

Press release, Stockholm December 6, 2017

IKEA Sweden and Nepa in new partnership

Today's fragmented media landscape makes it more difficult than ever for marketers to attribute business results to marketing investments

"Nepa will help us identify short-term effects of marketing investments and match these against the long-term impact on our brand development. This gives us fact-based insights and guidelines for our internal planning and budgeting that helps us improve Marketing ROI", says Johanna Andrén, Deputy Marketing Manager of IKEA Sweden.

Nepa provides continuous and actionable decision support in order to optimize media mix, timing, investment level and message. For IKEA Sweden, this means data-driven decision making based on real business impact.

"We help companies to quantify the impact of marketing on sales and brand development, both short- and long term across all media types. This enables informed decisions where to allocate resources and what to prioritize based on actual value." says Fredrik Östgren, CEO at Nepa.

Nepa AB (publ) is listed on Nasdaq First North since April 26, 2016.
Certified Adviser is Erik Penser Bank.

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