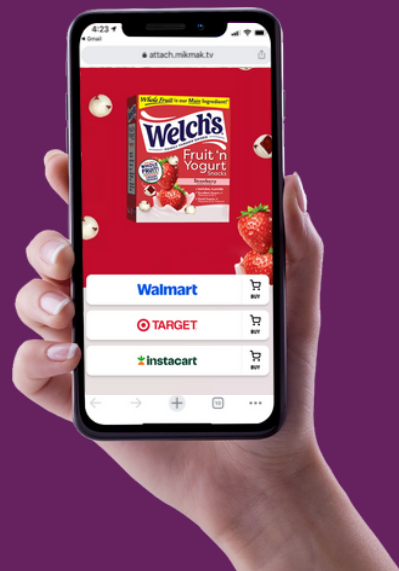




CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

## Welch's Fruit Snacks Leveraged MikMak to Transform a Viral Moment into Conversion, Revived an 'Unsung Hero' Product and Created a Sustained New Sales Baseline



# 1.2M

Purchase Intent  
Clicks

# 5.6%

Click Through Rate  
(CTR)

# +100%

Increase in Unit Sales  
at Walmart

### Background

Welch's Fruit Snacks discovered that TikTok creator "the Rizzler" was a big fan of Welch's Fruit 'n Yogurt Snacks and an even bigger fan of Gordon Ramsay. Seeing an opportunity to bridge flavor and fandom, the team built a campaign that brought the two worlds together with a playful recipe showdown in Las Vegas, where Ramsay judged the Rizzler's Welch's Fruit 'n Yogurt Snacks creation. The social campaign immediately drove massive engagement across platforms and generated over 62 million campaign views. The buzz reignited love for an "unsung hero" product in Welch's Fruit Snacks portfolio.

### Challenge

The excitement was there but the team needed to ensure that viral buzz translated into retail sales and repeat customers, not just views and likes. Turning cultural relevance into commerce would be the true measure of success.

"The viral moment created demand, but MikMak helped us capture and convert it. By using their data to optimize towards Walmart we were able to maximize sales impact and establish a new baseline for an unsung hero in our portfolio."

### Solution

To capture and accelerate the surge in demand, the brand leveraged MikMak Commerce to make campaign content – including paid social and a recipe landing page – shoppable across retailers and gave consumers a direct path from content to purchase. Using MikMak Insights, the team A/B tested performance across retailers and discovered that Walmart was the top conversion driver and optimized accordingly.

The optimized Walmart activation delivered powerful results: Walmart garnered over 1.2M purchase intent clicks and a 5.6% click-through rate (CTR) - well above the 1% benchmark. Most importantly, overall Walmart unit sales increased by 100% YoY during the campaign period. Even after the campaign ended, Welch's Fruit Snacks saw a new sustained sales baseline, with many trial shoppers converting into repeat buyers.



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