

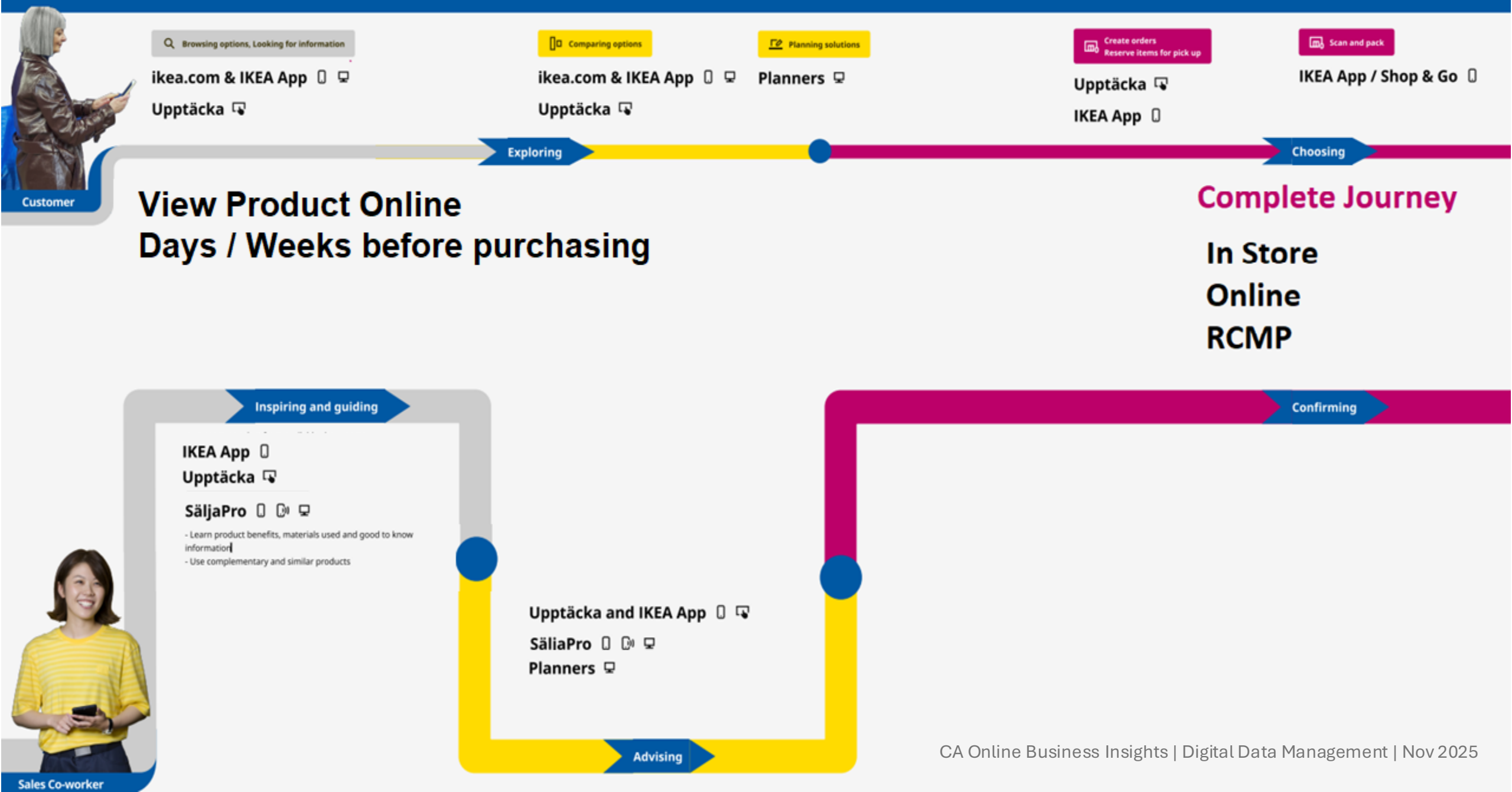
# CA Online Business Insights

Consolidate Country Online  
Conversion and Engagement Information  
by PMA and FSA

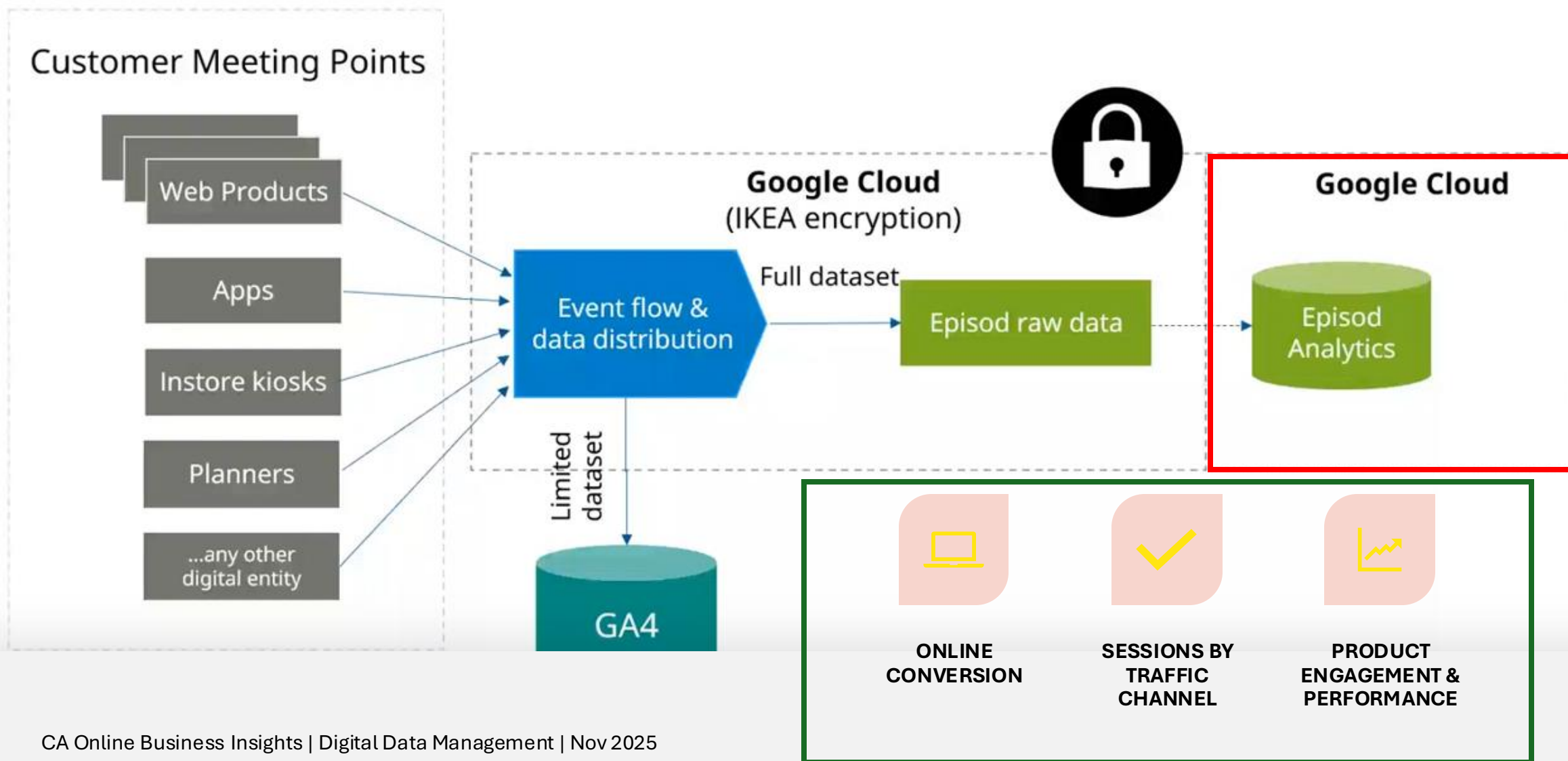
Digital – Data Management

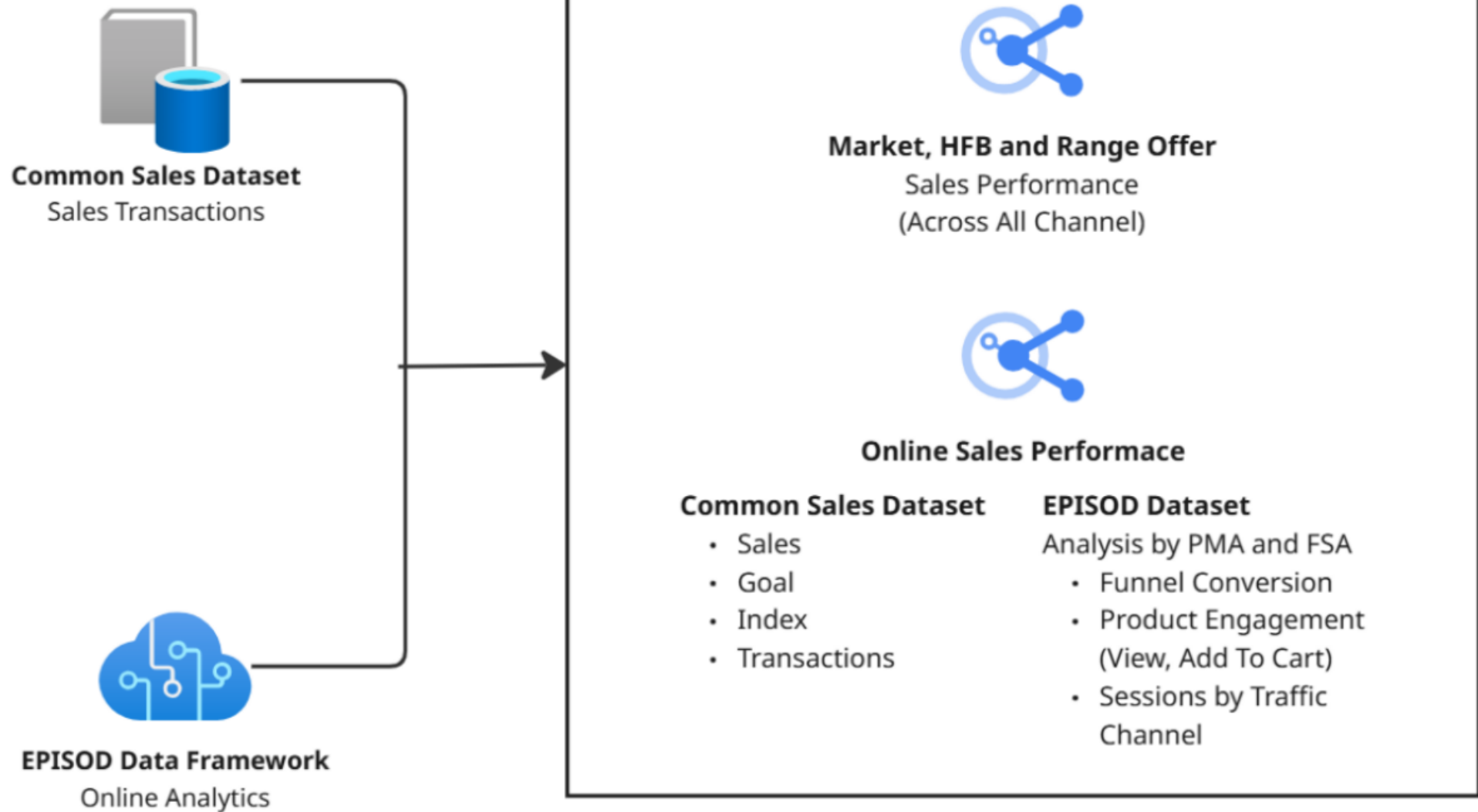


# Customer Buying Journey



# Episod Data Framework







**NEW**  
Information

## Existing Information at the Country Level

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Conversion and Funnel Analysis

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Product Engagement (Views and Add To Cart)

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Online Traffic and Sessions

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## NEW Information at the PMA / FSA Level

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Conversion and Funnel Analysis

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Product Engagement (Views and Add To Cart)

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Online Traffic and Sessions

# Target Groups and Focus Areas

## Store Sales Team

- Analyze Online Product Engagement (**Product Views**) to identify sales opportunities.

## Store Business Navigation / Commercial Steering

- Analyze **PMA and FSA Conversion Insights** for a better understanding of FSA performance.

## Country Business Navigation Team

- Plan to use **Add To Cart Rate** by PMA to improve overall Add To Cart Rate.

## Country Ecommerce Performance Team

- Support stores with Online Conversion and Engagement Information





## Use Cases

- Online Performance Metrics by PMA and FSA
- Support Conversion Using Online Product Insights
- In Store Sales Steering

# Business Navigation

## Online Performance Report

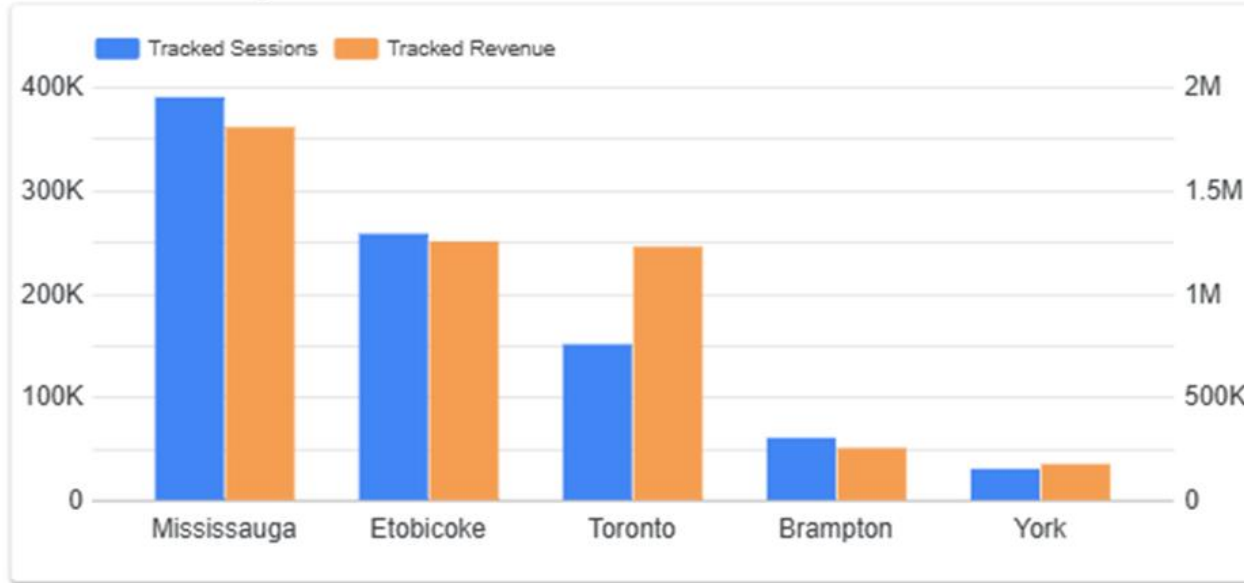
FY26 (September 1 - November 1)

Metrics	Country	Index To FY25	GTA	.Index to FY25	Etobicoke	Index To FY25.
Sales Amount Net	126.43M	110%	39.76M	109%	5.20M	106%
Visitation (Session)	24.80M	106%	6.50M	100%	889.40K	100%
Number of Transaction	335.20K	98%	107.10K	95%	15.10K	96%
Overall Conversion	0.95%	90%	1.19%	92%	1.07%	95%
Middle Funnel Conversion	8.48%	95%	10.05%	94%	9.26%	95%
Lower Funnel Conversion	10.97%	95%	11.60%	97%	11.31%	100%
Add To Cart Rate	6.52%	88%	7.90%	89%	7.33%	90%

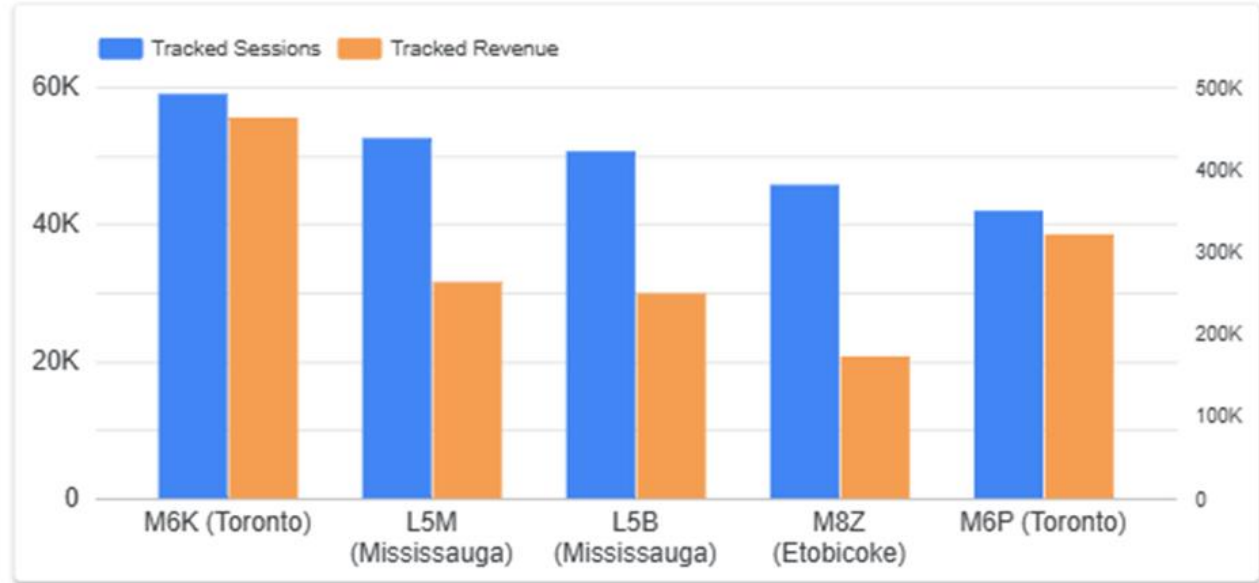


## Online Performance By Location

### City - Tracked Sessions and Tracked Revenue

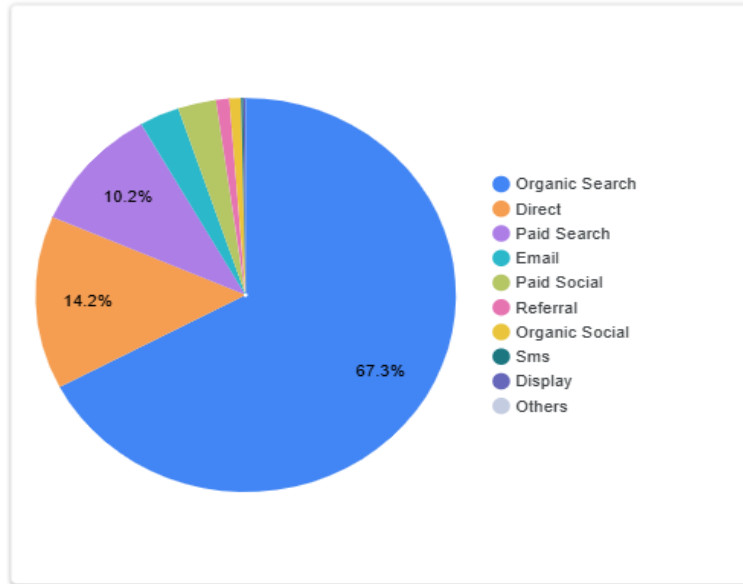


### FSA -Tracked Sessions and Tracked Revenue



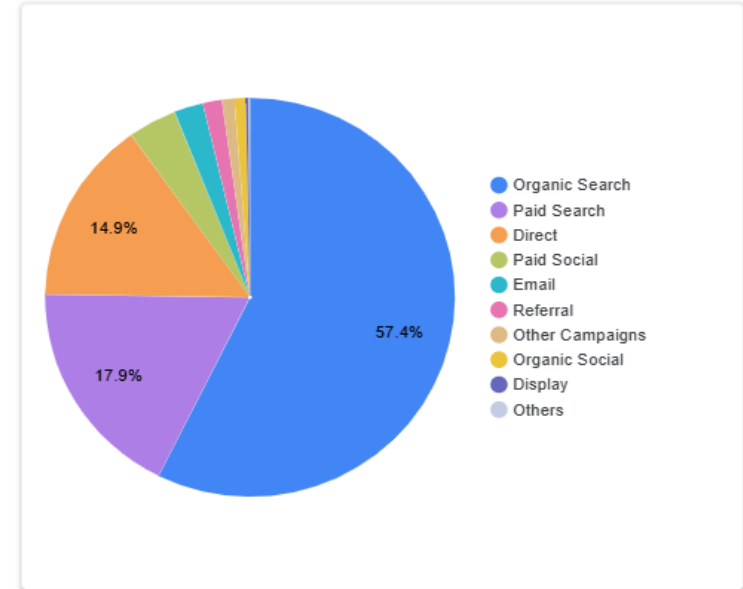
City	FS	Tracked Revenue	Index To FY2	Tracked Session	Index To FY25	Overall Conversio	Index To FY25	MF Conversio	Index To FY25	LF Conversio	Index To FY25
Toronto	M6K	462.79 K	138.76	58.99 K	110.25	1.53%	88.07	11.36%	97.87	13.07%	89.41
Toronto	M6P	321.00 K	113.36	41.96 K	99.40	1.62%	99.87	11.32%	101.28	14.13%	100.68
Mississauga	L5M	263.02 K	96.39	52.55 K	99.07	1.04%	105.40	9.68%	94.28	10.38%	110.19
Mississauga	L5B	249.13 K	95.24	50.63 K	91.81	1.04%	101.40	10.39%	100.85	9.69%	99.78
Etobicoke	M8V	243.24 K	113.28	37.82 K	98.68	1.25%	99.66	9.63%	99.16	12.74%	100.46
Toronto	M6R	240.52 K	139.46	18.76 K	96.15	2.38%	111.24	15.02%	115.48	15.47%	97.20
Mississauga	L5N	217.78 K	108.44	41.08 K	96.12	1.02%	99.08	9.37%	96.91	10.84%	104.84
Toronto	M6S	202.62 K	88.41	31.13 K	97.98	1.33%	95.37	9.53%	95.37	13.69%	100.57
York	M6N	174.23 K	107.23	30.21 K	102.51	1.03%	84.78	8.77%	97.95	11.52%	87.53
Etobicoke	M8Z	172.56 K	103.60	45.74 K	102.12	0.68%	91.16	5.95%	101.31	11.06%	89.52

## Session (Visitation) by Traffic Channel FY25 (Sep 1 – Nov 1)



Traffic Channel		Tracked Sessions ▾
1.	Organic Search	600.2K
2.	Direct	126.7K
3.	Paid Search	91.3K
4.	Email	27.5K
5.	Paid Social	26.3K
6.	Referral	9K
7.	Organic Social	8K
8.	Sms	1.5K
Grand total		892.2K

## Session (Visitation) by Traffic Channel FY26 (Sep 1 – Nov 1)



Traffic Channel		Tracked Sessions ▾
1.	Organic Search	510.1K
2.	Paid Search	159K
3.	Direct	132.6K
4.	Paid Social	34.2K
5.	Email	20.5K
6.	Referral	13.5K
7.	Other Campaigns	8.6K
8.	Organic Social	7.8K
Grand total		889.4K

## **In-Store Sales Steering**

Ensure Online Trending Products Are Available And  
Well Presented

# **Online Trending Products**



# How Online Insights can increase in Store Sales

## Etobicoke Showroom Shopkeeper example



Reggie Desroches

Big one i found out was the beat selling online combo for Mittzon was one I didn't have on display. Its now on 45degree hot spot in dept  
Sales doubled in a 2 week period.

- Analyzed **top-viewed combination articles** in **MITTZON family** in the online channel for the **Store's PMA**.
- Discover the hottest combination article in the MITTZON family.
- Physically displayed the article in a hotspot in-store.
- Increased revenue within a two-week period.

- **Top Online-Viewed:**  
Combination Articles
- **Evaluation:**  
Online Sales vs In-Store Sales



Category

**MITTZON office desks**

# How Online Insights can increase in Store Sales

## Etobicoke Showroom Shopkeeper example



David Mousseau

It's nice to see we are showing the customer in both HFB 1 and 2 the top performing articles that are sold online in the compact.

### HFB 1

Opportunity to show more Sofa Beds in rooms and compact. Need to take out HEMNES day bed, we have more articles to show.

### HFB 2

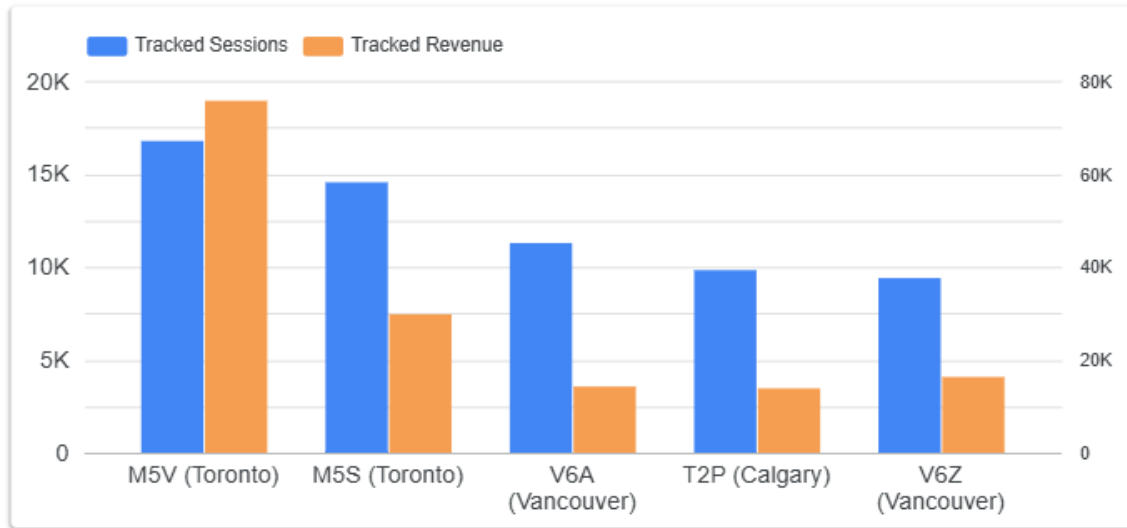
I was surprised to see the **BILLY 80x202 walnut** up there; looks like there is a lot of interest. Makes me want to consider changing L5 (BILLY black-oak to the walnut) so customers can see the larger inspiration.

- **Top Online-Viewed:**  
**BESTA** - Combination  
**KALLAX** – Colors  
**Evaluation:**  
Online Product Insights vs  
In-Store Sales

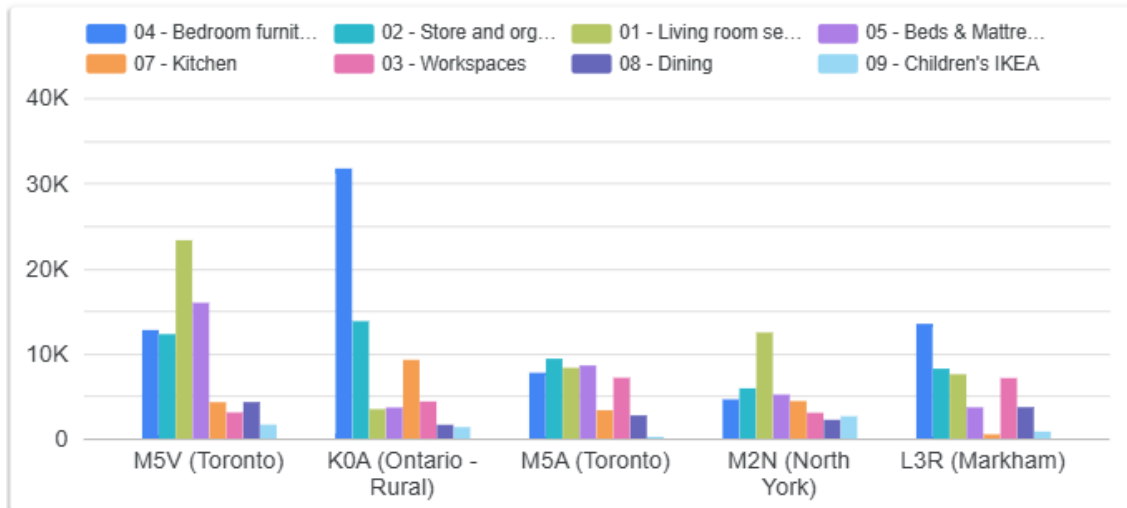
- Analyzed **top-viewed combination articles** in **Sofa Beds**, **BESTA** and **KALLAX** family in the online channel for the Store's PMA.
- Discover the opportunity to display more top online viewed products in Sofa Beds, KALLAX and BESTA series.



## Online Session vs Revenue by FSA



## HFB Engagement by FSA




# Understanding the Market Through Online Journey

- Flyer Drop, Billboards, Engaging With Community For Promotions
- More Effective Local Marketing Promotion For Various Campaigns
- Understanding People Living In That Area



# Country Business Navigation Team

Tracked Sessions	Overall Conversion	Online Sales Net	Number of Transactions
2.6M ↓ -8.0% from previous week	0.89% ↓ -1.1% from previous week	\$48.71M ↓ -31.7% from previous week	33.8K ↓ -12.1% from previous week
Sessions With Page Views 60.38% ↓ -4.5%	Middle Funnel Conversion 8.41% ↑ 1.3%	Online Goal Net \$11.26M	
Sessions With Add To Cart 6.53% ↓ -6.3%	Lower Funnel Conversion 10.35% ↓ -1.9%	Index To Goal 103.39 YOY Index 96.39	

Comparison: Previous Period

	PMA	Tracked Sessions	% Δ	Sessions With Page Views	% Δ	Sessions With Add To Cart	% Δ	Overall Conversion	% Δ	Middle Funnel Conversion	% Δ	Lower Funnel Conversion	% Δ
1.	039 - IKEA Montreal - Ville St.Laurent	220.6K	-6.2% ↓	67.65%	0.6% ↑	8.39%	-0.1% ↓	1.26%	2.3% ↑	10.66%	-2.0% ↓	11.64%	5.1% ↑
2.	040 - IKEA Toronto - Burlington	194.4K	-2.9% ↓	65.14%	1.3% ↑	8.74%	0.2% ↑	1.23%	-6.5% ↓	10.91%	-1.1% ↓	11.08%	-5.5% ↓
3.	230 - OMA	175.8K	-5.1% ↓	64.02%	1.9% ↑	10.07%	-1.9% ↓	1.2%	-5.9% ↓	12.8%	-3.9% ↓	9.21%	-1.3% ↓
4.	659 - IKEA Toronto - Downtown	152.1K	-3.5% ↓	67.3%	-0.1% ↓	6.88%	-3.8% ↓	1.11%	-2.2% ↓	8.62%	-2.1% ↓	12.67%	0.4% ↑
5.	313 - IKEA Vancouver - Coquitlam	143.9K	-5.2% ↓	64.64%	0.5% ↑	6.99%	-0.2% ↓	1%	0.9% ↑	8.96%	0.6% ↑	10.87%	0.2% ↑
6.	216 - IKEA Calgary	130.4K	-9.7% ↓	64.95%	0.8% ↑	6.80%	-1.5% ↓	0.87%	-6.8% ↓	8.55%	-2.2% ↓	9.9%	-6.4% ↓
7.	003 - IKEA Vancouver - Richmond	124.7K	-5.2% ↓	67.26%	0.8% ↑	6.73%	1.4% ↑	0.95%	-4.1% ↓	8.25%	-1.4% ↓	11.25%	-3.4% ↓
8.	004 - IKEA Ottawa	120.4K	-2.0% ↓	66.5%	0.5% ↑	7.73%	-1.3% ↓	1.19%	-10.5% ↓	9.64%	-2.8% ↓	12.17%	-7.6% ↓
9.	372 - IKEA Toronto - Vaughan	120.3K	-5.1% ↓	63.98%	1.1% ↑	8.19%	0.4% ↑	1.02%	-4.8% ↓	10.43%	1.5% ↑	9.58%	-5.2% ↓
10.	249 - IKEA Winnipeg	106.1K	-11.7% ↓	62.71%	0.8% ↑	7.80%	-2.8% ↓	0.95%	-4.5% ↓	10%	-2.9% ↓	9.38%	-1.1% ↓

# Country Ecommerce Performance Team

	1. All Sessions	2. Reach Product Page	3. Add To Cart	4. Reach Shopping Cart	5. Reach Delivery Page	6. Reach Shipping Page	7. Reach Payment Page	8. Complete Order
PMA ^	1	2	3	4	5	6	7	8
149 - IKEA Toronto ...	84,238	56,049	9,954	8,396	3,205	1,316	1,276	921
216 - IKEA Calgary	131,957	86,523	13,922	11,466	4,167	1,651	1,670	1,291
230 - OMA	209,134	134,537	34,287	28,989	11,526	4,345	4,097	3,030
249 - IKEA Winnipeg	111,813	71,177	13,485	11,237	4,182	1,725	1,631	1,197
256 - IKEA Toronto ...	106,264	71,387	12,066	9,968	3,729	1,648	1,524	1,084
3 - IKEA Vancouver ...	145,661	98,003	15,232	12,635	4,739	2,062	1,962	1,511
313 - Vancouver (IK...	138,040	91,737	14,928	12,431	4,803	2,124	2,012	1,486
349 - IKEA South E...	99,153	64,287	10,349	8,584	3,199	1,422	1,379	1,048
372 - IKEA Toronto ...	134,487	87,729	16,420	13,650	5,127	2,099	1,955	1,390
39 - IKEA Montreal ...	242,667	165,419	32,133	27,228	10,301	4,846	4,639	3,375
4 - IKEA Ottawa	135,052	90,379	16,801	14,036	5,240	2,468	2,401	1,852
Grand total	2,914,762	1,746,511	299,847	251,755	94,474	39,579	38,082	27,796

PMA ^	1 > 2	2 > 3	3 > 4	4 > 5	5 > 7	7 > 8
149 - IKEA Toronto - North ...	66.54%	17.76%	84.35%	38.17%	39.81%	72.18%
216 - IKEA Calgary	65.57%	16.09%	82.36%	36.34%	40.08%	77.31%
230 - OMA	64.33%	25.49%	84.55%	39.76%	35.55%	73.96%
249 - IKEA Winnipeg	63.66%	18.95%	83.33%	37.22%	39%	73.39%
256 - IKEA Toronto - Etobico...	67.18%	16.9%	82.61%	37.41%	40.87%	71.13%
3 - IKEA Vancouver - Richm...	67.28%	15.54%	82.95%	37.51%	41.4%	77.01%
313 - Vancouver (IKEA Van...	66.46%	16.27%	83.27%	38.64%	41.89%	73.86%
349 - IKEA South Edmonton	64.84%	16.1%	82.95%	37.27%	43.11%	76%
372 - IKEA Toronto - Vaughan	65.23%	18.72%	83.13%	37.56%	38.13%	71.1%
39 - IKEA Montreal - Ville St...	68.17%	19.43%	84.74%	37.83%	45.03%	72.75%
4 - IKEA Ottawa	66.92%	18.59%	83.54%	37.33%	45.82%	77.13%
					40.31%	72.99%



Katelyn Kavuk

Hej Christian, (Ottawa Market)

I have attached a National Level Funnel information.

Included you can see where customers are dropping off in the upper and lower funnel with key observations noted.



Katelyn Kavuk

Amazing, thank you so much for this information addition. Appreciate the support. Seems straightforward

## FY25 Online Performance Report Etobicoke Lower Funnel

- Market in focus: Etobicoke
- Timing: **April 25 - May 16**
- Test: Enable Etobicoke's selling cutoff time to 5pm for all deliveries. Currently, the cutoff is 12pm for 2-person delivery and 2pm for 1-person delivery
- Context: The following report dives into market level lower funnel key metrics to evaluate impact of the changes

## FY25 Online Performance Report - Ottawa

Distributed: May 2025

Contributor: Kate Kavuk, Online Performance Specialist





# Business Digital Collaboration

## Proof of Concept

[Canada Online Dashboard - 1.0 › Home](#)

A photograph of three people in a modern office setting. A man with a beard and a woman are looking at a laptop, while another woman is pointing at a document on the table. A yellow line is drawn across the image, starting from the left, passing behind the laptop, and ending near the woman on the right. The background is a bright, open-plan office with large windows and modern decor.

Our goal is to...

...empower a data-driven culture for  
improved decision-making

Thank you