MikMak

For Consumer Electronics
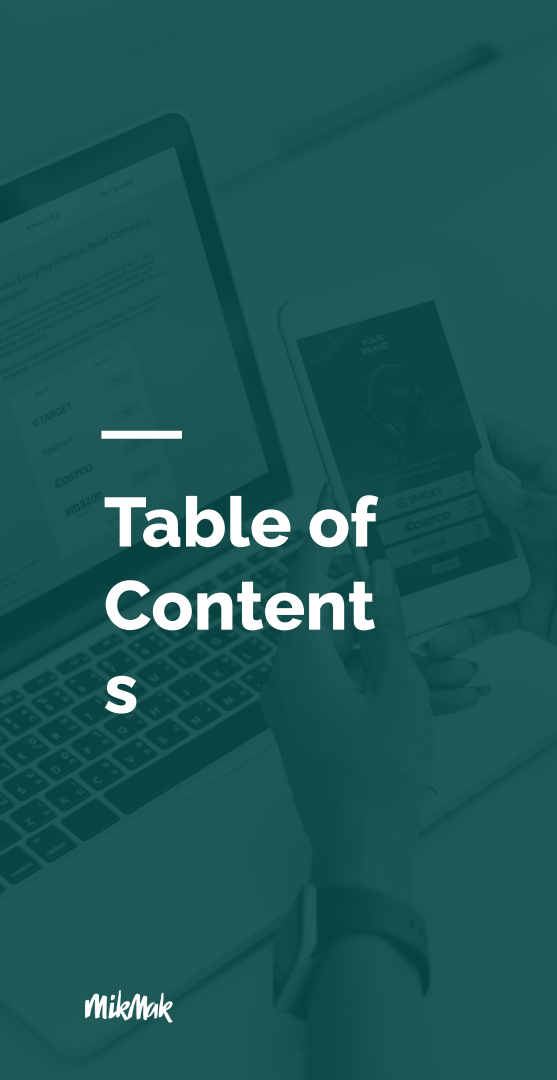
Table of Contents

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Consumer Electronics Industry Overview

65%

of customers in the consumer electronics category research and evaluate products online before purchasing, also known as ROPO

(Research Online Purchase Offline)

33%

of shoppers end up NOT making an in-store purchase due to bad or misleading information from where-to-buy solutions

(Availability at the brand, not upc-level)

50%

of Consumer Electronics products purchased online are bought at Amazon

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MIKMAK x CONSUMER ELECTRONICS

Without MikMak, Consumer Electronics Brands Face Challenges

Disjointed Path to Purchase

Consumer Electronic shoppers partaking in ROPO need a clear path to purchase from their preferred retailers

Lost Sales due to Bad Inventory Data

Consumers looking to purchase online or in-store deserve confidence that the exact model number they're researching is available

Lack of Visibility into Retail Media Performance

Get a holistic view across all RMN and market your products where your consumers are conducting their research

Time-Consuming Implementation Process

Slow implementations and constant monitoring and auditing distract from your brands business goals

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Meet *MikMak* 3.0

MikMak provides eCommerce enablement and analytics software for multichannel brands to convert global customers.

We enable commerce in the places where shoppers spend time

...and then we measure the omnichannel outcome of those interactions.

Where to Buy Add to Cart Recipes	**Media Channels Websites Retailers**	**Psychographic Demographic Unique identifiers**

Sales Share of search Benchmarking	**Online Offline**	**Audience Geography Creative Channel Retailer SKU inventory SKU sales Digital shelf**

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MikMak 3.0

MikMak Commerce
Enable Commerce

YOUR BRAND

MM Series 50" 4K UHD HDR Smart TV

TARGET
COSTCO
Walmart

VIEW MORE

YOUR BRAND

MM Series Everyday Wireless Noise Cancelling Headphones

TARGET
COSTCO
Walmart

VIEW MORE

Retail Media
Media
Brand.com
Ad Unit

MacBook Pro
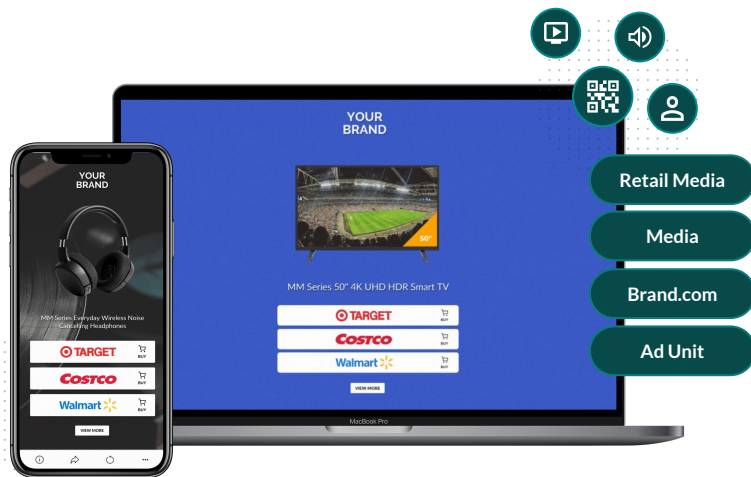
MikMak Insights
Measure The Omnichannel Outcome

MacBook Pro
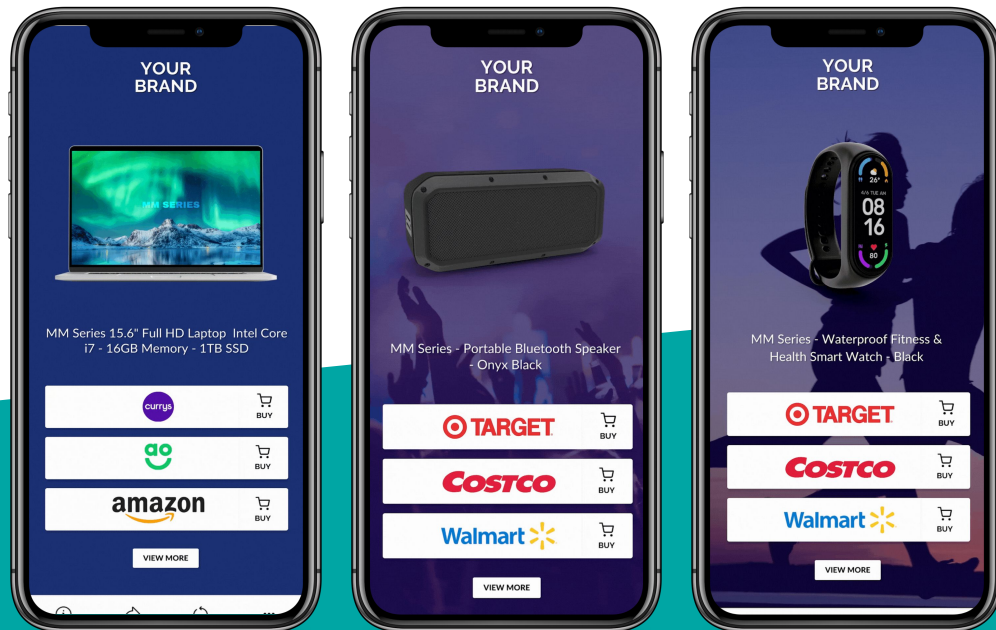
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MikMak Commerce: Enable Commerce

"I would say there definitely is becoming this intersection of what does media mean and what does commerce mean in a consumers life and how can we bring those two things together to really make it a frictionless experience."

Nilla Ali, SVP of Commerce at Buzzfeed

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Commerce

Premium consumer shopping experiences create a seamless path to checkout **at any retailer**, from anywhere across your entire media mix.

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What Sets MikMak Retailer Network Apart

Global Retailer Network

Retailer partnerships with first-party consumer insights worldwide

Global expansion to 7,000+ retailers across 100+ countries

Key Consumer Electronics retailers with Sales Insights

Faster retailer onboarding capabilities with advanced product matching

Retailer direct feeds for inventory and sales data

Walmart amazon meijer GameStop CONRAD BEST BUY newegg COSTCO WHOLESALE FredMeyer Media Markt TARGET STAPLES Office DEPOT STAPLES PC RICHARD & SON redcoon

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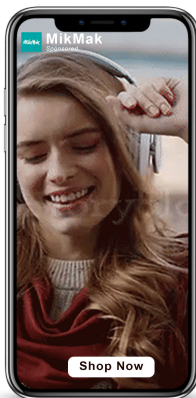MIKMAK x CONSUMER ELECTRONICS

Conversion at Every Consumer Touchpoint

Commerce for Media	Commerce for Retail Media	Commerce for Direct Add to Cart	Commerce for Brand Websites
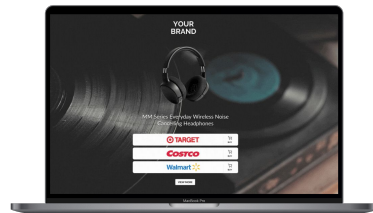
MikMak | **MIKMAK x CONSUMER ELECTRONICS**

MikMak Commerce shortens the consumer path to purchase from anywhere. Across all media and brand websites, shoppers worldwide will find and buy your products faster, in-store and online.

Commerce for Retail Media

Provide a seamless path to purchase directly where Consumer Electronics shoppers conduct their research and gain a holistic view of your marketing performance across all Retail Media Networks.

Since-click experiences optimized for Retail Media

Inventory management
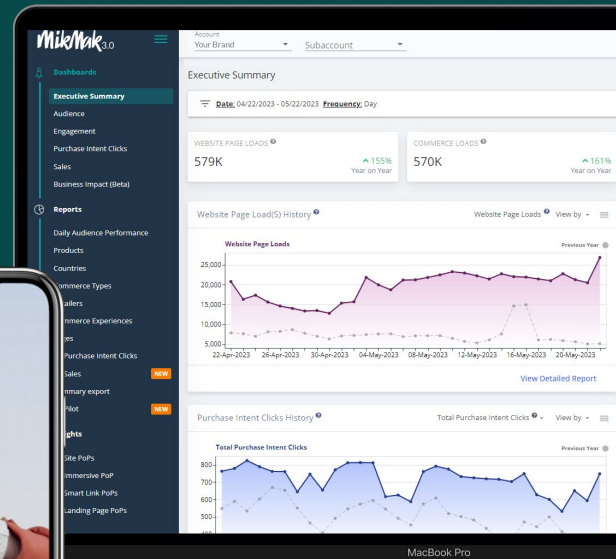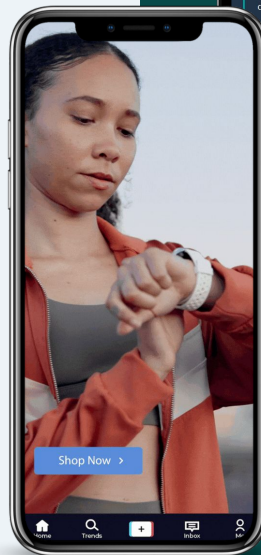
Captures valuable 1p consumer behavior
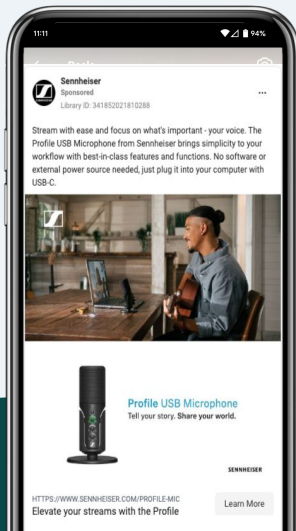
More granular data & insights

Seamlessly export data via APIs

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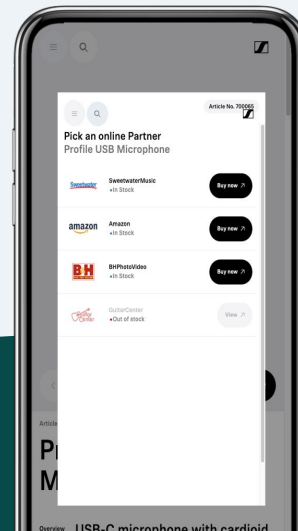MIKMAK x CONSUMER ELECTRONICS

How Commerce for Retail Media Works

User sees campaign and taps the call-to-action button

A blink-and-you-miss-it redirection takes place. This is what enables MikMak to capture first-party data

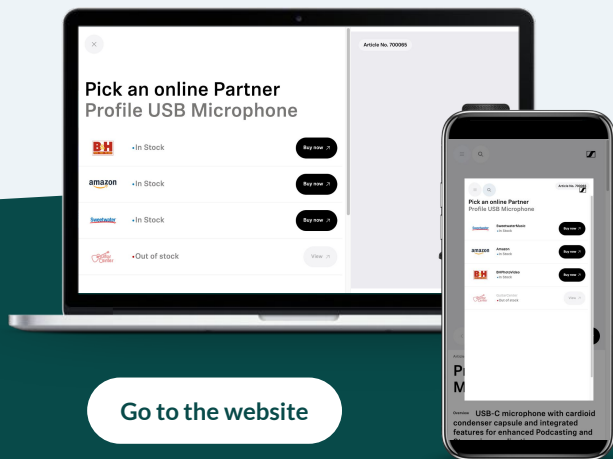Shopper lands on the specified retail PDP for the advertised product

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Online and In-Store Purchase Options

Provide shoppers with Omnichannel checkout options from the industries biggest online and instore retailer network.

Online

Go to the website

In-store

Go to the website

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MikMak Insights: Measure the Omnichannel Outcome

The data that we use to enrich the online experience for our customers, is kind of a closely guarded secret, and it's the secret sauce that allows us to be successful."

Carlo Savino, VP of Americas eCommerce at Lenovo

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What Sets MikMak Insights Apart

MikMak Insights, Sales Insights, API

Unlock industry-leading, granular data to better understand consumers' online behavior across platforms, retailers, and media campaigns

All in one, intuitive dashboard

Attributable sales data from key CE Retailers featuring longer attribution windows
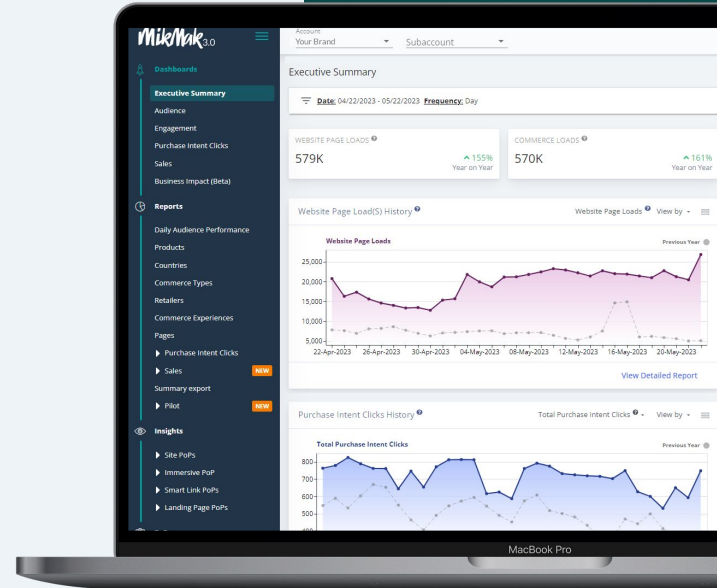
Seamlessly export data via APIs into your own BI tools

Proprietary Online Sales Estimation

More granular data & insights - including offline purchase intent metrics

MikMak 3.0

Account
Your Brand   Subaccount

Dashboards
Executive Summary
Audience
Engagement
Purchase Intent Clicks
Sales
Business Impact (Beta)

Reports
Daily Audience Performance
Products
Countries
Commerce Types
Retailers
Commerce Experiences
Pages
▶ Purchase Intent Clicks
▶ Sales   NEW
Summary export
▶ Pilot   NEW

Insights
▶ Site PoPs
▶ Immersive PoP
▶ Smart Link PoPs
▶ Landing Page PoPs

Executive Summary

Date: 04/22/2023 - 05/22/2023 Frequency: Day

WEBSITE PAGE LOADS
579K   ▲155% Year on Year

COMMERCE LOADS
570K   ▲161% Year on Year

Website Page Load(S) History   Website Page Loads View by ▾

Website Page Loads   Previous Year

25,000
20,000
15,000
10,000
5,000
22-Apr-2023 26-Apr-2023 30-Apr-2023 04-May-2023 08-May-2023 12-May-2023 16-May-2023 20-May-2023

View Detailed Report

Purchase Intent Clicks History   Total Purchase Intent Clicks ▾ View by ▾

Total Purchase Intent Clicks   Previous Year

800
700
600
500
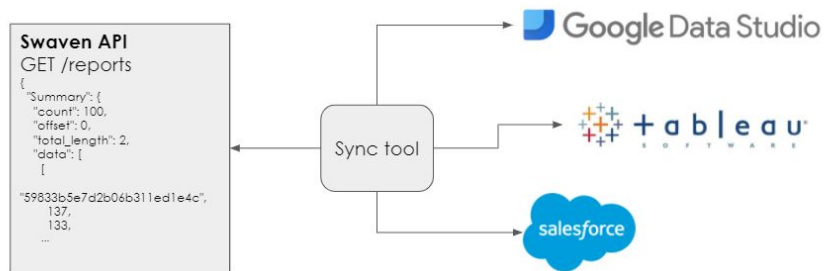
MacBook Pro

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Seamlessly Export Data via APIs

Integrate MikMak Data into your analytics platforms: GA, Google data studio, Datorama, or various Data lakes.

- Add your own tracking into MikMak Commerce experiences through pixels

- Connect to your dashboard API
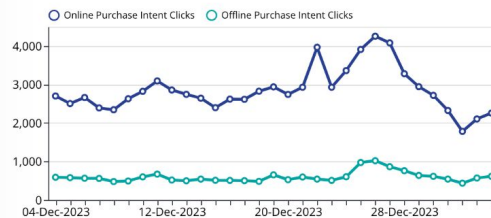
- Connect to a third party data stockage

Swaven API
GET /reports
{
  "Summary": {
    "count": 100,
    "offset": 0,
    "total_length": 2,
    "data": [
      [
"59833b5e7d2b06b311ed1e4c",
      137,
      133,
      ...

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Offline Purchase Intent Metrics

MikMak tracks clicks on maps, addresses, and other indicators of an online shoppers interest in making their purchase offline, in-store.

- Reports contain:
  - Map Clicks
  - Offline Purchase Intent Value
  - Average Purchase Intent Value
  - Offline Purchase Intent Click by Store

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Take Your Digital Marketing Global with MikMak

Global Markets
Germany has the 6th highest eCommerce sales by country with $101.5B in sales in 2021

Retailer Preference
50%+ of online purchases in Germany are made through Amazon and Otto

A leading consumer electronics brand launched MikMak multi retailer eCommerce experiences across Facebook, Instagram, TikTok, and Snap **engaging 27k+ shoppers in a single week**
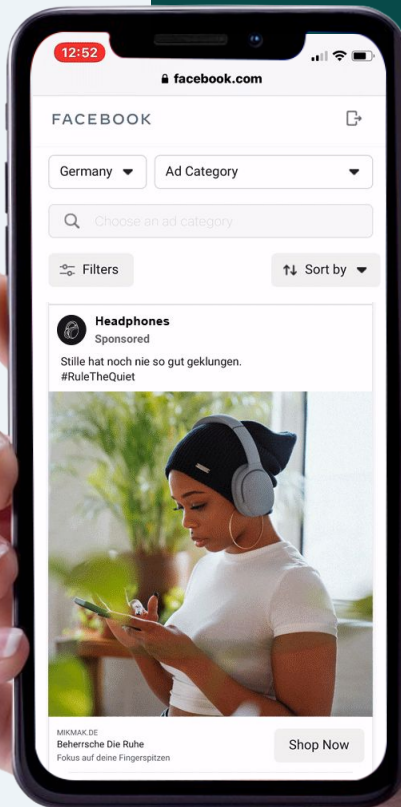
The consumer electronics brand has an **18.3% Purchase Intent Rate** on German targeted marketing efforts and **65% of German shoppers prefer to checkout on Amazon.de**

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# Connect Shoppers with the Retailer they Prefer

Seamless Shopping
48% of shoppers go online to buy Consumer Electronics for a replacement or upgrade

Consumer Electronics customers are brand loyal - don't let friction along the path to purchase drive your consumers into the arms of a competitor. Protect sales with MikMak's seamless path to purchase.

Retailer Preference
24.4% of total Amazon eCommerce sales came from consumer electronics in 2022

MikMak can partners with the retailers important to you and your business, on a global scale. Giving you one eCommerce partner and consolidating your tech stack.
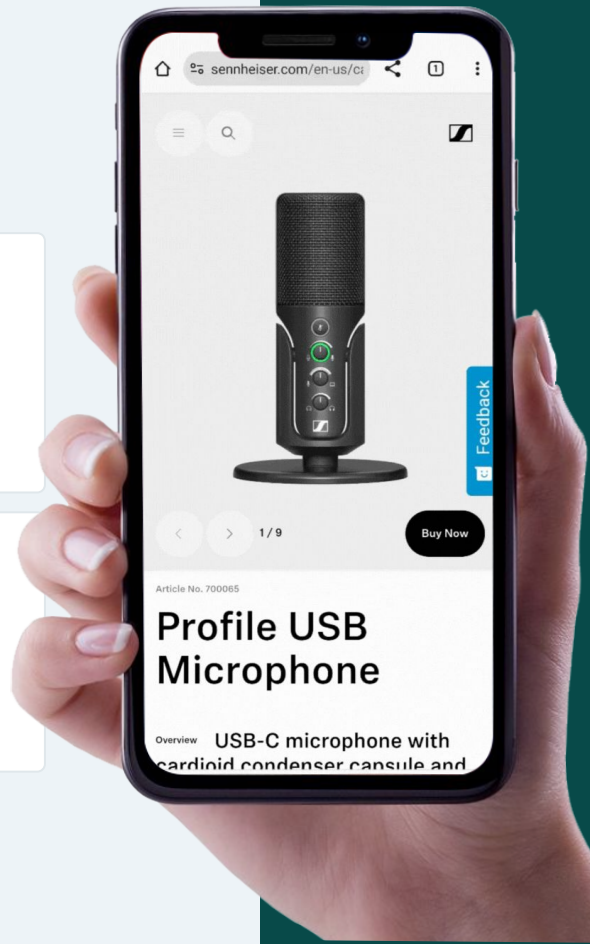
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Want to learn more?
We're here to help.

Schedule a Demo with MikMak