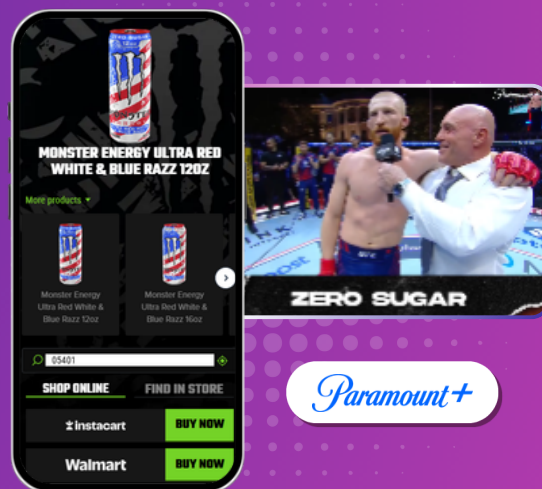




CASE STUDY: Secure and Action Data

Monster Energy Unlocked More Comprehensive Commerce Intelligence with MikMak

Activation period: June 14–16, 2026



+51%

increase in daily traffic to the MikMak Buy Widget vs. 2026 average during the Monster Ultra Red, White & Blue UFC activation (6/14–6/16/2026)

+17%

increase in Purchase Intent Clicks vs. 2026 average during the activation

+205%

growth in Find In Store interactions vs. +20% growth in Buy Online interactions during the activation period (6/14–6/16/2026)

Background

In 2025, Monster Energy returned to MikMak after switching from Pear Commerce, seeking a more comprehensive way to connect marketing activity with shopper engagement and commerce outcomes. The team saw an opportunity to gain more granular reporting, advanced commerce capabilities, and a more strategic partnership to help measure and optimize conversion across its omnichannel ecosystem.

Challenge

At the time, 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

By returning to MikMak, Monster unlocked 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.

During Monster Ultra Red, White & Blue's featured placement during a UFC broadcast on Paramount+ from June 14–16, 2026, 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.

"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**



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