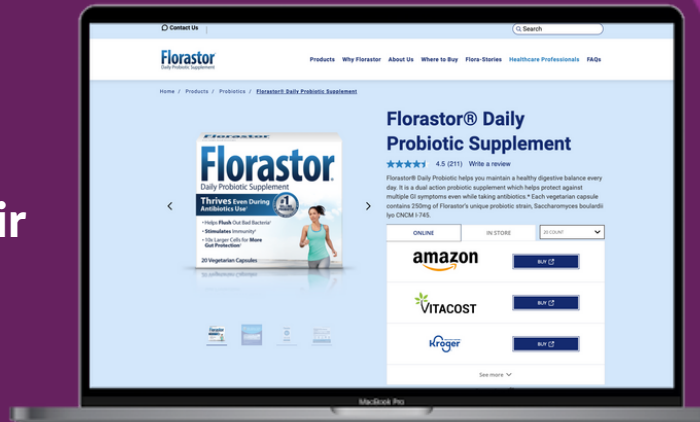




CASE STUDY: MAKE YOUR PRODUCTS DISCOVERABLE

# Biocodex increased purchase intent and gained valuable insights into their consumers' product and retailer preferences with MikMak



## +23%

**Increase in Purchase Intent Clicks** after integrating MikMak onto their brand website(s)

## 24%

Of consumers interacting with Biocodex **preferred to shop at Amazon**

## 90+

**Products across 56 retailers, 3 brands, and 7 countries** using MikMak on brand websites & media

## Background

Biocodex, a French pharmaceutical company, was looking to drive its omnichannel strategy forward and support both its DTC and retail businesses, online and offline.

## Challenge

While they looked to create a seamless path to purchase, they also wanted to ensure they captured meaningful data at every touchpoint to support their growing business and digital footprint.

## Solution

Biocodex partnered with MikMak to support their omnichannel growth objectives. With MikMak they have been able to integrate across 92 products, 56 retailers, 3 brands, and 7 countries on both the brand website and various media placements.

Biocodex has seen significant growth in purchase intent while also gaining insights into consumer behavior and efficiency of digital investment.

**"MikMak plays a fundamental role in achieving our goals. First, their solutions allow us to offer a quality service to all our brand audiences whatever their shopping preferences are, online and offline. Second, we are able to leverage our digital marketing to drive sales both via our DTC and Retail channels, which is crucial. Third, we get to track the sales conversion and a clear view on our KPIs to evaluate and optimize our digital strategy. Moreover, it's a fantastic global collaboration with a team that shares our passion for continuous digital growth."**



**Julien Ensuque, Global E-commerce & Digital Director, Biocodex**



Get started with MikMak today  
www.mikmak.com | hola@mikmak.com

