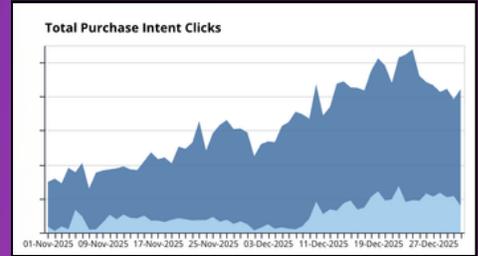
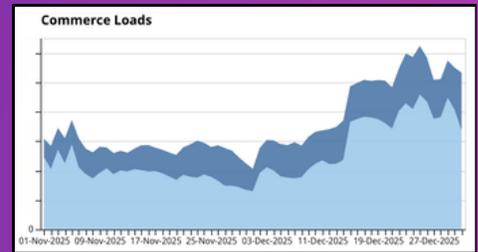


How Riboli Family Wines Activated MikMak on Media and Website to Drive and Capture Holiday Demand



40%

Of Purchase Intent Clicks
driven from brand website

24%

Purchase Intent Rate on
brand website

10x

Increase in Purchase Intent
Value

Background

As the winter holidays approached, Riboli Family Wines identified a strategic opportunity to activate paid media campaigns highlighting its Stella Rosa wine and brandy portfolio during a peak demand period. With consumers preparing for gatherings and celebrations, the team aimed to increase brand visibility and stay top-of-mind as shoppers finalized their holiday wine and spirits purchases.

Challenge

To maximize the impact of its seasonal investment, Riboli needed a more seamless way to connect media exposure to retail outcomes. The brand sought to streamline the omnichannel journey from product discovery through transaction, while capturing meaningful engagement data at each touchpoint. Just as critical was understanding how paid media influenced traffic and purchase intent on the brand's own website, ensuring both media and owned channels worked together.

Solution

Riboli implemented MikMak Commerce for Media experiences at the outset of its holiday campaigns, embedding shoppability directly into its paid media strategy. By activating during a high-traffic seasonal window, the campaign drove immediate click-throughs to retail partners while also contributing to a notable increase in organic traffic and purchase intent on the Stella Rosa brand website. While media experiences generated 80% of traffic as the primary demand driver, the brand website played a critical role in capturing measurable purchase intent, accounting for 40% of total retailer click throughs during the campaign.



Jenna Steele
Vice President, eCommerce and Digital
Riboli Family Wines

“The holidays are a pivotal demand moment for us. By aligning media with shoppable brand experiences, we were able to drive traffic at scale and better understand how our website contributes to measurable purchase intent during peak periods.”