

Ikea Belgium

Retail

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Shopping ads

IKEA Belgium achieved 1272% ROAS with Microsoft Advertising Shopping ads, driving cost-effective conversions and market leadership.

The goal

IKEA, known worldwide for making stylish, functional home furnishings affordable for everyone, wanted to push boundaries in Belgium's crowded online furniture space.

Their goals: increase online sales, connect meaningfully with multilingual audiences, and achieve cost-effective conversions. With traditional search falling short, IKEA turned to innovative, data-driven approaches to elevate relevance and unlock new growth opportunities—all while keeping ROI front and center.

The solution

IKEA teamed up with WPP Media Belgium and Aleph Group, Microsoft Advertising's representative in Belgium. Together, they utilized Shopping ads to complement search campaigns, leveraging dynamic visuals and real-time pricing to showcase high-demand categories. Using Microsoft's audience data and localization targeting for French and Dutch speakers, the team improved relevance, boosted CTR, and optimized ROAS which reinforced IKEA's leadership in Belgium's digital market. Advertising's solutions were key to reinforcing IKEA's leadership in the digital market..

"Leveraging Microsoft Advertising Shopping ads, we utilized auction insights and vertical analysis to refine IKEA Belgium's strategy. Dynamic feeds and precise targeting drove superior CTR and ROAS."

Jushan Saitia
Senior Clients Solutions Manager
Aleph Group

"Microsoft Advertising elevated IKEA Belgium's e-commerce with Shopping ads. Strategic insights and precise targeting drove outstanding ROAS."

Sam Druwé
Paid Search Account Manager
WPP Media Belgium

The results

IKEA's bold approach paid off. Shopping ads delivered an incredible 1272% ROAS, far surpassing competing platforms. The campaign's success highlighted how smart integration of Shopping ads and Paid Search delivered cost-effective conversions and elevated brand visibility in Belgium's crowded market.

1272%

ROAS for Shopping ads, far surpassing competing platforms.



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