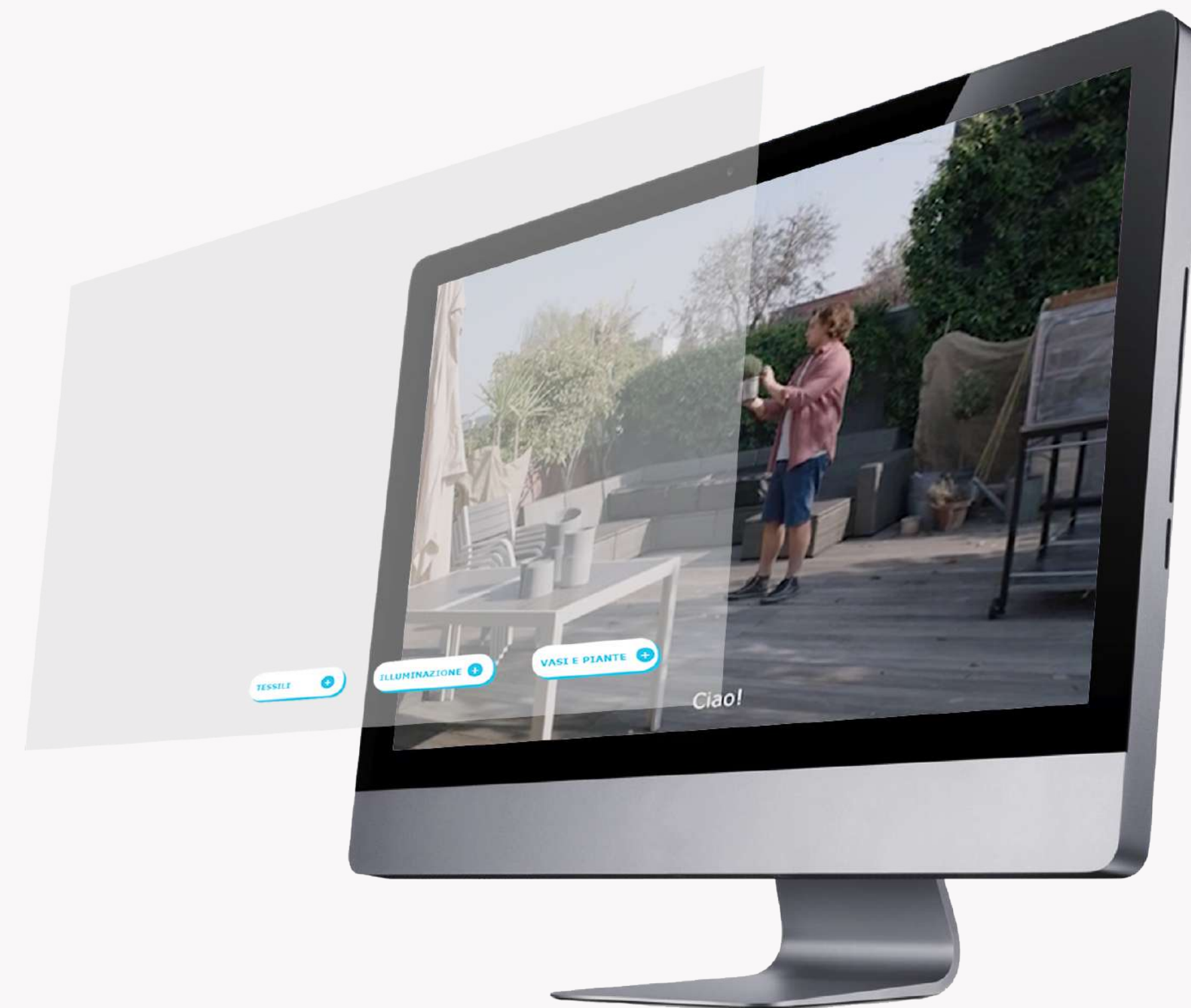
68% VIEW-THROUGH RATE



3.6% ENGAGEMENT RATE

Exclusive Multi-Layered Video Tech

- Patented technology to create video content consisting of multiple layers;
- Combination of layers made at distribution stage in real-time;
- Orchestrated by rules inferred by machine learning process;
- Video Player agnostic, works with the most popular solutions on the market.



VIDEO AD UNITS

Throughout the campaign, four different video ad formats were utilized featuring two main creative subjects: “Bedroom” and “Outdoor”:

- Vertical video

LIVE DEMO

È ora di cambiare Stagione.

IKEA

Siamo fatti per cambiare.

TESSILI + ILLUMINAZIONE + VASI E PIANTE +

Lasciati ispirare dai nostri mobili da giardino.

Scopri di più

IKEA

- Smart-L

LIVE DEMO

SJÅLLAND
Sedia con braccioli da giardino
€65

TESSILI + VASI E PIANTE + ILLUMINAZIONE +

Lasciati ispirare dai nostri mobili da giardino.

Scopri di più

IKEA

Siamo fatti per cambiare.

- Interactive CTA

LIVE DEMO

Scopri come è facile cambiare con le soluzioni IKEA.

TESSILI + ILLUMINAZIONE + VASI E PIANTE +

- Vertical video

LIVE DEMO

È ora di cambiare Stagione.

IKEA

Siamo fatti per cambiare.

BIANCHERIA DA LETTO + CORNICI + LAMPADE DA TAVOLO +

Lasciati ispirare dalle nostre idee per la tua camera da letto.

Scopri di più

IKEA

- Dynamic frame

LIVE DEMO

IKEA

Siamo fatti per cambiare.

BIANCHERIA DA LETTO + CORNICI + LAMPADE DA TAVOLO +

Scopri come è facile cambiare con le soluzioni IKEA.

Scopri di più

- Interactive CTA

LIVE DEMO

IKEA

Siamo fatti per cambiare.

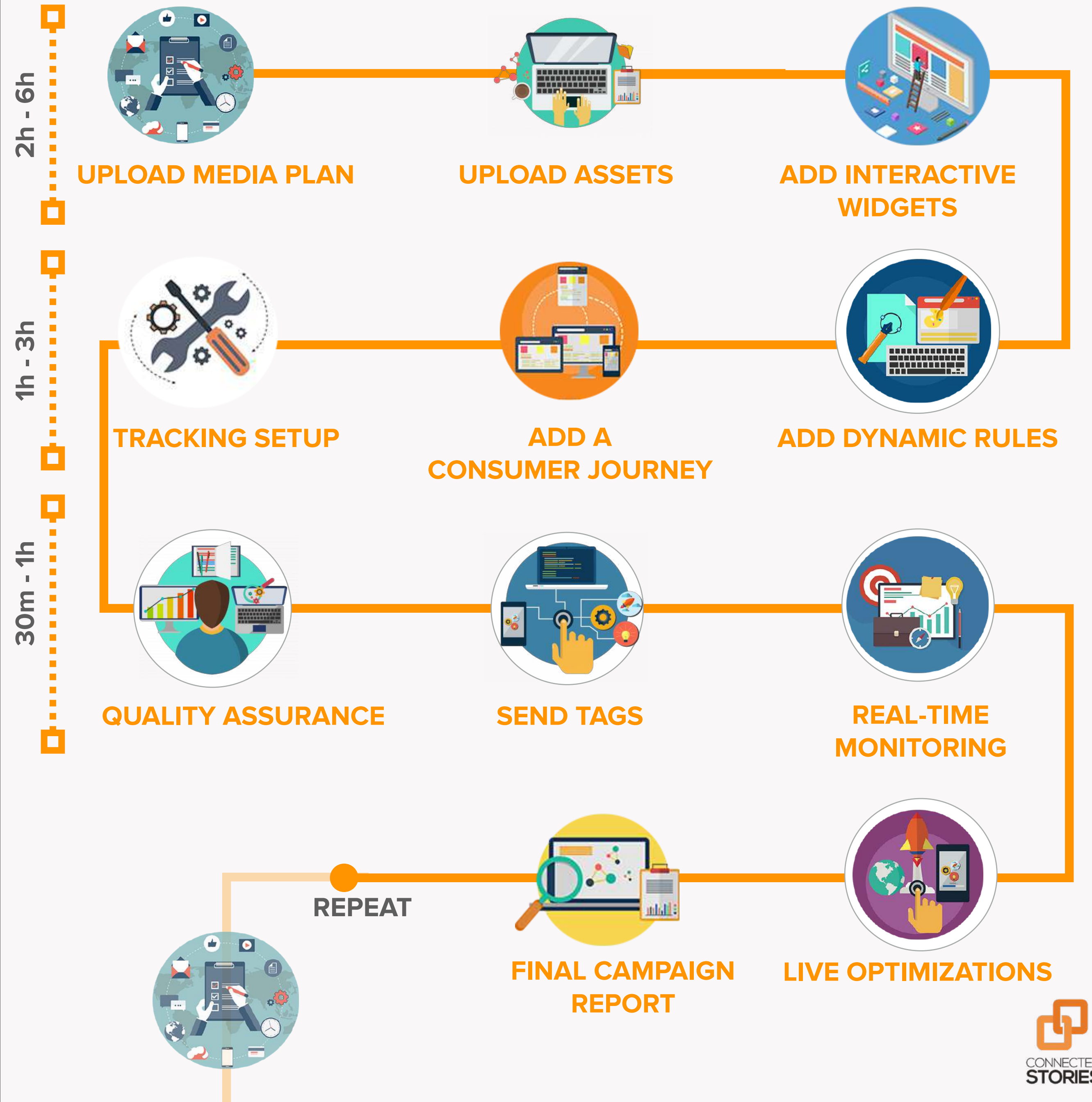
Scopri come è facile cambiare con le soluzioni IKEA.

BIANCHERIA DA LETTO + CORNICI + LAMPADE DA TAVOLO +

WORKFLOW AND OPTIMIZATIONS

Connected-Stories flexible and agile workflow played a key role in all the aspects of the campaign:

- Lead-time was reduced to a couple of days. Connected-Stories worked closely with Wavemaker and DDB to setup the formats within the platform and after a couple of rounds of review the campaign was live.
- Throughout the entire campaign, Connected-Stories analytics dashboard communicated results in real-time and allowed for interesting insights taken into accounts for optimizations without the need of retrafficting whatsoever.
- This was also the first campaign that Connected-Stories introduced in-page analysis. This allowed both the networks and the media agency to truly understand each page's performance and modify delivery based on that.



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