

## Case Study

## IKEA significantly reduces shopping cart cancellations with Sovendus Optimize

## About IKEA

IKEA is one of the world's leading home furnishing companies, offering a wide range of furniture, home accessories and decoration at affordable prices. The company is renowned for the innovative design and functionality of its products.

## Challenges for IKEA

IKEA faced the challenge of **reducing shopping cart abandonment during the online shopping process**. Despite the good shopping experience on the website, some users were abandoning the shopping process before completing their order. This could be for a number of reasons, such as distraction or uncertainty about the purchase.

IKEA uses **Sovendus Optimize** with the "**shopping cart abandonment**" feature. Our solution detects when a user has placed products in their shopping cart, but wants to leave the online shop without completing the purchase. Sovendus Optimize then displays a window in which the potential customer can have their current shopping cart emailed to them so that they can continue shopping seamlessly at a later date.

## Results

By implementing Sovendus Optimize, IKEA was able to **significantly reduce shopping cart abandonment**. Users were motivated to complete their purchases through an effective approach, leading to an increase in the conversion rate. The option to have the shopping cart sent to them by email also **improved customer loyalty and satisfaction**.

IKEA is delighted with the positive results and is keen to continue implementing Sovendus Optimize to further improve the shopping experience for its customers.

80%

opening rate for shopping cart mail

35%

conversion rate for shopping cart mail

+12%

additional revenue generated for IKEA in 2023

*"Thanks to Sovendus Optimize, we have not only been able to significantly reduce shopping cart abandonment, but also to sustainably increase our sales. Working with Sovendus is very straightforward and a real benefit for IKEA."*

Vanessa Jenni

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