



CASE STUDY: MAKE YOUR PRODUCTS DISCOVERABLE

A Food & Beverage Brand Boosts Conversions with MikMak Shoppable Recipes, Surpassing Benchmarks



1.5X

Higher Conversion Rate on brand website after shoppable recipe integration

5.7X

Higher Conversion Rate vs. the shoppable recipe benchmark

1.4X

Higher Impressions vs. the shoppable recipe benchmark

Background

The popular brand's products, found in pantries throughout the world, have become a pillar of recipes everywhere. As a result, the recipe page on the brand's website has served as a meal-inspirer and key traffic driver.

Challenge

With the amount of traffic the recipe page has driven over the years, the Food & Beverage brand was looking to capitalize and turn page visits into conversion opportunities.

Solution

With MikMak Shoppable Recipes, the brand was able to make 100+ recipe pages shoppable, driving to Walmart, Target, and Instacart. The results have shown a 1.5x increase in conversion across the brand website.

MikMak Insights has also enabled them to identify the top recipes based on purchase intent and further optimize targeting going forward.



Get started with MikMak today
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