

MIKMAK CUSTOMER CONNECT

COMMERCE

GROWTH ↗

SUMMIT

May 20, 2025

Welcome to MikMak's Commerce Growth Summit!



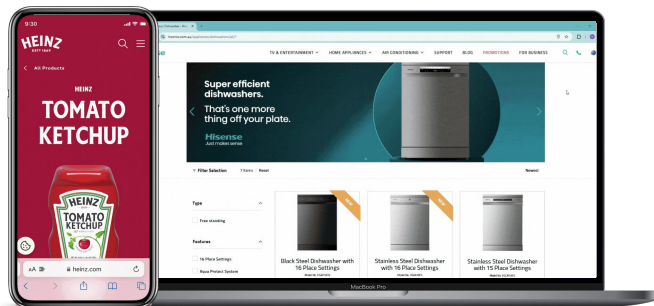
MikMak's Mission is to **Grow Brands Commerce-First** by
Being the **#1 Enabler of Global Commerce Intelligence**

We **enable commerce** in
the places where **shoppers**
spend time

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

MikMak Commerce

Enable Commerce Everywhere



Media

Brand Website

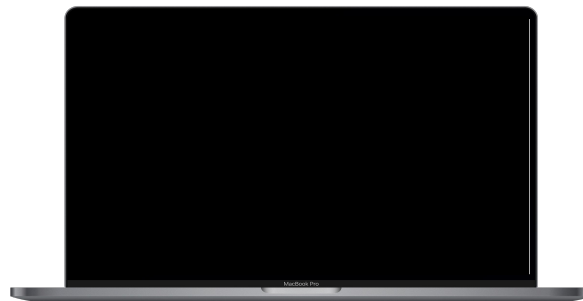
Retailer Direct

Headless Commerce API

Recipes

MikMak Insights

Measure The Omnichannel Outcome



Insights API

Benchmark Insights

Sales Insights

1st Party Data

Custom Report Builder

Strategic Partnerships & Valuable Integrations

Makes Products Discoverable
with offline inventory data and
compliant fulfillment



accelpay NIQ

Enables Brands to Beat the
Competition by driving basket
value with shoppable recipes



SIDECHEF

Improves profitability by connecting
global media to in-stock products at
brand approved prices and locations



TrackStreet

Increases Marketing
Effectiveness by testing, learning
& optimizing across platforms



Collects First-Party Audience
Data with Identity Graph

/LiveRamp

Saves Time & Money with more
efficient implementation via PIM
providers



SALSIFY



shopify



Lazada



Magento



SKUlibrary



Quable

Provides First-Party Consumer Insights across 8,000+ retailers worldwide to improve marketing effectiveness

amazon



Carrefour

Alibaba.com



DOORDASH

TESCO

Flipkart

BEST
BUY



TARGET

Today, We Make MikMak History With Our Biggest Event Ever!

14TH

Most-Trafficked
"Online Retailer" Globally

0+

Retailers and Shoppable
Media Partners Worldwide

0B+

Unique Shoppers
Measured in 2024

0B+

Purchase Intent Value
in Baskets in 2024

SPEAKING TODAY



Chris Chesebro



Amy Chun



Arthur Sylvestre



Fabiola Zelaya



Steve Hay



Dawn Puskas



Erin Price



MikMak Data Predicts Market Shifts

Tomorrow's Brands Will be Built Commerce First

Pre Social
Media Era
pre 2007

Social
Media Era
2007-19

Commerce
Media Era
2020-24

Commerce Intelligence Era
come 2025

Brands were
built top-down



Brands were
built using social
product-consider
ation data first



Brands are being
built using
commerce data first



Brands will be built on top of real-time
consumer data that shows how we shop,
how we identify, what our needs and wants
are, and what causes us to buy or not.



Monolithic
Commerce Era

Self-Serve
Commerce Era

Commerce Data as
a Service Era

Composable Commerce
(API, AI) Era

Making Sense of the 2025 Chaos

Generating Profit

- Inflation/Recession Fears
- Trump's Tariffs
- AI

Driving Demand that Converts to Volume Sales

- Pressure from retailers around Retail Media
- Continued data privacy changes that challenge national digital media and DTC (1P data collection)
- Media Volatility

Gaining Consumers For Life

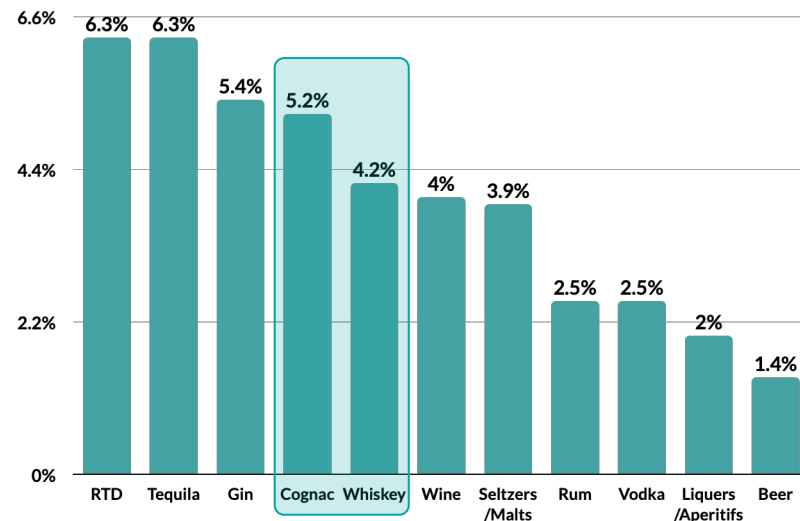
- What they want is **VALUE** (to them): either super cheap or super premium
- Social-first; win online then win offline
- Retailer Volatility

Brown Liquor is Making a Comeback in 2025

Purchase Intent Clicks by Alcohol Type YoY
January - September 2023 & 2024

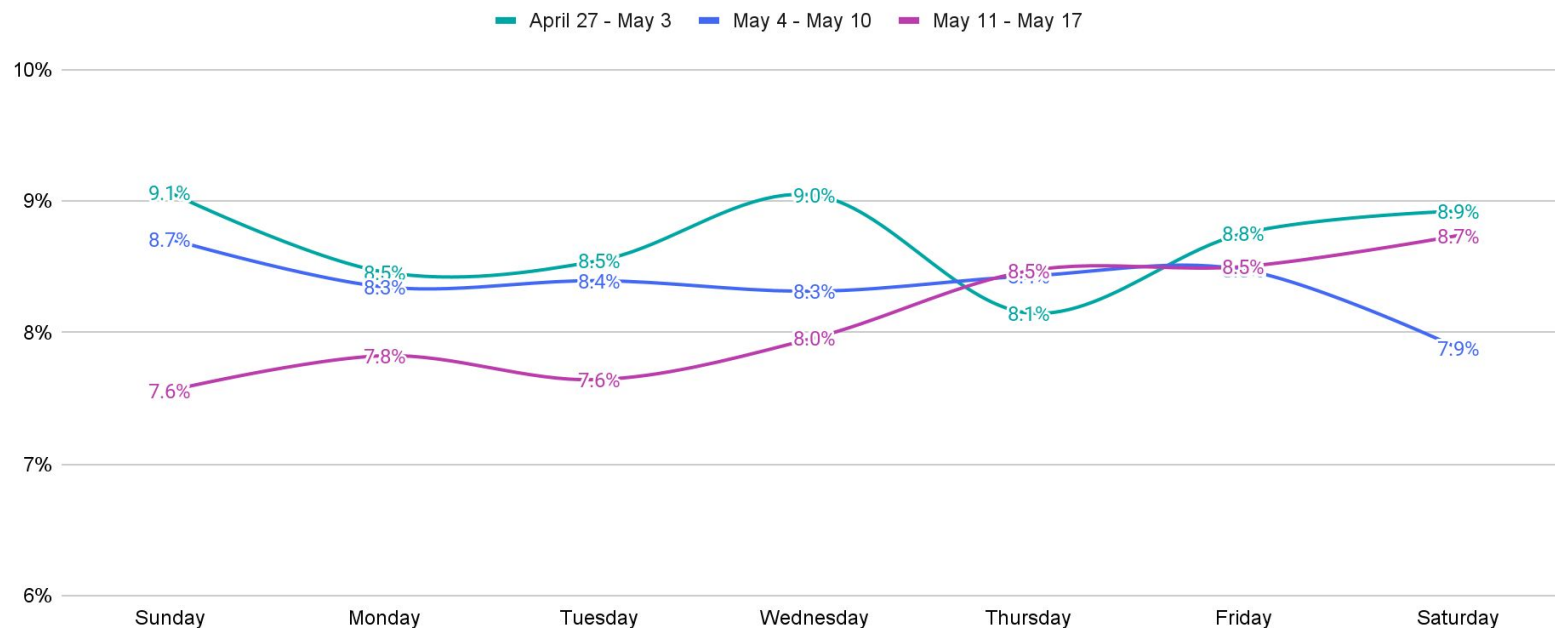


eRetailer Conversion Rate by Alcohol Sub-Category
January - March 2025



Tariffs Have not Impacted Consumers' Purchase Intent (yet)

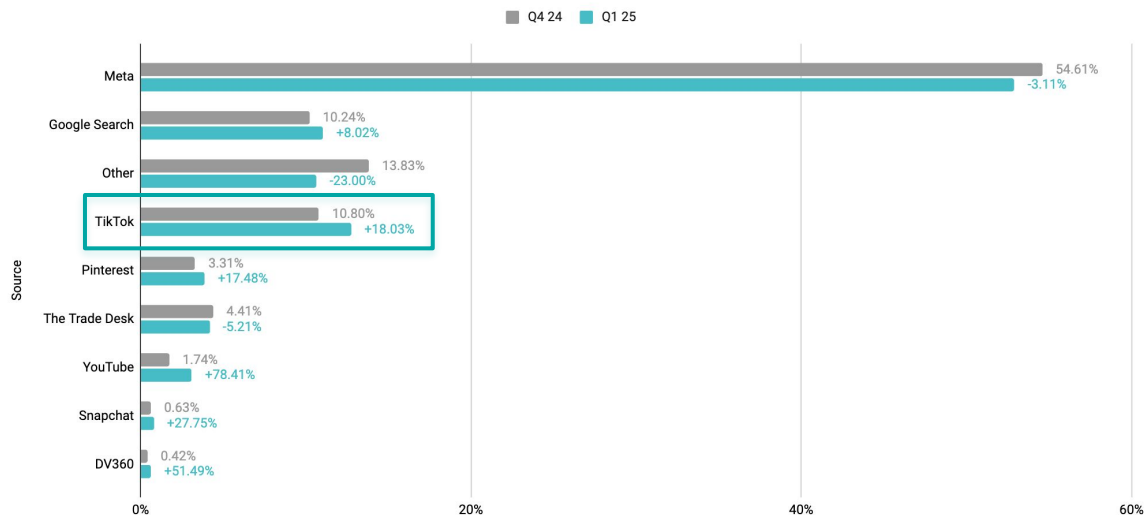
Average Brand Purchase Intent Rate (US Only)



TikTok is Back

TikTok  +18.03% since Q4

Paid Media Commerce Loads / Q424 vs Q125 to date comparison (Mar. 31) - US Only



MikMak Data

TIKTOK BAN

TikTok Tells Advertisers They Are Not Breaking the Law By Running Ads

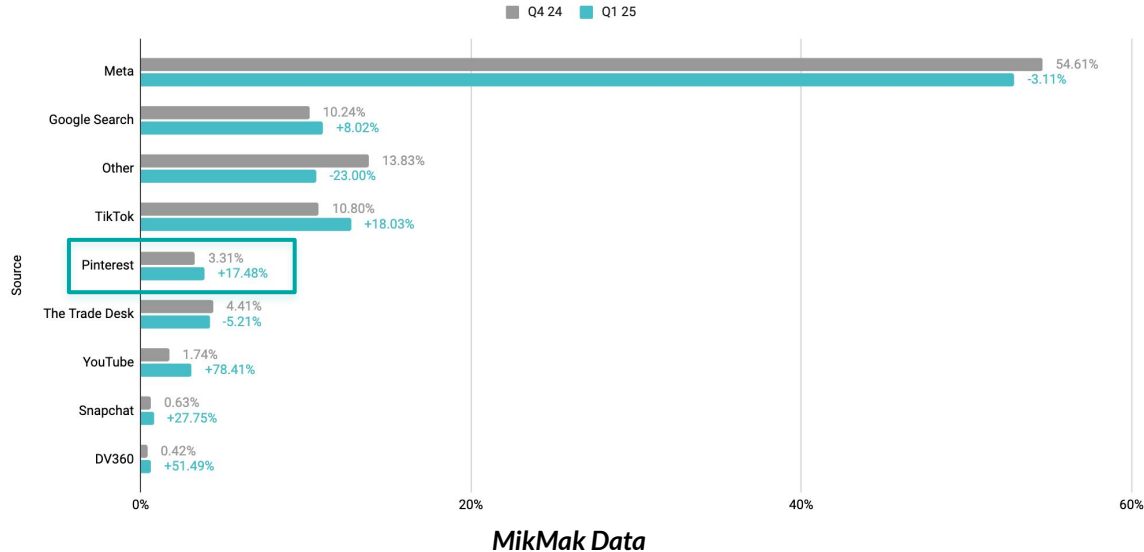
Average % of TikTok Commerce Loads by day - US Only



Brands Shift Spend to Platforms They Trust Like Pinterest

  **+17.48%** since Q4

Paid Media Commerce Loads / Q424 vs Q125 to date comparison (Mar. 31) - US Only



PYMNTS

AI and Deeper Engagement Drive Pinterest's User, Revenue Growth

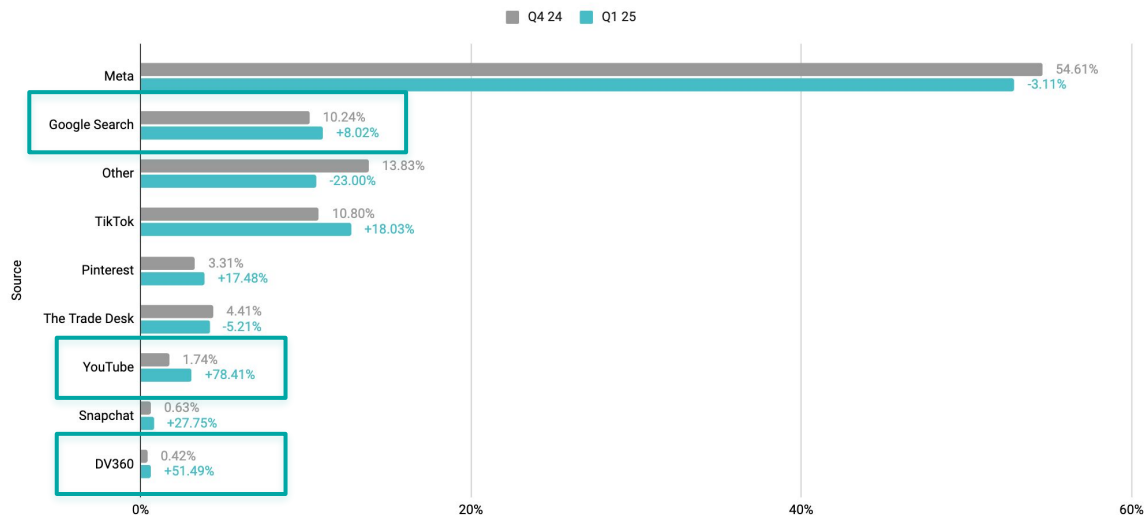


<https://www.pymnts.com/news/social-commerce/2025/ai-and-deeper-engagement-drive-pinterests-user-revenue-growth/>

And Alphabet

Google  +8.02%*   +78.41%* since Q4

Paid Media Commerce Loads / Q424 vs Q125 to date comparison (Mar. 31) - US Only



MikMak Data



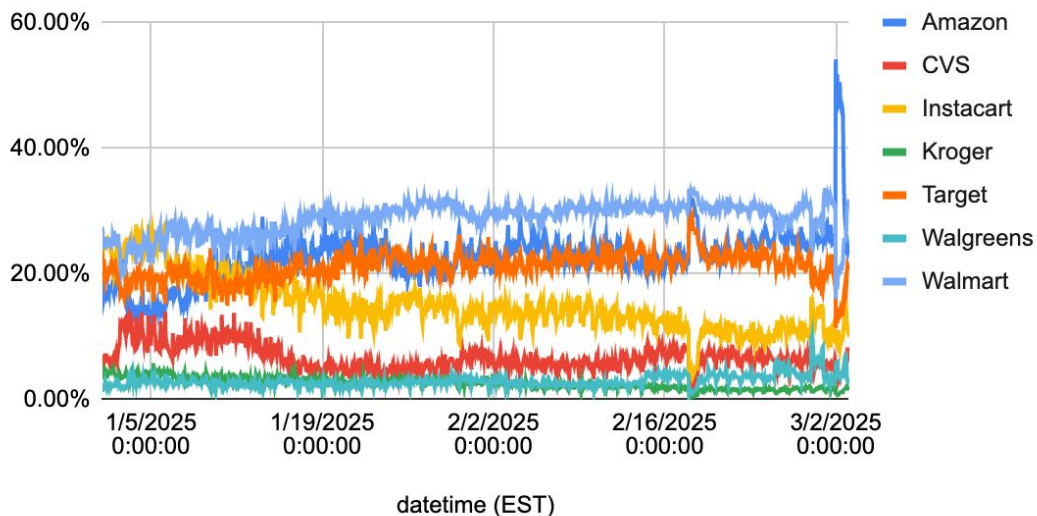
Alphabet is leading a Big Tech rebound. This options trade lets traders capitalize on the move

ADWEEK

Google Debuts New AI Tools and a Retail Media Solution in DV360

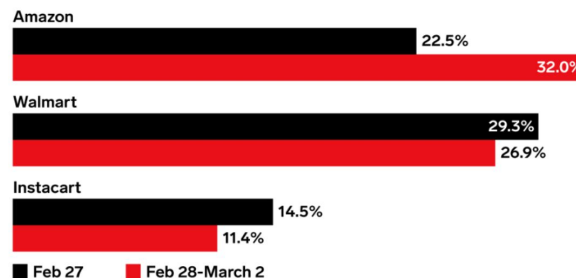
Consumer Boycott Insights

Share of Displayed Retailer logos by hour



  +42% on Feb 28-March 2nd

Industry KPIs: Select US Retailer Share of Consumer Shopping Traffic, by Retailer Website, Feb 27 vs. Feb 28-March 2



Note: data represents activity among [MikMak](#) clients, broader industry metrics may vary; consumer shopping traffic refers to the volume of consumers visiting retail websites over a specific period; values are for 2025

Source: MikMak, March 2025

289752

 EMARKETER

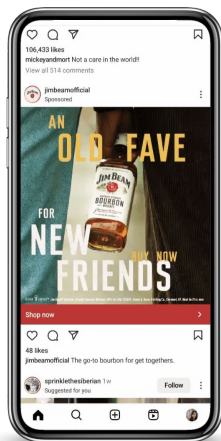
Driving Growth in Volatile Times

Retail Media Converts Existing Audiences National Media Generates NEW Demand Brands Must Balance Both

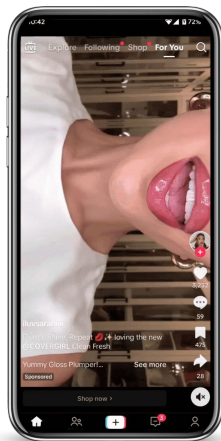


Convert Consumers at Every Touchpoint

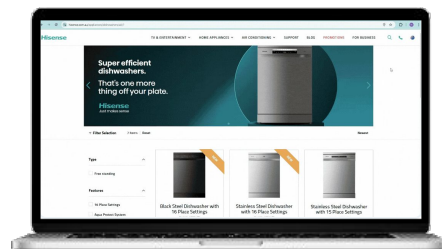
Media



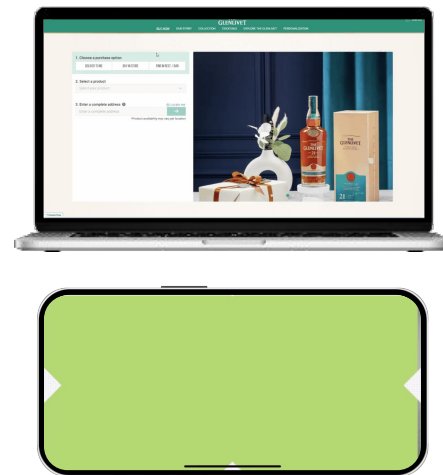
Retailer Direct



Brand Websites



APIs



Three Non-Negotiables for Consumer Brand Leaders:



Be Platform-Agnostic:

- Future-proof your brand by diversifying media and retailer investments.
- Brand reputation is all about where and how you show up.
- AI is not an “if” for brand growth, it’s a “when”



Integrate the Funnel

- National Digital Media drives awareness
- Retail Media converts that awareness into sales
- Combined you get incremental volume sales



Own Your Data

- Reduce dependency on third-party platforms by investing in first-party insights.
- When the data is in your hands, so is the negotiating power.

Q2 Product Launch Overview



MikMak Insights & API

NEW

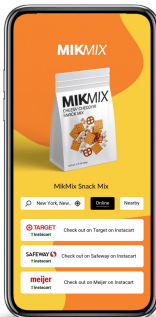
Pricing Intelligence Report



MikMak Commerce & API

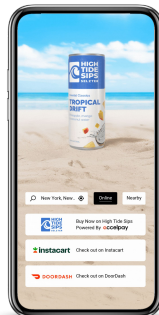
NEW

Instacart API Integration



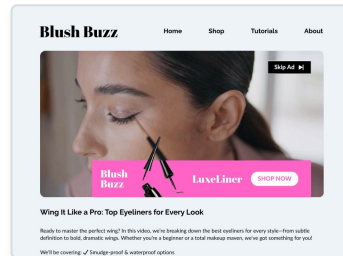
NEW

Exclusive AccelPay Partnership



NEW

MikMak Headless Commerce API - Ad Units





NEW

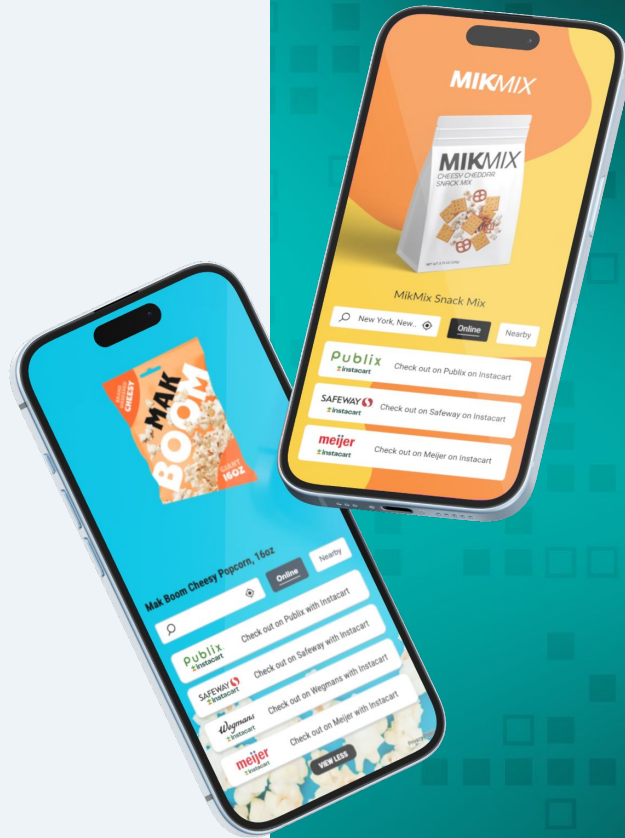
Pricing Intelligence Report

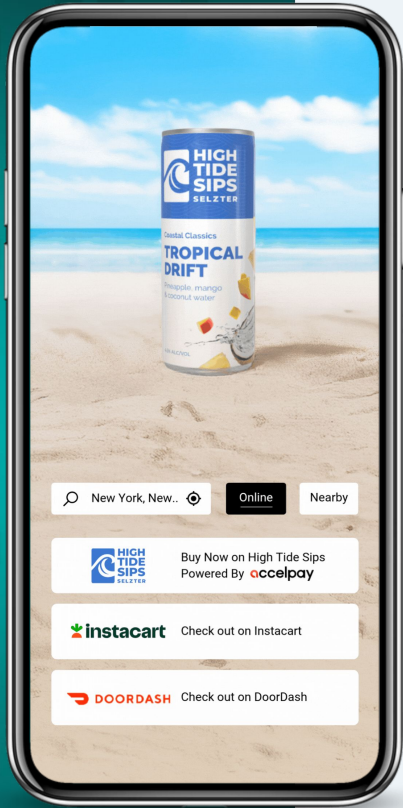
Unlock the Price Points That Drive Conversion and Profitability

NEW

Instacart API Integration

Boost Instacart Sales
with Real-Time Product
and Inventory Data





NEW

Exclusive AccelPay Partnership

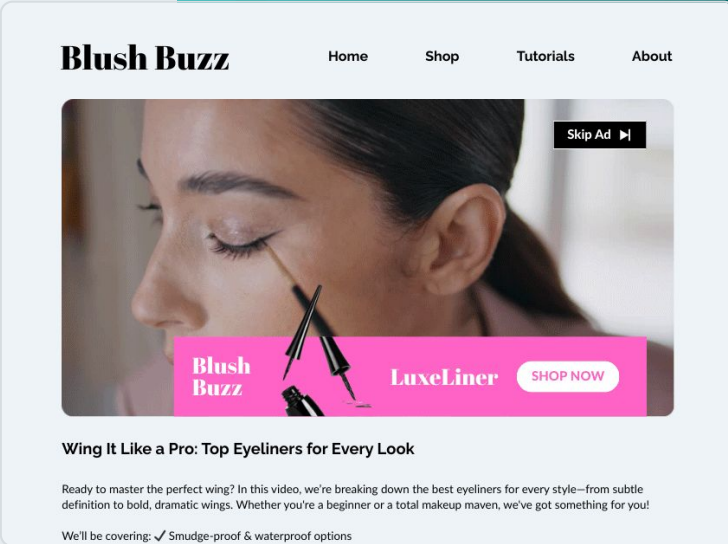
Drive Compliant Alcohol Sales with Embedded, Retailer-Fulfilled Checkout

NEW

MikMak Headless Commerce API - Ad Units

Build Shoppable Ads That Connect Consumers to Retailers and Drive Measurable Sales

MIKMAK CUSTOMER CONNECT
**COMMERCE
GROWTH**
SUMMIT



The screenshot displays a website for 'Blush Buzz'. The navigation bar includes links for 'Home', 'Shop', 'Tutorials', and 'About'. A video player is featured, showing a woman applying eyeliner. A 'Skip Ad' button is in the top right corner of the video. A pink overlay at the bottom of the video contains the 'Blush Buzz' logo, the product name 'LuxeLiner', and a 'SHOP NOW' button. Below the video, the title 'Wing It Like a Pro: Top Eyeliners for Every Look' is shown, followed by a descriptive paragraph and a list of features: 'We'll be covering: ✓ Smudge-proof & waterproof options'.

Blush Buzz Home Shop Tutorials About

Skip Ad ▶

Blush Buzz LuxeLiner [SHOP NOW](#)

Wing It Like a Pro: Top Eyeliners for Every Look

Ready to master the perfect wing? In this video, we're breaking down the best eyeliners for every style—from subtle definition to bold, dramatic wings. Whether you're a beginner or a total makeup maven, we've got something for you!

We'll be covering: ✓ Smudge-proof & waterproof options

**Thank
You to
Our
Partners!**



Profitero



PACVUE

MikMak x 利Profitero

BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

WHAT IS BRAVE COMMERCE?

Interviews with the world's **biggest & bravest brand marketers** on how to navigate eCommerce's latest consumer/retailer dynamics

RECENT GUESTS



Perrigo

SAMSUNG Colgate

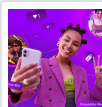


Beiersdorf

SUNTORY L'ORÉAL

Learn More

Thought Leadership



The Influencer Impact



The 2025 Brand Profitability Game Plan



Benchmark & Insights for Alcohol Brands | US & EU



How to Drive Beauty & Personal Care eCommerce in EU



How Brands Can Improve JBP with Retailer Partners



How Alcohol Brands Use MikMak for Effective, Compliant Marketing | Webinar



How to Combine DTC and Retail to Drive Omnichannel Growth



State of Social Commerce | US & EU



Data-Driven Growth in Grocery | Webinar



MikMak Newsletter

Meet Us at Events

- **Shoptalk EU:**
June 2-4, Barcelona
- **Cannes Lion:**
June 16-20, France
- **Groceryshop:**
Sep 28 - Oct 1, Las Vegas

Contact Us

hola@mikmak.com