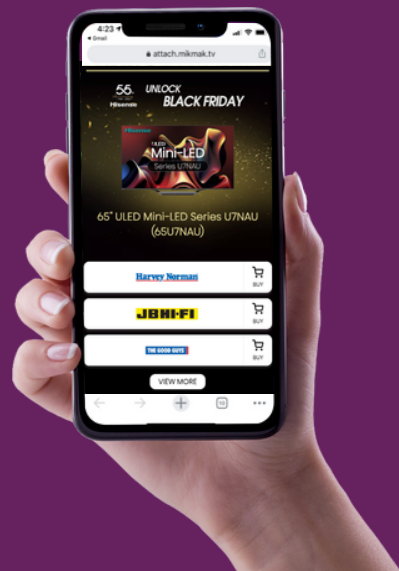




CASE STUDY: MAKE YOUR PRODUCTS DISCOVERABLE

Hisense Australia Expanded MikMak Partnership to Media, Saw Increase In Reach, Conversion Across Channels.



12X

Increase in brand traffic
QoQ

2.9X

Increase in overall
purchase intent

8X

Increase in purchase
intent on google search

Background

Hisense Australia, a leading brand in consumer electronics and appliances, had previously integrated MikMak's commerce solution solely on their brand website.

Challenge

While the website integration delivered solid results, Hisense Australia sought to further maximize their marketing investment. The brand aimed to drive higher traffic and improve conversion rates across the full consumer journey.

Solution

Based on the strong ROI from the initial website integration, Hisense Australia made a strategic decision to deepen their partnership with MikMak. They reallocated part of their media budget to integrate MikMak's multi-retailer commerce capabilities across paid media campaigns, including digital ads and search.

This elevated overall brand traffic and conversion throughout the full-funnel plan. Traffic increased 12x quarter over quarter while overall purchase intent increase 3x and conversion on google search rose a significant 8x higher.

"This collaboration helped us better track ad performance, and we will continue refining this approach to enable more precise budget allocation moving forward."

Hisense Australia



Get started with MikMak today
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