

Press Release

IKEA wins three awards at the Search & Discovery Awards 2026

IKEA, a Fournalis Group company, received **three awards at the Search & Discovery Awards 2026**, held on Wednesday, September 23, in recognition of its innovative Search & Discovery strategies and its effective ability to connect digital search with measurable business results.

More specifically, IKEA was distinguished in the following categories:

Gold Award in the Best Combined Search & Discovery Multiple Touchpoints Strategy category for its Multi-Touchpoint Journey strategy, leveraging multiple consumer touchpoints and resulting in a +69% increase in Search Revenue.

Gold Award in the Best in Home & Furniture category for the campaign “IKEA Greece: Turning Home Inspiration into Measurable Growth”, highlighting the effective use of digital channels in the home and furniture sector.

Bronze Award in the Best Use of Google Search & Discovery category for its integrated Google Organic and Paid Search strategy, which contributed to a +69% increase in Search Revenue.

The three distinctions recognize IKEA’s strategic approach to Search & Discovery and its effective use of technology, data and multiple consumer touchpoints, with the aim of creating meaningful customer experiences and delivering measurable growth.

IKEA’s success at the Search & Discovery Awards 2026 is the result of its strategic collaboration with KINESO and The Newtons Laboratory, which contributed to the planning, implementation and development of the initiatives, combining strategy, expertise, creativity and data-driven insights to achieve measurable results.

#ikea

#zoumemazi

#dimiourgoumemazi

Focus: ikea, ikea.gr

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