

# Case study: Ekornes

Using geodemographic analysis to grow an international business



## Client

Ekornes is the largest furniture manufacturer in the Nordic region and owns such brand names as Ekornes®, Svane®, and Stressless®, one of the world's most famous furniture brands. Products are manufactured in Norway and marketed across the world by a network of national and regional sales companies. Ekornes's vision is to be one of the world's most attractive suppliers of furniture for the home. They offer products that appeal to a broad audience, with a design commitment to superior comfort, functionality and competitive price.



## Challenge

Ekornes has been steadily growing its furniture business in Europe and the U.S. through a network of independent operations. A team of regional managers and marketing professionals work together to define territories, set sales targets and manage distribution performance. In order to expand its retail network globally, Ekornes needed to implement a more robust methodology to ensure consistency and improve performance across the network. To achieve increased sales and more market share across North America, Ekornes needed a geodemographic analysis tool that would allow it to analyse and improve its existing customer profiles as well as search for new markets and create new trade areas with a high degree of precision and accuracy.

## The Solution

Experian Business Strategies demonstrated to Ekornes how using the MicromarketerGeneration3 solution

could improve their geographical and customer analyses in all their markets around the world. MicromarketerG3 is Experian Business Strategies' powerful desktop local area analysis, mapping and reporting software. Equipped with MicromarketerG3, Ekornes has the ability to profile customers, define trade areas, set sales territory boundaries and targets, model data, and create maps to visualize and support their strategies for expansion. Through Micromarketer Generation3, Ekornes also gains access to Experian's full suite of Mosaic consumer classification tools, including Mosaic Global and Mosaic USA. Mosaic USA classifies all North American households into 60 Mosaic types and 12 lifestyle groups that share demographic characteristics. This allows Ekornes to have a consistent comparison of American consumers to the European market through Mosaic Global, which has a direct link back to individual market segmentations in 24 countries.

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**“Ekornes selected Experian because it has delivered the best consumer classification tools through the best available mapping data software. Experian will enable Ekornes to deliver consistent country-wide customer and market analysis and, together with a GIS tool that is easy to use and understand, provide meaningful information and analysis to support our expansion plans in the US and Canada.”**

**Jim Diefenderfer**  
Sales and Marketing  
Ekornes

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### Implementation

Experian Business Strategies installed Micromarketer Generation3, in combination with Mosaic Global, Mosaic USA and a robust set of data selected for Ekornes to enable richer analysis, including postal boundaries, cartographic data, customer penetration and drive time analyses. Key to the successful implementation of Micromarketer Generation3 for Ekornes was the high quality of the segmentation system combined with ease of use and simplicity to understand. Their installation included the critical ability to report solutions in batch and improve the turnaround time on their analysis. Prior to the installation of Micromarketer G3 Ekornes had established the belief that drive time analysis could take hours, but wanted to see results in a shorter time frame. Based on these requirements, Experian Business Strategies implemented the sophisticated, single-user desktop application to incorporate the latest advanced GIS functionality within a simple-to-use, map-driven interface. By including the intelligent database engine and high quality mapping and reporting, Micromarketer Generation3 meets the requirements of Ekornes everyday business analysts and their more advanced GIS users. Customised user training and on going client support created a smooth transition for Ekornes and ensured wide-spread acceptance and use of the Micromarketer solution set.

### Results

Geodemographic analysis combined within-depth consumer insight means Ekornes now has an ability to develop customer profiles for all its markets and better plan and manage its franchise distribution systems accordingly. Turnaround time on common analyses such as drive times across multiple markets has dropped from hours to minutes, creating opportunities to examine more markets in greater detail than ever before. The integrated global solution from Experian Business Strategies provided Ekornes with the unique ability to approach both mature markets and newer markets with a consistent strategy for global expansion, increased sales and growing market share.

### Future developments

Micromarketer Generation3 can be extended to include a publishing tool that allows user to distribute maps and data across their organisation in an easily accessible and interactive viewing format. Mapped data is protected from further analysis and can be shared freely for collaborative input within your business.

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**For further information please contact us:**

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