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**IKEA® FAMILY**

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# Ikea Family

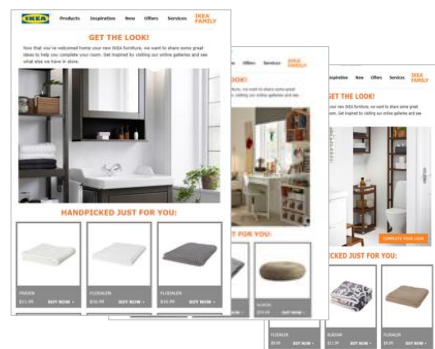
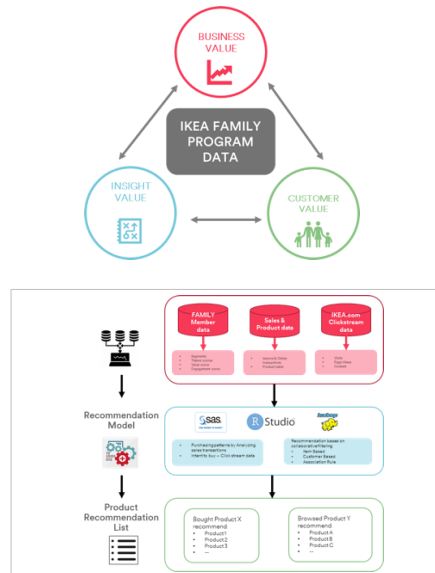
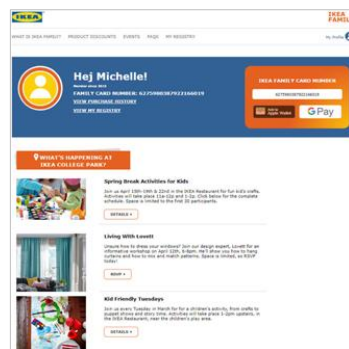
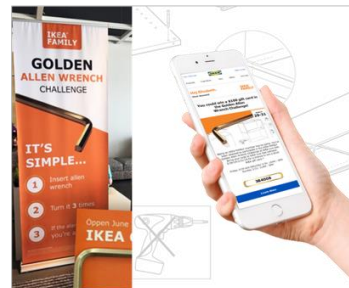
## Loyalty through experience management and personalization

First and foremost, the IKEA FAMILY programme serves as a platform to identify member purchases and engagement, enabling new analytic insight and segmentation opportunities.

These insights enabled us to drive both business value and customer value through our personalisation engine, which powers highly relevant communications across the entire customer experience.

The IKEA FAMILY programme data also enables Lifestage and Triggered communications, encouraging participation through relevant and timely messaging.

Innovative promotions and programmes also create an emotional link, such as Soft Toy, a global co-creation programme where kids get the chance to design new toys for IKEA.



Our Martech solutions integrate the entire ecosystem, connecting existing IKEA technologies for a seamless experience and even creating new solutions powered by IKEA Family, such as the IKEA Gift Registry – a first for IKEA globally.

Closing the loop, we provide continuous reporting on key programme metrics and campaign performance down to the individual store level. In addition, Family data is used to provide insight on business and product trends to a wide range of stakeholders.

