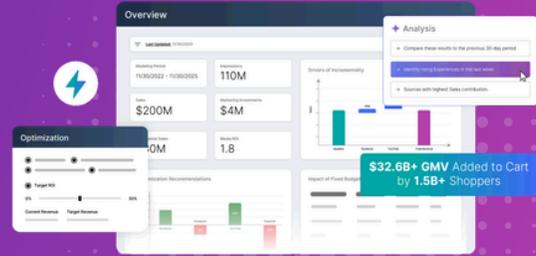




CASE STUDY: Prove Incremental Sales

Made By Gather Leveraged the MikMak Aura Optimizer to Identify a \$900K Incremental Sales Opportunity.



\$900K

Incremental sales opportunity identified

4.3

ROI on Best Buy retail media identified as highest return within plan

Background

Made By Gather, a fast-growing consumer brand, partnered with MikMak to explore new ways to optimize their marketing investments and drive measurable sales growth. As part of MikMak's beta program for MikMak Aura, the brand had early access to the new modeling and optimization software, designed to uncover high-value opportunities and maximize the impact of marketing spend across all channels.

Challenge

Made By Gather faced difficulty getting a strong apples-to-apples comparison between channels, making it challenging to prioritize spend effectively. The team also needed real-time insights to react quickly to market changes, adjust budgets, and deploy incremental dollars efficiently, without relying on time-consuming manual analysis.

Solution

The team leveraged the MikMak Aura Optimizer, a scenario-planning tool within the platform that provides clear, data-driven projections of impact and ROI. By inputting campaign data, Made By Gather could forecast potential incremental sales, identify which initiatives would deliver the strongest return, and make confident, data-driven decisions about where to focus resources. MikMak Aura automated analysis that had previously required manual effort, giving the team a holistic view of performance across channels and campaigns.

Using MikMak Aura, Made By Gather identified a \$900K incremental sales opportunity, providing a clear roadmap for growth. The MikMak Aura Optimizer also highlighted the initiatives with the highest modeled ROI, allowing the team to prioritize spend for maximum impact.

"Obviously, it's helpful to say, our from experience on previous brands and companies, this is what we'd recommend. But it's even better to say, here are these curves that tell us exactly how much money we can spend and have gain if we're investing these dollars."

Traffic & Media Manager, Made By Gather



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