

ILVA sees a 30% increase in ROAS using omnichannel bidding and conversion value rules



Home goods retailer
EMEA - Denmark • ilva.dk

Agency Name: Precis



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The Challenge

ILVA is a Danish chain of furniture stores with many large retail locations. Its digital strategy was originally too focused on online sales. As it became more aware of omnichannel shopping behaviors, ILVA prioritized a more seamless experience for customers. It was interested in adopting omnichannel digital campaigns, but it wasn't sure how to reconcile both online and offline sales objectives, since it offers several product categories with varying basket sizes.

The Approach

To better understand store visit values, ILVA stopped using a flat store visit value across all campaigns, because it wasn't the best indicator of actual performance. Then, using conversion value rules for store visits, ILVA was able to set more accurate store visit values for each product category at the campaign level (sofa, dining tables, etc.).

Partnering with Precis: Precis used marketing mix modelling to inform store visit value by product category and to achieve better visibility over its omnichannel return on ad spend (ROAS).

The Results

Omnichannel bidding helped ILVA achieve a 20% increase in offline sales and a 30% increase in ROAS for the categories where store visit values were increased and omnibidding activated. Today, ILVA's overall strategy is still digital-first, with the majority of its marketing budget now going towards online activities optimizing for both online and offline sales. Moving forward, it plans to use shared omnichannel objectives (KPI's) and serve its customers better.

“With conversion value rules in our automated omnichannel strategy, we're able to use different values across campaigns, which saves us time and provides more accurate performance data.”

— Claus Enggaard Pedersen, Digital Performance Manager, ILVA

20%

Increase in
offline sales

30%

Increase in
ROAS

Primary Marketing Objective

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