



CASE STUDY: Automate Resource Savings

From Insights to Impact: How Garrison Brothers and Arm Candy Boosted Efficiency and Performance with Unified Data



60

Minutes saved per week with Insights API

10.7%

Decrease in Cost per Purchase Intent Click YoY with Insights API

Background

Garrison Brothers and their media agency, Arm Candy, had partnered with MikMak for several years to make their media and websites shoppable, using MikMak’s data and insights to optimize performance across their marketing efforts. They have also leveraged the partnership to navigate seasonal shifts during Q4 holiday gifting peaks followed by Q1 New Year resolutions lulls.

Challenge

As MikMak Insights became an increasingly valuable input in performance decision-making, the team saw an opportunity to connect that commerce data more seamlessly with their media spend reporting. Bringing these datasets together in a more unified, automated way would create a holistic view of performance and unlock faster, more informed optimizations.

Solution

To achieve this, the team implemented the MikMak Insights API, integrating MikMak data directly into their aggregation tool, Funnel. This connection created a unified data ecosystem that combined media and commerce metrics in one place and shifted from weekly manual snapshots to daily automated visibility. This eliminated blind spots, specifically allowing the team to filter performance by Meta creative names in real-time - previously a large challenge.

Garrison Brothers and Arm Candy saved 60 minutes per week in reporting time and unlocked a record low \$2.48 CPIC, even during usual seasonally low Q1 months.



Rob Cordes
Head Marketing Dude
Garrison Brothers Distillery

“The Insights API took our long-standing MikMak partnership to the next level by connecting our media spend directly to shopping intent. This deeper visibility allowed Arm Candy to act on insights in real time, driving the smarter optimizations and stronger performance we see today.”



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