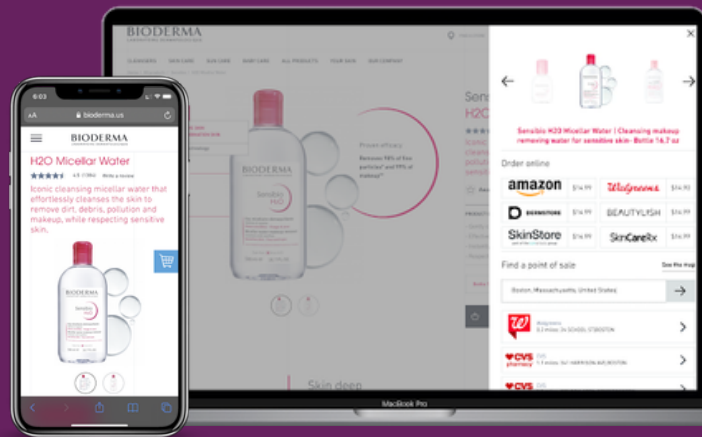




CASE STUDY: MAKE YOUR PRODUCTS DISCOVERABLE

**Bioderma incorporated MikMak Commerce on its websites and social media to provide a frictionless path to purchase across 32 countries.**



**+126%**

**Increase in Purchase Intent Clicks from 2022 to 2023**

**+109%**

**Increase in Purchase Intent Rate from 2022 to 2023**

**19.6%**

**Of Purchase Intent Clicks show offline purchase intent interest**

## Background

Bioderma has been an industry leader in dermo-cosmetics since its founding in 1977. Bioderma shoppers interact with and purchase the brand in various ways, including online and in-store.

## Challenge

Bioderma was looking for a single partner that could support its omnichannel business needs on a global scale. The objective was to drive qualified traffic and boost sales both online and in-store.

## Solution

With MikMak, Bioderma has been able to integrate across 2,500+ products, 307 retailers, and 32 countries on both the brand website and various media placements. MikMak's easy-to-use templates coupled with key customizations allowed Bioderma to quickly add/build experiences across their entire global portfolio that matched the look, feel, and brand equity of Bioderma.

All of the data and insights collected from shoppers live in a single dashboard, MikMak Insights. Data collected from these shopper interactions has allowed Bioderma to optimize and refine its strategies to simultaneously increase volume and efficiency in its brand site and media spend.

**"MikMak is an absolute 'must-have' technology in our 'Brick & Click' & 'Pure players' distribution model. The solution, plugged into our new digital framework, allows us to leverage all our digital assets to boost both our direct and indirect sales in all our global markets."**



**Auriane Loyer, Digital Senior Project Manager, Bioderma**



**Get started with MikMak today**  
www.mikmak.com | hola@mikmak.com

