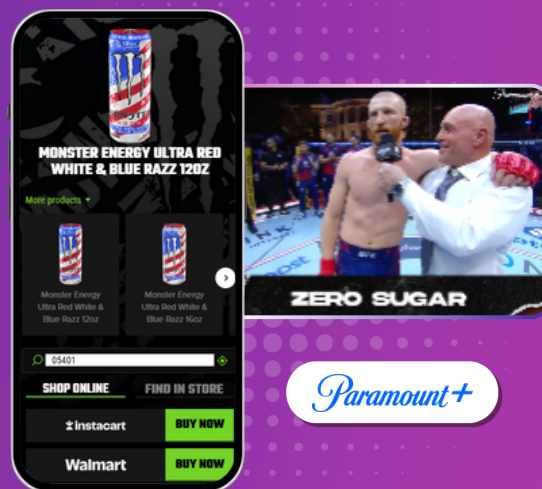




CASE STUDY: Secure and Action Data

How Monster Energy Made the Switch to MikMak to Boost Attributable Omnichannel Sales

Activation period: June 14–16, 2026



+51%

Increase in daily traffic to the MikMak Experience vs. 2026 average following Monster Energy's UFC sponsorship (6/14–6/16/2026)

+17%

Increase in traffic to Retailers vs. 2026 average during the activation

+205%

Growth in Local Availability interactions vs. +20% growth in Buy Online interactions during the activation period (6/14–6/16/2026)

Background

Monster Energy wanted a more comprehensive way to connect marketing activity with shopper engagement and commerce outcomes. As the team evaluated its partnership with Pear Commerce, Monster saw an opportunity to gain more granular reporting, advanced commerce capabilities, and a more strategic partner to help measure and optimize conversion across its omnichannel ecosystem.

Challenge

Monster needed to go beyond basic commerce reporting to understand how marketing activities influenced shopper behavior across the path to purchase. The team needed deeper analytics, stronger visibility into both online and offline engagement, and a partner capable of challenging its thinking around conversion while supporting its evolving commerce strategy.

Solution

Monster switched from Pear Commerce to MikMak to unlock more advanced commerce intelligence and a more comprehensive view of shopper behavior. MikMak's advanced analytics, custom reporting, retailer sales metrics, and API capabilities gave Monster deeper visibility into performance, while its commerce platform enabled the team to measure both Buy Online and Find In Store engagement.

Following Monster Ultra Red, White & Blue's featured placement during a UFC broadcast on Paramount+, MikMak helped Monster quantify the activation's impact: daily traffic to the MikMak Experience increased 51%, while Find In Store interactions grew 205%, outpacing the 20% growth in Buy Online interactions. These insights helped Monster better understand offline purchase intent and make more informed decisions around future marketing investments, retailer strategy, and campaign optimization.

"MikMak has helped us think more strategically about conversion across our marketing and commerce efforts. Their team consistently challenges our assumptions and brings forward new opportunities for optimization, creating value beyond what we've experienced with previous partners."

Sr. Director, Omnichannel Sales & eCommerce, **Monster Energy**



Get started with MikMak today | www.mikmak.com

