



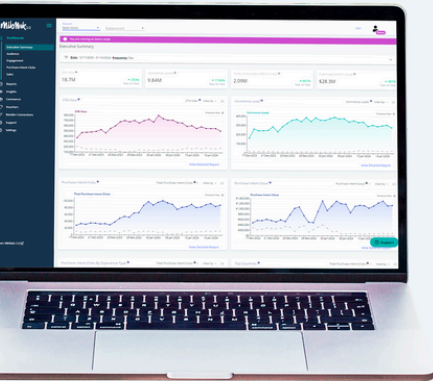
MikMak

—

WHY MIKMAK

FOR AGENCIES

Why Agencies Choose MikMak



Commerce Marketing Solutions That Drive Results

- ✓ Optimize throughout the funnel with MikMak Commerce and Commerce API
- ✓ Build and inform full year media planning and proposals, influence stakeholders with MikMak Insights and Insights API
- ✓ Differentiate from other agencies, sell more FTE hours, win and retain brands

With MikMak, Agencies can expect to



Make Better Decisions with Advanced Reporting

Custom report builder, unique retailer metrics, and robust API functionality.



Stay Ahead of the Competition with Constant Innovation

5x more net new releases to our platform than the market



Save Time and Money with a Global Partnership

8,000+ retailers, 3.5 million store locations, across North America, EMEA, APAC and beyond



Unlock Success with Leading Service and Support

Ranked by G2 as the top choice across critical areas, from integration to ongoing support.



Deliver a Premium User Experience that Reflects Your Brand

Mobile-social-friendly, easy-to-use templates and powerful API capabilities for full front-end control.



Connect all your Commerce Marketing with a Strategic Partner Ecosystem

Extensive PIM provider, last-mile delivery, brand protection, data partnerships

The world's leading brands and agencies partner with MikMak



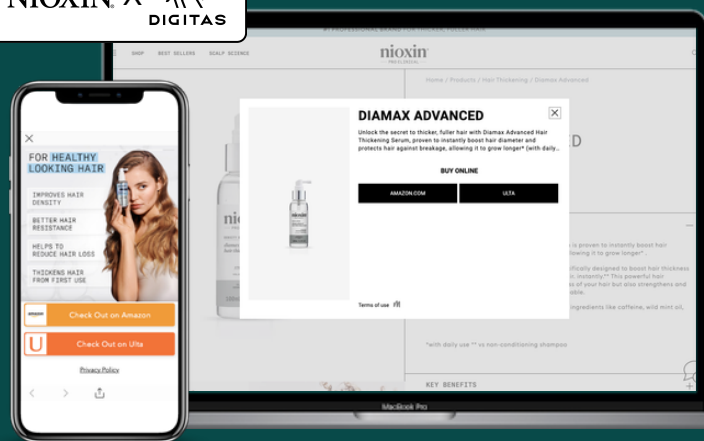
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CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

Digitas helped Nioxin Increase Media Efficiency and Purchase Intent Rates With Multi-Retailer Conversion Opportunities



2.5X

Higher Purchase Intent Rate on FB/IG vs. the Beauty category

5X

Higher Purchase Intent Rate at Amazon vs. the Hair category

92%

Purchase Intent Rate when driving to brand website from Google search

Background

Digitas' client, Nioxin has a 35+ year history as a leader in the hair health and growth space.

Challenge

Prior to MikMak, Nioxin did not have a where to buy or checkout solution on their brand website and drove all media to individual retailers. This led to missed conversion opportunities and difficult decisions with retailer partners. This also presented challenges to Digitas. Not having the ability to drive media to a brand-owned site led to lower quality scores and higher cost per click. The team also had very little insight into media performance.

Solution

With MikMak, Digitas was able to help Nioxin integrate multi-retailer checkout options on their brand website and media.

Integrating multi-retailer experiences has increased conversion and improved retailer relationships. Having the ability to drive to brand-owned sites has led to improved media efficiency. Additionally, the visibility into platform, campaign, retailer performance with MikMak Insights has allowed Digitas to make more optimizations and drive stronger performance.



"MikMak has provided our media team actionable purchase insights we were not receiving when directing to retailers. We have used this data to optimize campaigns toward the best platforms, campaign objectives and creatives - increasing sales and growing the overall business!"



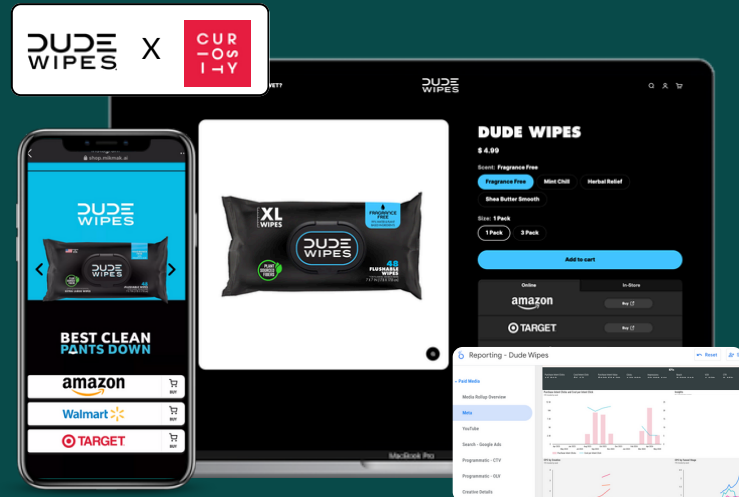
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CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

Curiosity Leveraged MikMak Insights and Integrated Into BI Tools To Accelerate Sales and Minimize Costs Nationally for DUDE WIPES.



1.8x

Increase in Media Purchase Intent Rate

1.2x

Increase in FB/IG Purchase Intent Rate

73%

Decrease in Cost Per Purchase Intent Click

Background

Over the last 14 years Curiosity's client, DUDE Wipes, has emerged as a top personal care brand, disrupting the market with a unique marketing approach and strong proposition.

Challenge

Prior to 2023, DUDE Wipes opted to not run any paid media. In order to maximize investment for their first big national campaign in many years, the agency team was looking to run a test to help inform strategic recommendations and approach.

Solution

In August 2023 they leveraged MikMak for a test campaign, driving to Walmart, Amazon, Target. Knowing how key measurement would be, Curiosity quickly became power users of the MikMak 3.0 Platform and built data into Google Looker Studio for a holistic view of all key metrics.

The team leveraged real-time MikMak Insights to inform platform optimizations, such as removing audio to reallocate spend to social and search. Additional findings from the test helped give confidence in the overall structure of the plan. In March 2024, DUDE Wipes launched nationally across full-funnel Media and went live on their Brand Website. Optimizations led to significant improvements in purchase intent and cost per purchase intent click for their client.



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CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

PHD Leveraged MikMak Insights to Create Stronger Audiences and Drove Improved Performance, ROAS for BIC UK.



2.5X

Higher Total Purchase Intent Rate using MikMak Audiences

3.0X

Higher Purchase Intent Rate on Meta using MikMak Audiences

12%

Increase in ROAS (return on ad spend)

Background

PHD's client, BIC UK, was live on MikMak 3.0 but leveraging audiences that were built off of generic 1P data and that they needed to pay a premium CPM for.

Challenge

PHD needed to create a stronger strategy for BIC UK that would help increase ad platform click through rates and optimize their targeting approach from an effectiveness and cost standpoint.

Solution

PHD partnered with MikMak to implement pixels to MikMak landing pages and capture 1P data. They were able to leverage these MikMak Insights to create more in depth look-a-like audiences, that came at no extra cost.

This audience optimization drove an overall increase in Purchase Intent Rate and ROAS (return on ad spend) for the brand.



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Why Agencies Choose MikMak

Real Agency Testimonials

"The reporting features on the platform play a large role in justifying our planning recommendations for upcoming fiscal years as we want to ensure the client's dollars are well-spent across the funnel. Additionally, the MikMak team is always quick to offer recommendations and share updates to the platform that may benefit my client across multiple channels. Overall, I am extremely pleased with my team's MikMak partnership over the years!"

- **Campaign Manager, Publicis**

"MikMak has been a great solve. I like the granularity in reporting. And our reps have been nothing short of amazing."

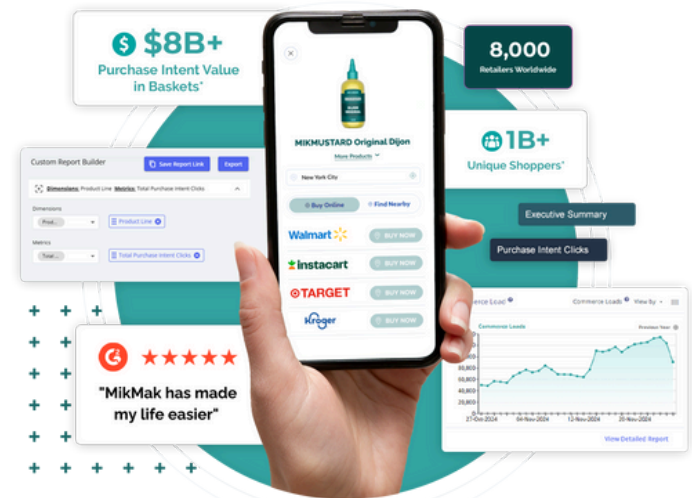
- **Health & Wellness Agency Partner**

"We use MikMak for our media plans and it's a great reliable platform."

- **CPG Agency Partner**

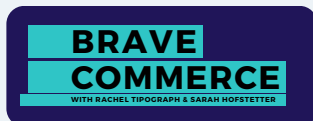
"The data we collect helps us tie our campaigns back to real, attributed actions."

- **Toy Agency Partner**



Learn More

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MikMak Founder & CEO, Rachel Tipograph and Profitero's President, Sarah Hofstetter tackle what's relevant in eCommerce today for the world's biggest brands.

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**Latest
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Insights &
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