

MikMak x  SALSIFY x **ABInBev**

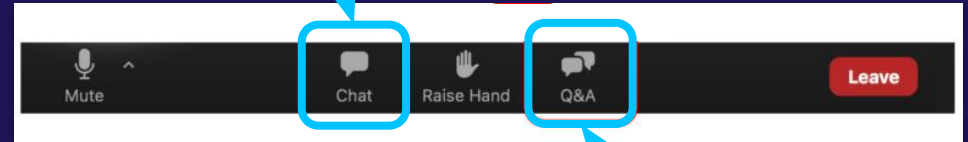
How to Thrive with Social Commerce in 2023

Benchmarks, insights & examples to help your brand win

Join the Conversation!

Use **Chat** to message all attendees and/or to respond to the speakers.

zoom



Use **Q&A** to ask questions that you'd like answered live.

Meet Your Speakers

MikMak



Sasha Reyes-Guerra

Dir. International
Business Development

 SALSIFY



Sarah Fischbaugh

Senior Product
Marketing Manager

ABInBev



Carolyn Brown

Head of Commerce
Marketing

ABInBev



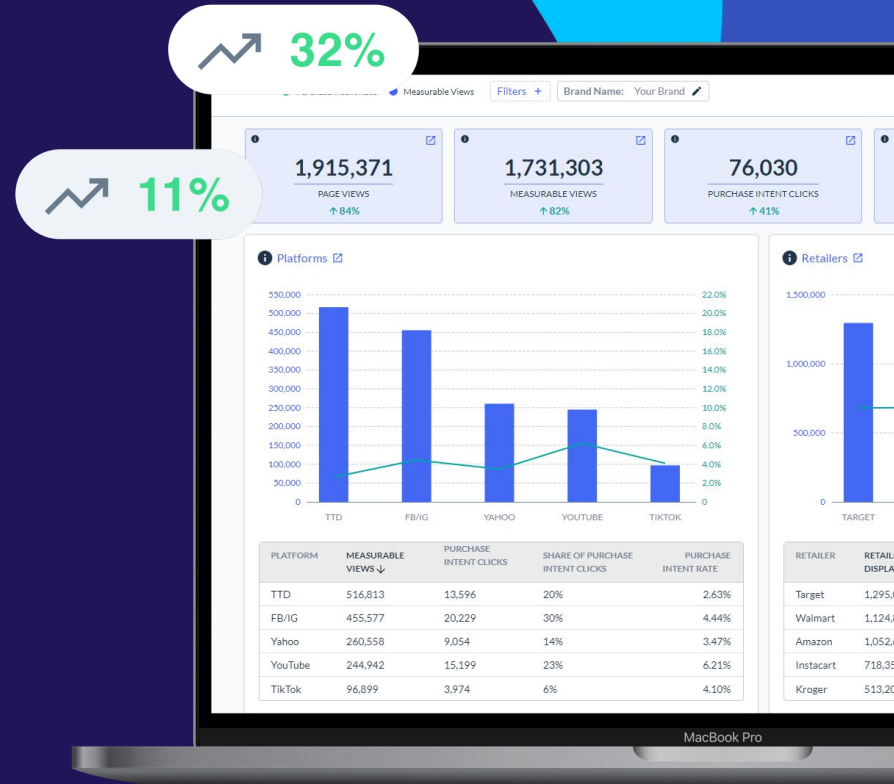
Desiree Sanchis

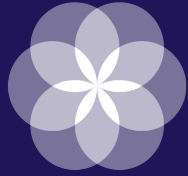
Director of eCommerce
Marketing, Portfolio

MikMak

MikMak is an eCommerce Acceleration Platform for Multichannel Brands.

We help consumer product companies understand and perfect their consumers' online journey, drive online sales, and optimize their media and marketing spend.

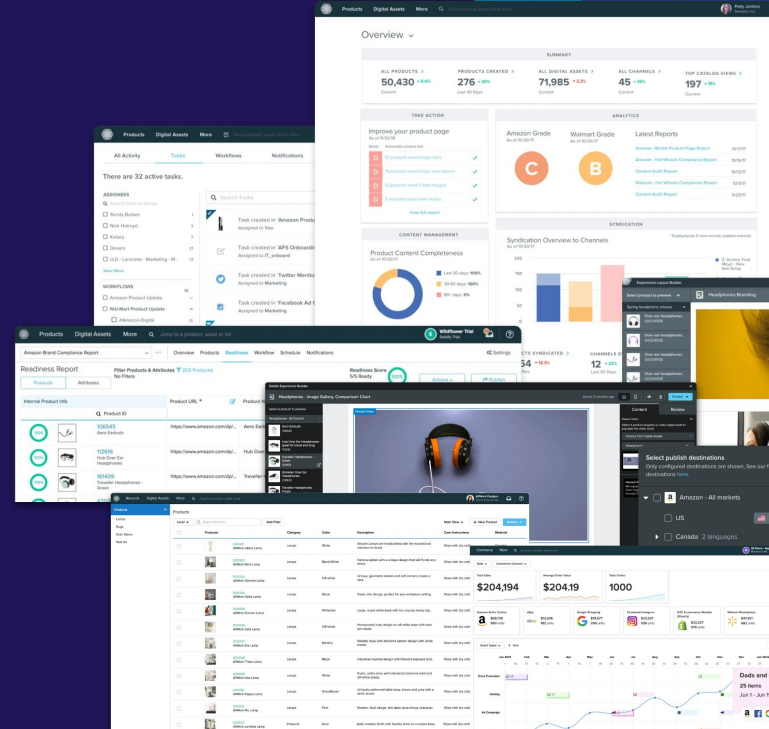




SALSIFY

Salsify empowers brands, retailers, and distributors in over 100 countries worldwide to build frictionless, shopper-centric and memorable product experiences.

These experiences help increase brand trust, amplify product differentiation and assortments, boost conversion rate, grow profit margins, and speed time to market.



ABInBev

As the world's leading brewer, we are always looking to serve up new ways to meet life's moments, dream big to move our industry forward and make a meaningful impact in the world. We are committed to building a future that everyone can celebrate and everyone can share.

A future with more cheers.



MikMak^{3.0} is coming...

Mikmak Upgrades Global eCommerce Acceleration Software With Signing Of Definitive Agreement To Acquire Swaven

MikMak

Industry leader
in Media



Strongest retail network
in **North America**



+

Swaven

Industry leader
in Brand.com



Strongest retail network
outside of North America





3 minute read · December 27, 2022 5:41 PM MST · Last Updated a month ago

E-commerce will go viral on social media in 2023

By Karen Kwok

CASE STUDY

Social Commerce in Action: MikMak x COVERGIRL

COVERGIRL increased sales and gained valuable first-party data insights about their consumers by making viral influencer content shoppable in TikTok

5.4X

Higher Purchase Intent Rate than the beauty category benchmark on TikTok

38%

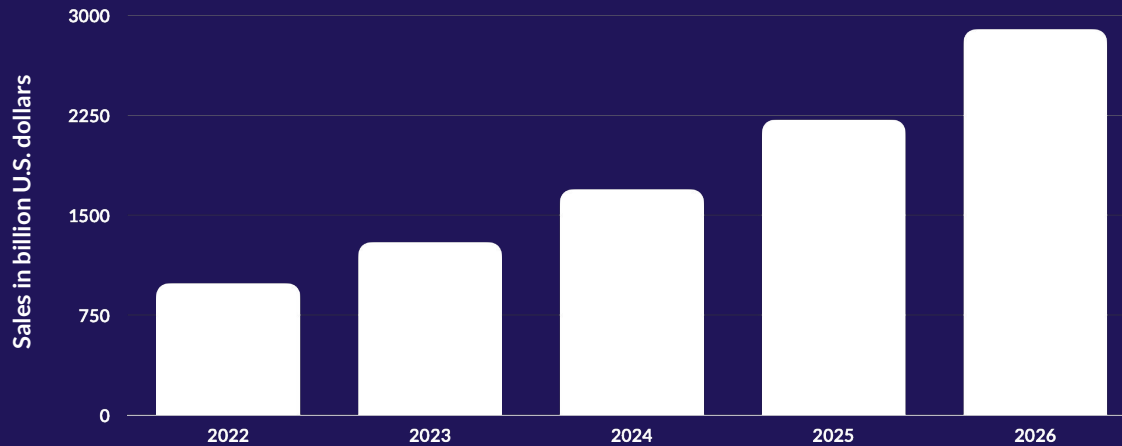
Higher Purchase Intent Rate than the next highest performing channel in the time period

62%

Of shoppers preferred checking out at Walmart and Amazon

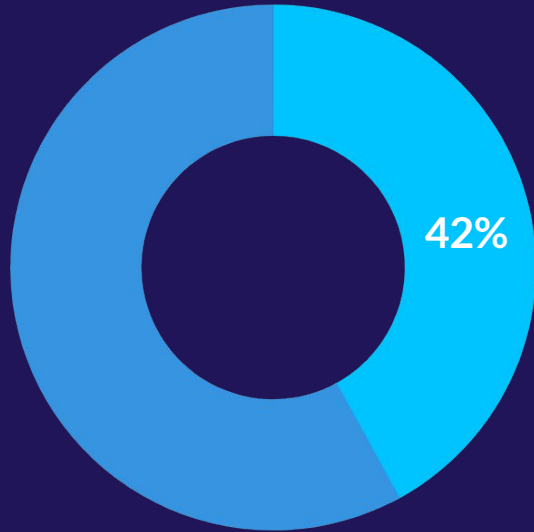


Global social commerce market size - \$2.9 trillion by 2026



Source: Statista

Social commerce sales are growing



According to the 2023 Salsify Consumer Research Report shows that 42% of global consumers report having purchased an item via a social media channel in the past year.

Social media and product discovery

Percentage of consumers using social media to discover new products to buy



Source: Salsify

Social media also plays a key role in product discovery, and is the top channel that consumers use to find new products.

Social commerce and the buyer journey

- Consumers seek product information from multiple **sources** before buying
- **Social media often acts as an *entry point*** - consumers will then visit other touch points to research a product

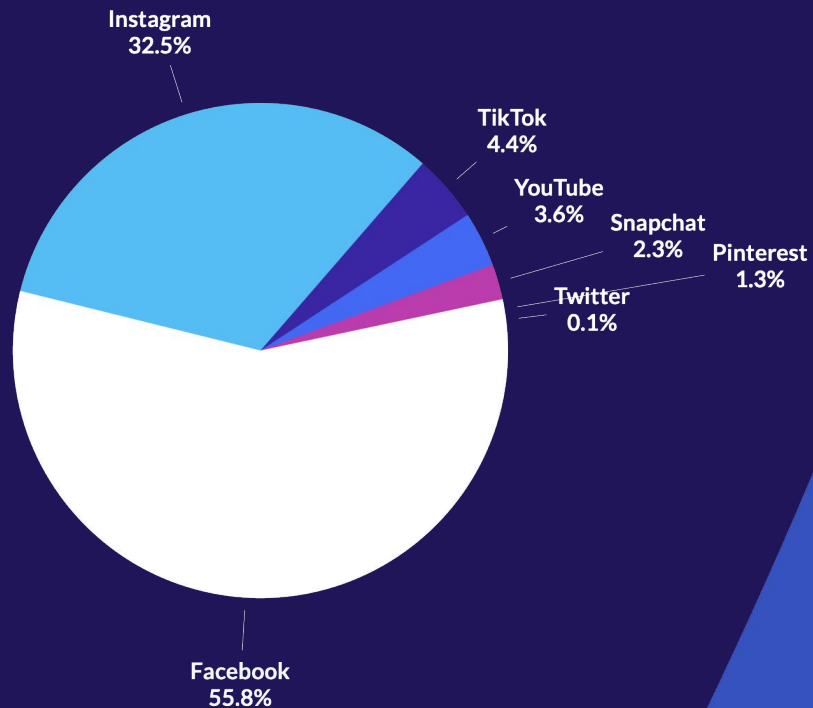
20-500

The average number of online consumer touchpoints before making a purchase

Source: Google

Meta leads social commerce in terms of traffic

Share of Purchase Intent Clicks by Social Platform



Social Commerce across categories

Categories with most Social Commerce Traffic*

1. GROCERY
2. BEAUTY
3. HAIR AND PERSONAL CARE
4. ALCOHOL
5. TOYS

*Traffic = Purchase Intent Clicks, or the number of times shoppers have clicked through to at least one retailer from a social platform.

*Purchase Intent Rate (PI Rate)

Retailer Purchase Intent Rate shows the percentage of Purchase Intent Clicks relative to Retailer Displayed.

Category	Purchase Intent Rate* Leaders (in order)
Grocery	1. YouTube • 2. Pinterest 3. Instagram • 4. Facebook 5. TikTok
Beauty	1. Instagram • 2. Pinterest 3. YouTube • 4. Facebook 5. TikTok
Hair and Personal Care	1. Pinterest • 2. YouTube 3. Facebook • 4. Instagram 5. Snap
Alcohol	1. Instagram • 2. Facebook 3. YouTube • 4. Pinterest 5. Snap
Toys	1. YouTube • 2. Instagram 3. Facebook • 4. Pinterest 5. TikTok

How to create a consistent brand experience across channels

What is omnichannel commerce?

Omnichannel commerce involves strategically connecting the various touch points across a shopper's buying journey.

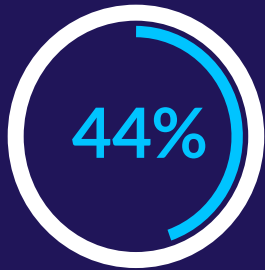
For shoppers, a good omnichannel experience means a seamless shopping experience across a brand's channels.



of retailers say they don't yet provide a unified experience across shopping channels.

Source: Periscope Research

Why is an omnichannel approach so important?



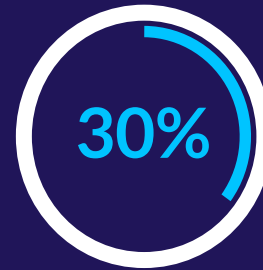
44% of B2C buyers always or often research a product online before going to a physical store

Source: Bloomreach



80% of consumers search on Amazon before purchasing products

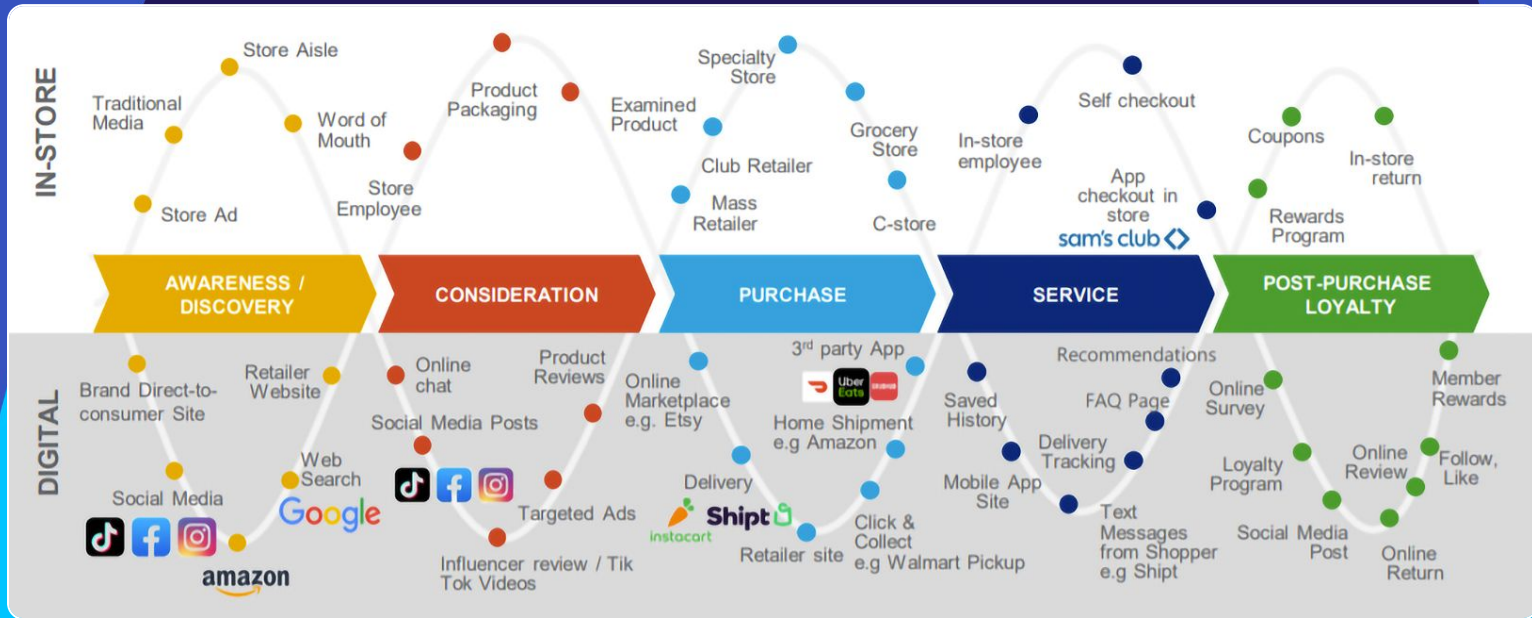
Source: Salsify



Omnichannel shoppers spend 30% more on average per purchase

Source: Adyen

The buyer journey is nonlinear



In-store shoppers still rely on digital

39%

of shoppers looked up a
product on a mobile device
while shopping in-store

Source: Salsify



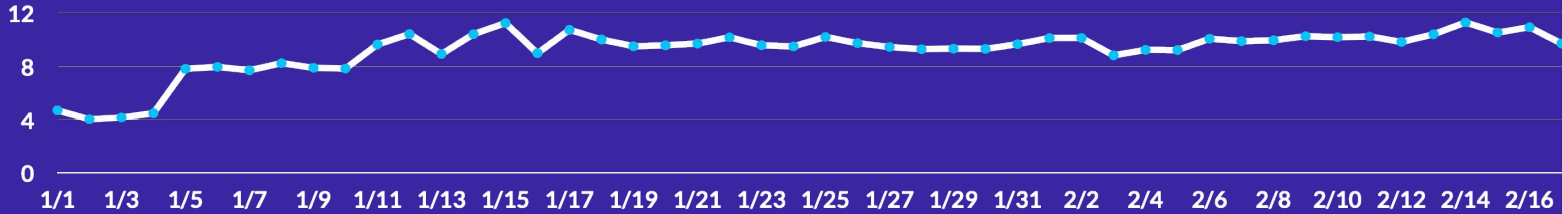
What does a good omnichannel presence look like?

1. **Key images are consistent** across channels
2. **Content is customized for the specific endpoint** and meets retailer requirements
3. Use of **enhanced content layouts** (videos, image carousels, comparison charts, PDFs, etc)
4. **Unified messaging** - various channels work together to create an engaging, consistent product experience

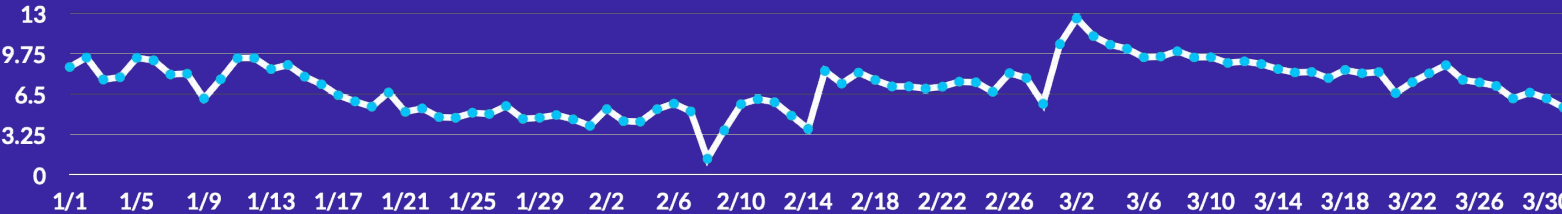
Social Commerce for Alcohol

How Anheuser-Busch Sees It: Alcohol & Social Commerce

2023 (so far)



2022



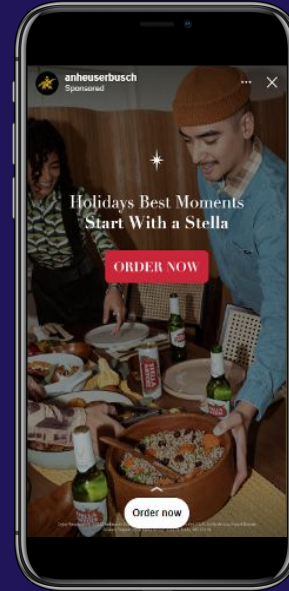
How to Win — Creative Best Practices



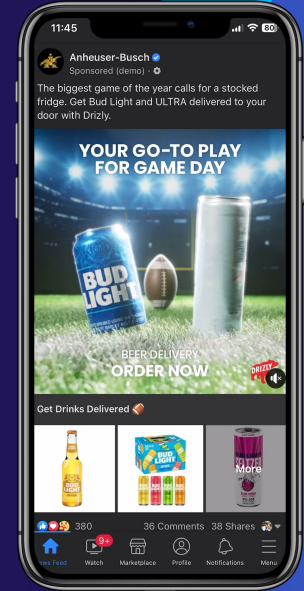
Clear product shot
(within 3 sec)



Educate on delivery
& stock up



Occasion forward



Portfolio > Single Brand

The *right* type of information matters, too

67%

of shoppers said that product description is the **#1** most important piece of data they use to make a buying decision

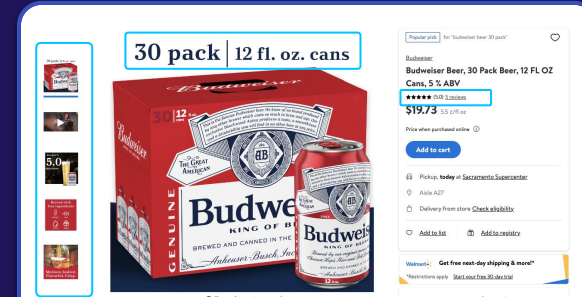
#2 reviews

#3 images

#4 size & materials

#5 videos

Source: Salsify



About this item

Nutrition information

Product details

Budweiser beer is a medium-bodied, American-style lager beer. Brewed with high quality barley malt, a blend of premium hop varieties, fresh rice and filtered water, this American beer is crisp and full of flavor. Budweiser beer has 5% ABV and contains 145 calories and zero grams of fat per serving. Every occasion calls for a Budweiser; enjoy a cold beer while watching the game or grab a pack when your barbecues or social gatherings need refreshing drinks. This lager beer is the perfect companion to pizza, burgers and fried chicken, but don't let the pairings stop there. The cans and package make this beer easy to transport wherever Budweiser is needed.

- 20 pack of 16 fl oz bottles of Budweiser Beer
- American-style, medium-bodied lager beer
- Crisp, clean lager and full of refreshing flavor
- Made with a blend of premium aroma hop varieties, barley malts, rice and water
- Bottled beer that contains 145 calories and 0 g of fat per 12 fl oz serving, and has a 5% ABV
- Case of beer that is perfect for outdoor gatherings and tailgates
- Pairs well with fried chicken, fajitas and brisket

Elements of a good product page

- Hero images
- RTB's through Carousel
- Informative Copy
- Sustainability information
- Videos
- Customer reviews

Popular pick For "budweiser beer 30 pack"

Budweiser
Budweiser Beer, 30 Pack Beer, 12 FL OZ Cans, 5 % ABV
★★★★★ (5.0) 5,618 reviews
\$19.73 5.5 c/ff oz

Price when purchased online ⓘ

[Add to cart](#)

📍 Pickup: **today** at Sacramento Supercenter

📍 Aisle A27

📍 Delivery from store [Check eligibility](#)

🔖 [Add to list](#) 📄 [Add to registry](#)

Walmart **Get free next-day shipping & more!**
*Restrictions apply [Start your free 30-day trial](#)

Sponsored
\$19.98 10.4 c/ff oz
(12 Cans) Monster Energy Lo-Carb, Energy Drink, 16 fl oz
★★★★★ (4.7)
[Pickup](#) [Delivery](#)
[+ Add](#)

Roll over image to zoom in

Similar items you might like
Based on what customers bought

7.5 pack | 12 fl. oz. CANS
+ Add

6 pack | 12 fl. oz. ea
+ Add

20 pack | 12 fl. oz. ea
+ Add

12 pack | 12 fl. oz. ea
+ Add

\$20.98 4.9 c/ff oz
Budweiser Beer, 36 Pack 12 fl. oz. Cans, 5.0% ABV
★★★★★ 5
[Pickup](#) [Delivery](#)

\$8.27 68.9 c/ff oz
Budweiser Beer, 6 Pack Beer, 12 FL OZ Cans, 5 % ABV
[Pickup](#) [Delivery](#)

\$17.73 7.4 c/ff oz
Budweiser Beer, 20 Pack Beer, 12 FL OZ Cans, 5.0 % ABV
[Pickup](#) [Delivery](#)

Now \$10.98 9/2/27
75 c/ff oz
Budweiser Beer, 12 Pack Beer, 12 FL OZ Cans, 5.0 % ABV
★★★★★ 11
[Pickup](#) [Delivery](#)

CASE STUDY

Bacardi in-the-wild

Improve Marketing Effectiveness

Bacardi UK leveraged MikMak Insights to sharpen targeting and optimize media for lower funnel actions, resulting in a 59% improvement in CPC efficiency YoY.

3.4X

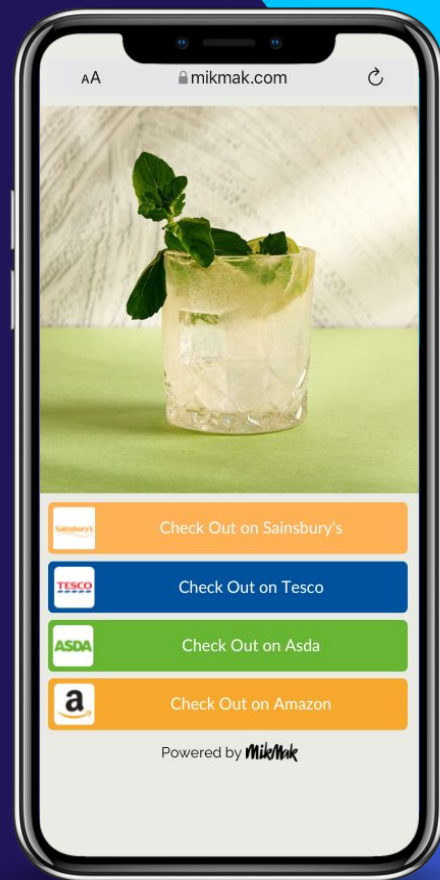
Higher Purchase Intent Rate on Meta w/ MikMak Audiences than other audiences.

2X

Higher Purchase Intent Rate on Meta conversion assets than consideration assets.

62%

Improvement in CPC efficiency on Youtube after moving spend from Instream to YouTube for Action

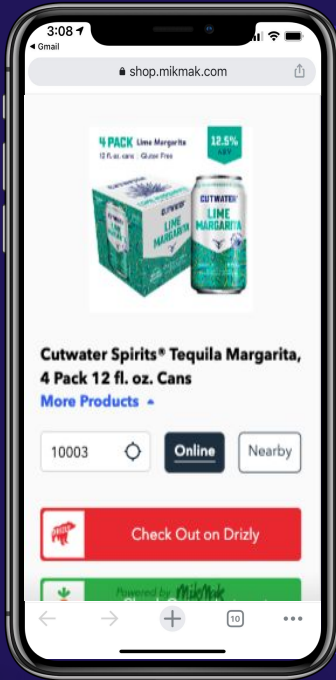
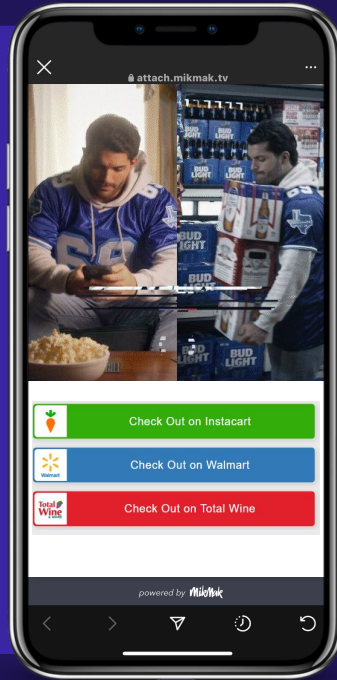


ABI x MikMak Experience Data Super Bowl 2022

Super Bowl Search

This top Creative experience was running for Budweiser, with 354 PI clicks, and an 8.5% Purchase Intent Rate

35% of all PI clicks
0.5% PI rate



Cutwater Super Bowl

This top Discover experience was running for Cutwater, with over 1.1K PI clicks, and an 3% Purchase Intent Rate

65% of all PI clicks
1.2% PI rate

Cutwater

37K

Page Views

34.7s

Average Time Spent

3.01%

Overall Purchase Intent Rate

Top Product

Cutwater Tequila Margarita 4x12oz Cans

91% of Share of Purchase Intent Clicks

Top eRetailer

27.7% Share of Purchase Intent Clicks



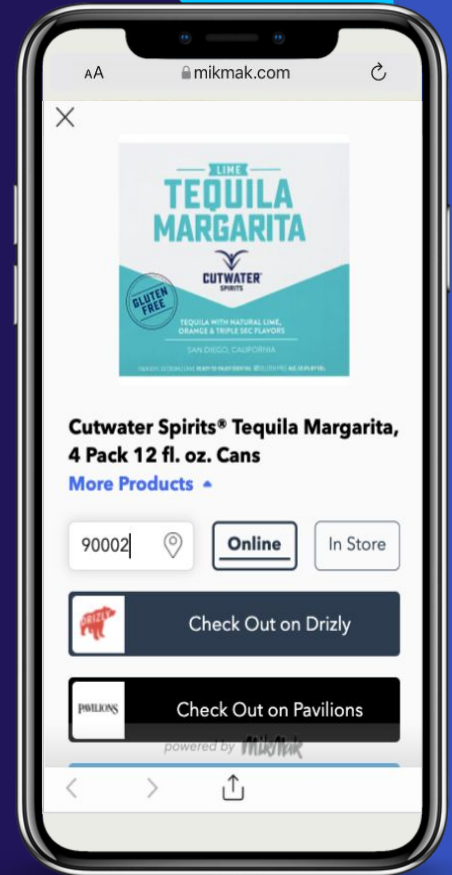
Top City

Super Bowl Search

8.3% Share of Purchase Intent Clicks

Top Platform

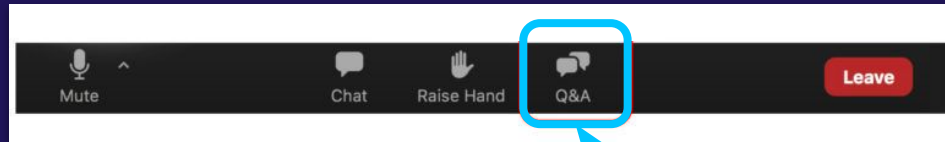
3.6% Purchase Intent Rate



Key takeaways

- **Social commerce sales are growing - now is the time to invest in your brand's social commerce strategy**
- **Make sure your social commerce presence ties into your brand's omnichannel approach. It's essential to include the right product information at every touchpoint**
- **Follow creative best practices to optimize your conversion and purchase intent rate**

Questions?



Use **Q&A** to ask questions that you'd like answered live. We will get through as many questions as time allows.

This webinar is being recorded and a copy of the recording will be sent out to all registrants.

Thank you!



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Want more?
Check out
our resources

- [State of Social Commerce Report: 2023](#)
- [2023 Salsify Consumer Research Report](#)
- [UK Food & Beverage Benchmarks and Insights](#)
- [How to Corner the EU Market with Your Social Commerce Strategy](#)
- [BRAVE COMMERCE Podcast featuring AB InBev](#)