



## Modern Comfort Meets Modern Ad Strategies: IKEA's AI Story

### The goal

#### Expand reach while simplifying the path to purchase

For decades, IKEA has helped people create comfortable spaces with affordable products, bringing minimalist design into everyday life. As the company grew across the U.S., they spotted some exciting opportunities to boost their online sales and show up more often in search results. But their campaigns and budgets were scattered across different accounts, making it tough to see the big picture and keep track of spending.

### The solution

#### Organize every product category under one digital roof

IKEA and Carat teamed up with Microsoft Advertising to bring their campaigns together and make every ad dollar work harder.

Using [Performance Max](#), they streamlined new customer outreach and returning customer campaigns into one approach, matched gorgeous product photos with targeted [audience signals](#) based on what people are interested in and searching for, and rolled out four more campaigns across their best-selling product lines.

By letting AI simplify complexity and support smarter decision-making, the team could spend more time on strategy and creativity while improving performance.

### The results

#### Stronger returns and elevated interiors

The numbers really tell the story:

**Return on ad spend jumped by 140%**

**Conversion rates went up by 311%**

**Total conversions climbed by 215%**

By combining thoughtful planning with great creative work, the team brought the same simplicity and purpose that make IKEA's products special to their digital marketing.