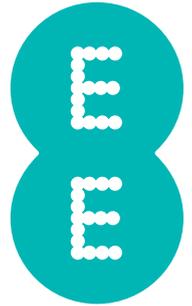


FACEBOOK

WORLD-FIRST TEST CASE SUBSTANTIATES IMPACT OF SOCIAL MEDIA ON RETAIL FOOTFALL



Facebook used mData from EE to prove social media ads increased IKEA store visits and yielded a six-fold return on media spend

Customer's challenge

The global social media audience continues to soar. Business advertisers use it for marketing campaigns to raise awareness and drive sales. It's never been easier. Or so some would have you believe. Because it's never been harder, either, to prove a return on the investment.

Nik Shah, vertical measurement lead at Facebook, says: "Methods available at the time were restricted to tracking clicks or visits to a website, which are only weakly correlated with the real business of driving people to a store. We wanted to go deeper." So Facebook led the way with an imaginative experiment. The first of its kind anywhere, it showed conclusively how Facebook ads increased footfall in an IKEA store.

Our solution

The behind-the-scenes science depended on mData from EE. "We wanted a bespoke solution and a partner who was innovative and willing to try new things," says Nik. "And we also knew EE had the largest mobile network and customer data set."

The IKEA store in Cardiff was chosen for the experiment. Facebook created two separate user groups. The target group was served Facebook newsfeed ads promoting the IKEA Christmas and New Year sale. The control group had no exposure to the campaign.

For a two-week period, EE created a geo-fenced area around the store, connecting multiple network masts and using advanced geospatial analytics for group level insights from aggregated mobile data.

In addition, EE data scientists weeded out potentially misleading signals. EE analysis was performed on anonymised datasets in reference to the IKEA geo-fenced area and only volumes of people going into the geo-fenced area were shared with Facebook. No individual data was shared between Facebook and EE.

Game changer for the social media industry

Through ingenious use of mData, Facebook was able to prove social advertising directly influenced consumer behaviour and increased visits to the IKEA Cardiff store. The business outcome exceeded expectations.

 **We saw an 11 per cent increase in store visits across the total population targeted with Facebook ads. Within the 20 to 25 year-old demographic we saw a 31 per cent uplift in store visits.**¹

Nik Shah, Vertical Measurement Lead, Facebook

"We were able to show a six-fold return on the media spend. In other words, every £1 spent on the ads generated £6 in additional sales."

4GEE at work case study

The award-winning project is a major landmark for the social media industry. Were such a campaign to be repeated across the country, the potential uplift in turnover would be £17 million if extrapolated across all IKEA UK stores.

Nik concludes: "It dispels once and for all any doubt that Facebook ads can drive real offline behaviour."

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Nik Shah, Vertical Measurement Lead, Facebook

Get in touch

For more information on mData from EE visit: <http://ee.co.uk/business>

To learn more about Facebook, go to: www.facebook.com

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