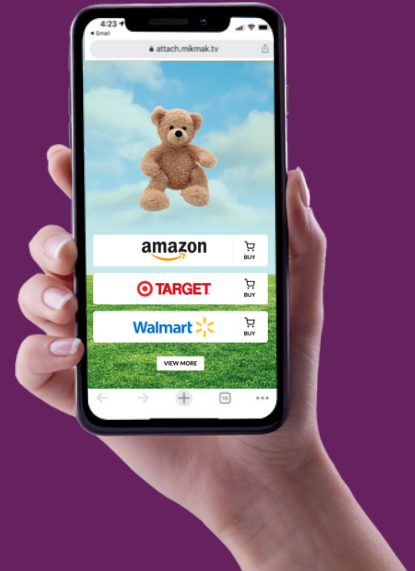




CASE STUDY: MAKE YOUR PRODUCTS DISCOVERABLE

## Toy Brand Tapped Into Organic Media with MikMak to Drive Uptick in Conversion and Sales



# 14X

**Higher Purchase Intent Rate** for Organic placements vs. paid media activations

# \$35k

**Attributable Sales** from Organic Media campaigns in first 6 months of 2025

# 25%

**of Organic Media** clicks with the hero product

### Background

Since 2021, the Toy Brand and MikMak have partnered to uncover untapped opportunities in the Toy Brand's media strategy—focusing on stretching ad dollars further and maximizing ROI through smarter, data-driven decisions.

### Challenge

With a lean media budget, the Toy Brand needed a cost-effective way to boost Purchase Intent and drive sales. They spotted an underutilized asset: their social media bios—prime real estate to connect high-intent shoppers directly to retailers.

### Solution

The Toy Brand embedded MikMak experience links in their Instagram and TikTok bios. The result? Over 300,000 link opens and click-through rates to retailers 3x higher than other media campaigns. Purchase Intent Rates also saw a measurable lift, proving that small tweaks can drive big impact.



Get started with MikMak today  
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