

MikMak × bazaarvoice × DIAGEO

Consumer-Centric Commerce

How to Drive eCommerce Growth with the Ultimate Omnichannel
Brand Experience

Meet Your Speakers



Sasha Reyes-Guerra
Global Enterprise
Account Executive

MikMak



Adam Russack
Director of Agency
Partnerships

bazaarvoice™



Allison Webb
Director, Digital
Conversion Marketing

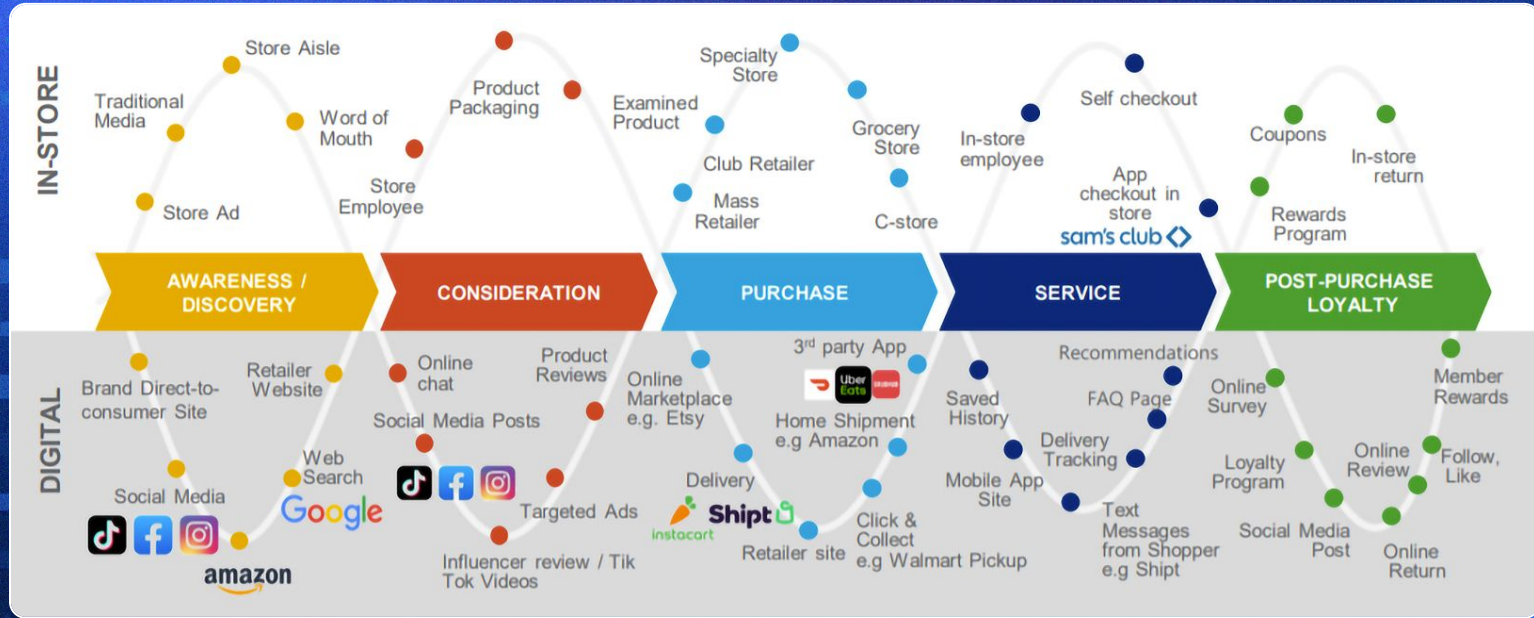
DIAGEO

Agenda

1. The Consumer and The Product
2. Zeroing In On Your Audience
3. Leveraging User Generated Content
4. Translating Marketing into Results
5. Diageo Roundtable

The Consumer and The Product

The buyer journey is nonlinear

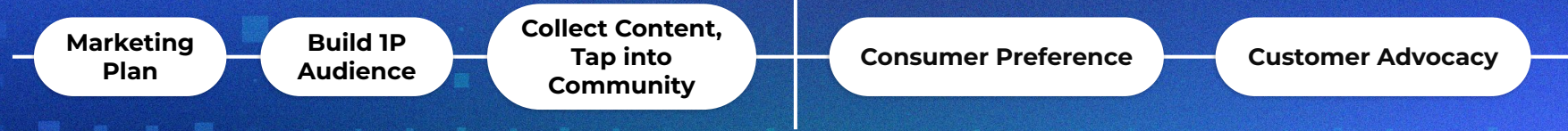


Product Lifecycle

Using Consumer Insights & Content to Fuel Success

INCEPTION

R&D



MM Insights informing **MM** modeling



MM Commerce build audience



BV Content Activation & Creators



MM Insights



BV Post Sale Interaction



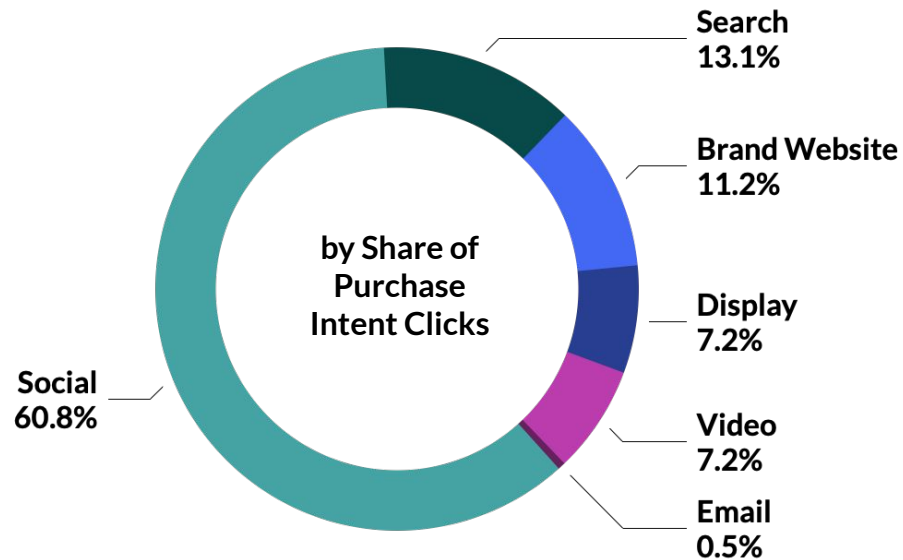
BV Social Commerce

Zeroing In On Your Audience

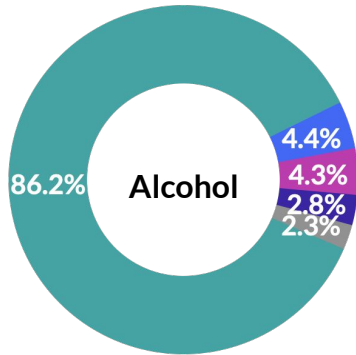
In-market shopper traffic for eCommerce brands

*Purchase Intent Clicks:

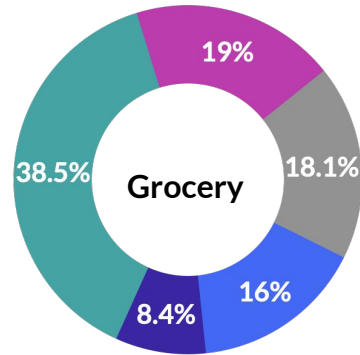
The number of times a shopper has clicked through to at least one retailer during a single session.



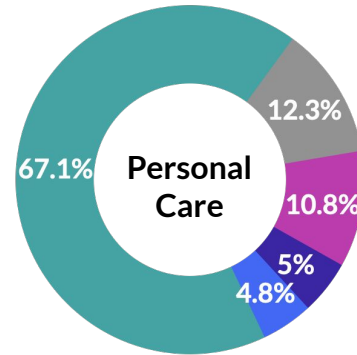
Media Mix for Multichannel eCommerce Brands in 2023, by Category



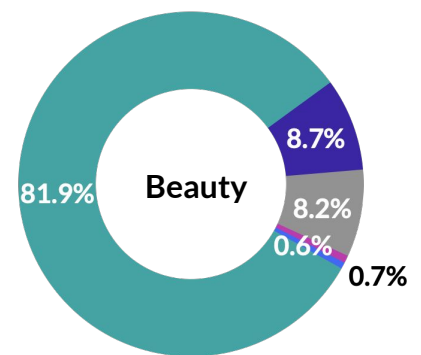
- Social
- Display
- Brand Website
- Search
- Video



- Social
- Brand Website
- Video
- Display
- Search

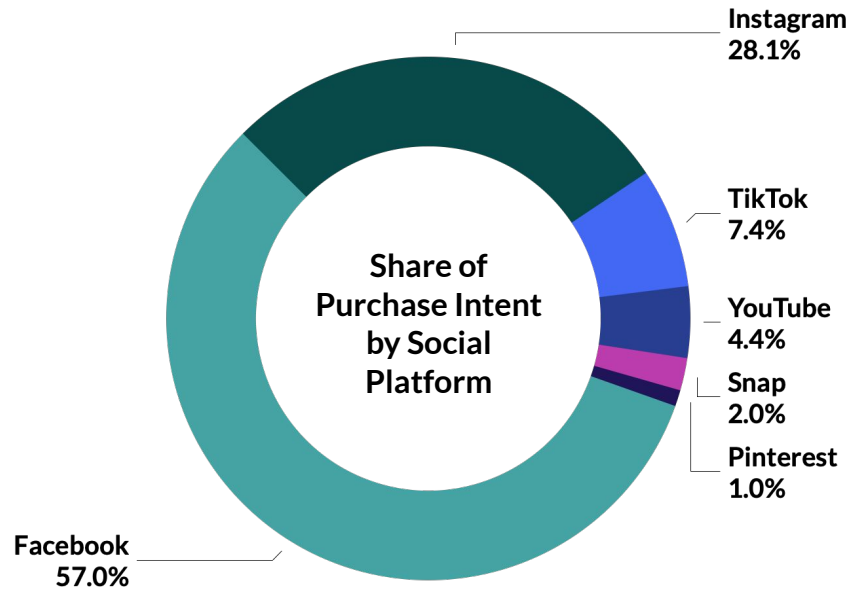


- Social
- Video
- Brand Website
- Search
- Display

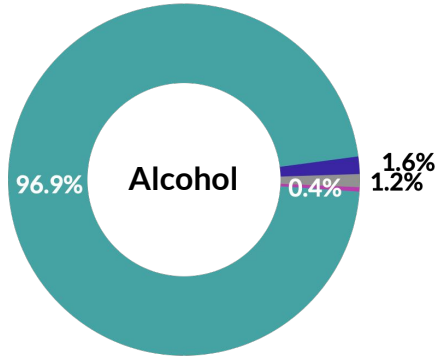


- Social
- Search
- Video
- Brand Website
- Display

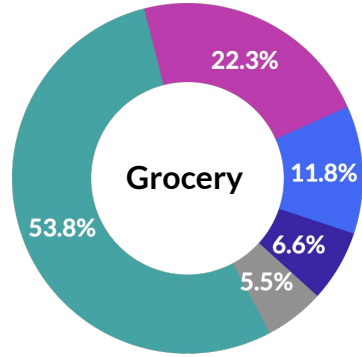
When it comes to social commerce, brands are investing in Meta channels; TikTok is showing growth



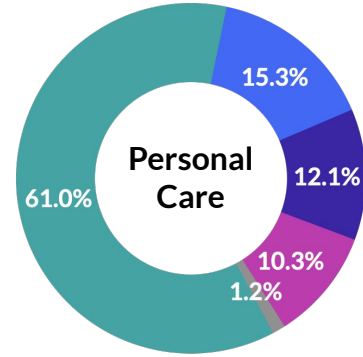
Social Channel Share of Purchase Intent Clicks, by Category



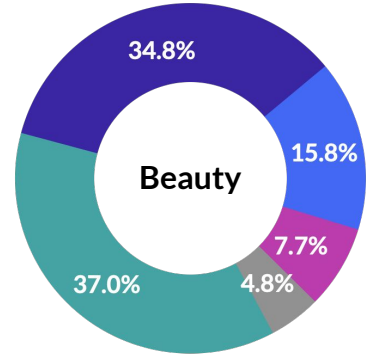
- FB/IG
- Pinterest
- Snapchat
- YouTube



- FB/IG
- YouTube
- TikTok
- Pinterest
- Snapchat

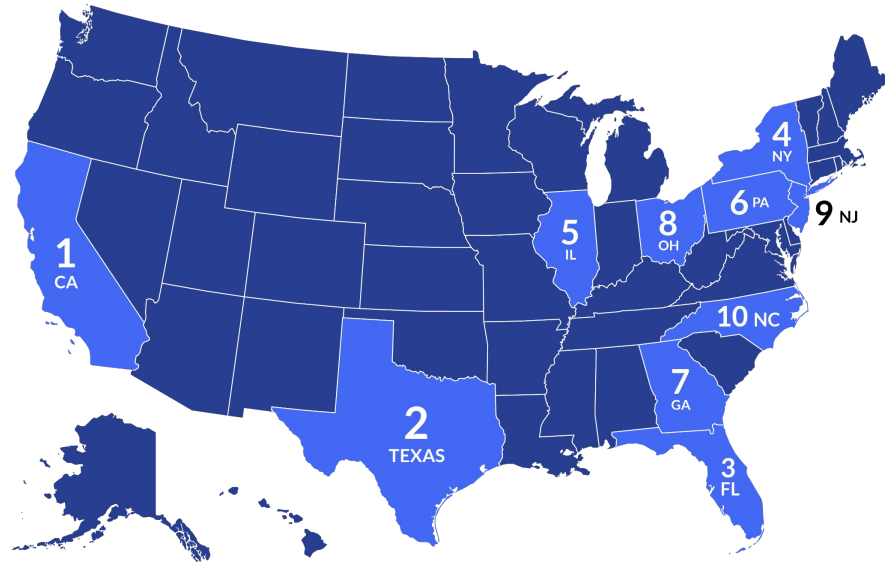


- FB/IG
- TikTok
- Pinterest
- YouTube
- Snapchat



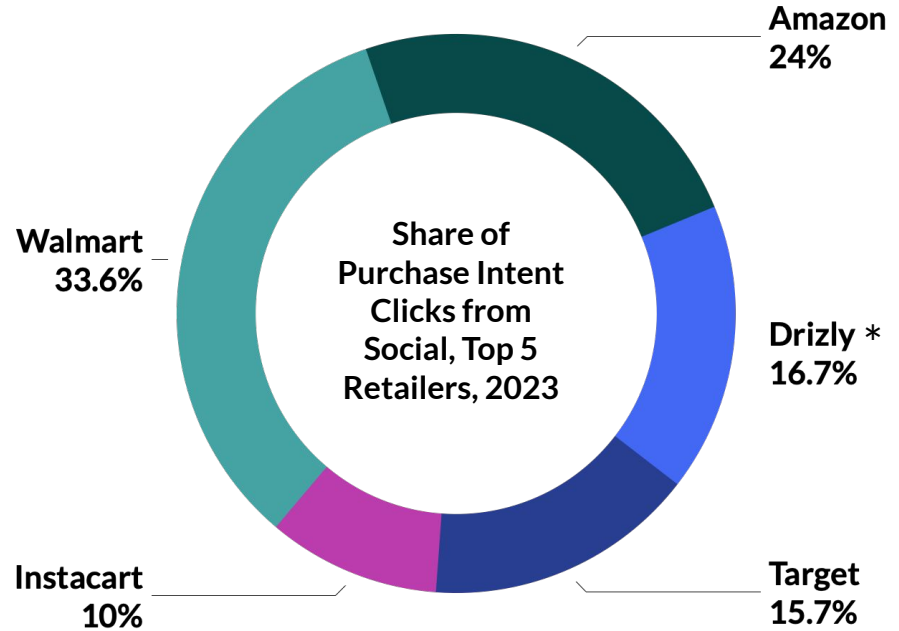
- FB/IG
- Pinterest
- TikTok
- YouTube
- Snap

**California
drives the
most traffic
to Alcohol
brands, by
Purchase
Intent Clicks**



Walmart sees the most traffic from social platforms, compared to other retailers

All data in this report is from 1/1/2023 to 12/31/2023



*Note: Drizly is shutting down at the end of March, retailers will shift in 2024.

**2023 saw
Drizly* lead
in Alcohol
traffic,
Instacart
followed**



*Note: Drizly is shutting down at the end of March, retailers will shift in 2024.

Build your commerce experiences to reach 1P audience segments

Events:

- Page Views
- Purchase Intent Clicks

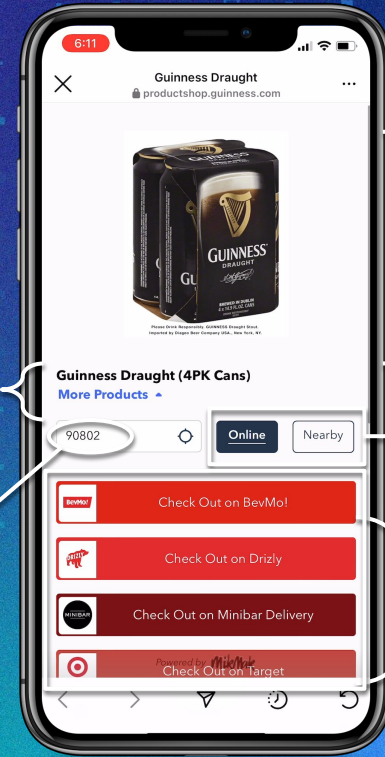
Segment by product preference

Segment by geographic location

Segment by creative

Segment by fulfillment preference

Segment by retailer preference



How a leading Spirits brand improved marketing effectiveness

This brand saw increased purchase intent using MikMak-powered audience segments in just one day

34%

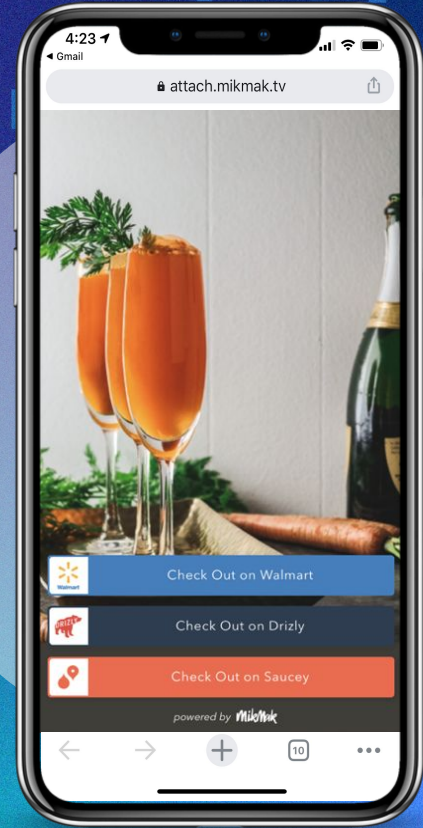
Increase in Purchase Intent

48%

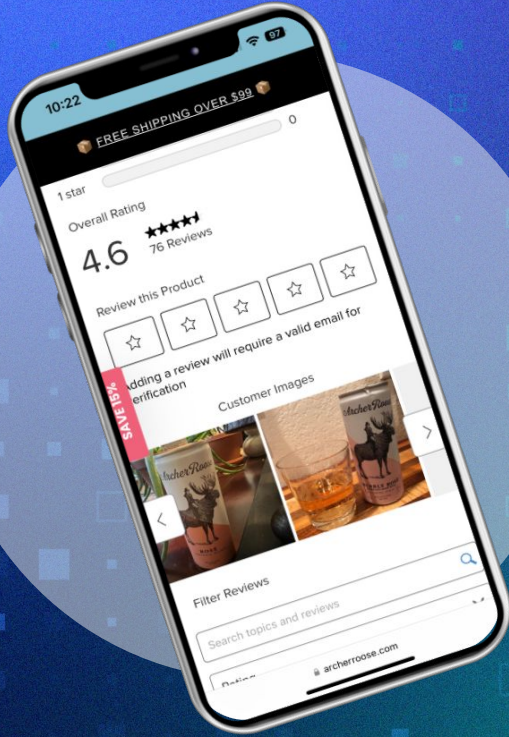
Increase in Purchase Intent Rate

64%

Of Purchase Intent from **MikMak-powered Audiences**



Leveraging User Generated Content



Social is a non-negotiable for today's shoppers

74%

trust shopper content more than
brand-created content¹ and want
to see social UGC on your website²

Source 1: Bazaarvoice Shopper Experience Index, 2023

Source 2: Bazaarvoice Shopper Experience Index, 2022

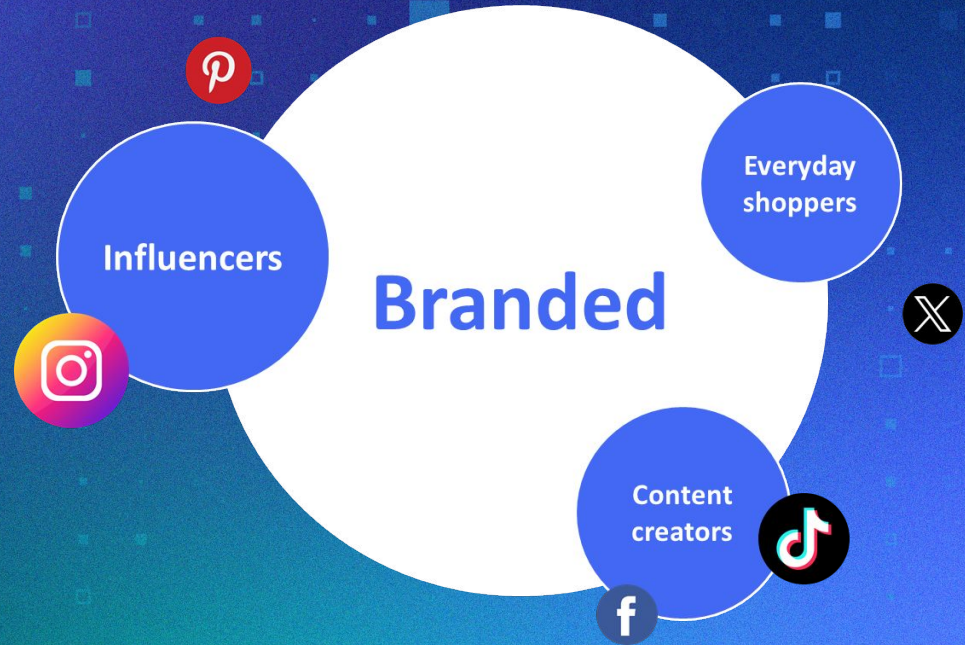
MikoMak × bazaarvoice × DIAGEO

Typical brand budget goes to branded content

% Budget (typical brand)

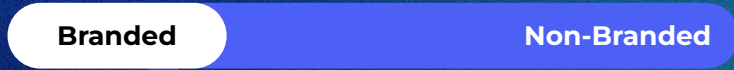
Branded

Non-Branded

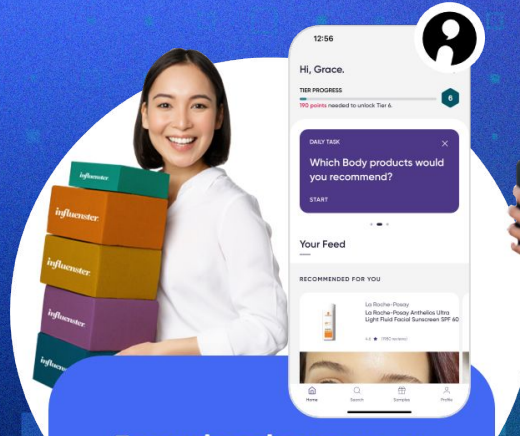


Typical brand budget goes to branded content

% Budget (social-driven innovators)



Bazaarvoice communities are your content engine



Everyday shoppers on Influencer

Diverse 8 million+ global community
with custom audience segmentation



Creators on key social platforms

Nano-to mid-tiers social media creators
with active and engaged followings



Brand and retailers' loyalty shoppers

Communities within client-owned
platforms



CUSTOM VOXBOX SUCCESS STORY

500

Boxes sent

255+

Reviews generated

57%

Would recommend to friends or family



ANA R.
Corona, NY
42 reviews

★★★★★

April 5, 2019, 11:19 a.m.

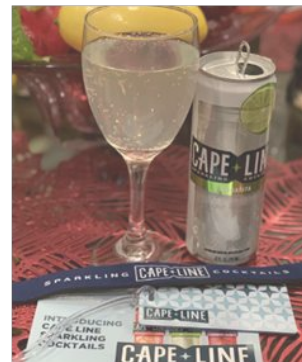
CapeLine sparking cocktail is my new favorite treat. Tastes best when served chill. I must say that it's taste is delicious so much flavor and just the right amount of sparks. I can taste the blackberry. Looking forward to purchasing a lot more for our summer barbecues. Can't wait to share this great product with my friends. This review was an honest review, drink was received as a complimentary from Influenster.

Like This? Received free from Influenster



Alcohol Sampling Success Story

We generated authentic reviews for the launch of Cape Line sparkling cocktail.



Mia B.
Brooklyn, NY
35 reviews

April 9, 2019, 7:24 a.m.



★★★★★

First off the packaging was really cute, I loved that it came in a little blue box & had some fun little goodies inside, see photo below. The taste of the margarita is yummy as I had kept it cold in the refrigerator before enjoying. What I liked was that not only did it have a good taste to it but that it was only 120 calories!! It was truly guilt free & I'm excited with the summer season coming ahead I now have a new fun drink to enjoy while my friends drink beer (as I do). Thanks so much for sharing this awesome sparkling cocktail with



Translating Marketing into Results

Source Content from Loyalists



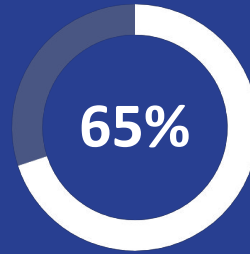
Optimize requests with insights and best practices



Create a seamless collection process with in-mail, progressive, and multi-product submissions



Maximize content submitted with email and text message review requests



of shoppers are willing to write a review if they're asked¹

Tap to rate and review your recent purchases



Tumbler with lid



Puffer jacket



Canvas backpack

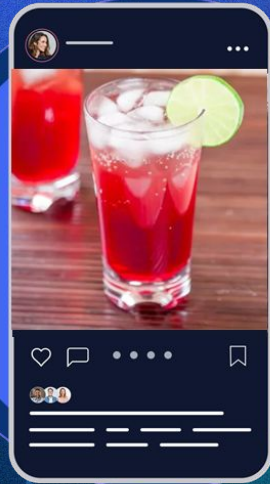


Midcentury chair



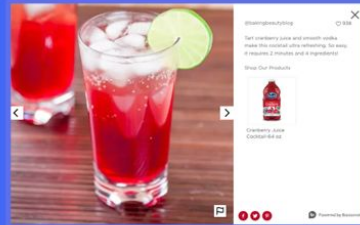
Build inspiring shoppable storefronts that convert

Convert social browsers to shoppers

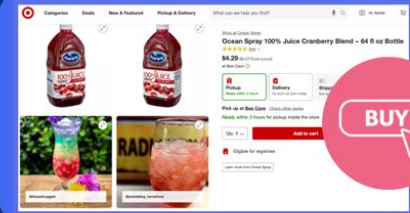


+59%
Like2Buy visits convert to e-comm traffic!

Drive sales with social content



Convert shoppers to buyers



Source 1: Bazaarvoice Like2Buy performance benchmarks, 2022

Source 2: Bazaarvoice Galleries Performance Benchmarks, 2022

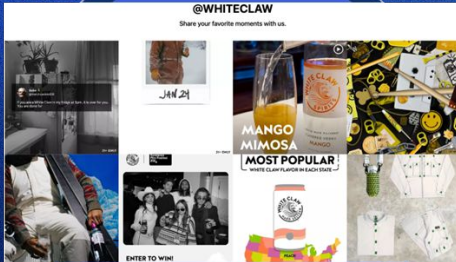
Source 3: Total Economic Impact study conducted by Forrester Consulting on behalf of Bazaarvoice, 2022

Bring discovery to e-commerce

Social isn't the only place for fun and inspiration

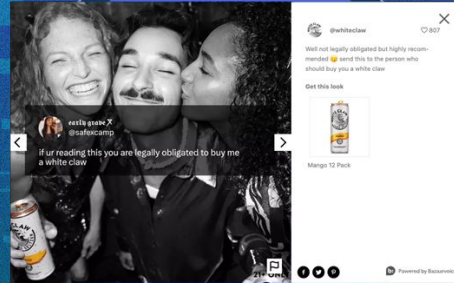
Home page

Inspire digital discovery



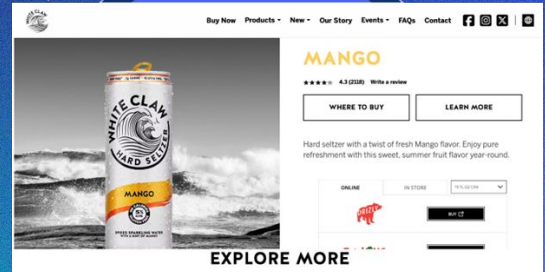
Galleries modal

Make content the guide



Product page

Convince to convert



+308%

Increase in time on site

+140%

Increase in conversion

How Ricola made their products discoverable to shoppers on TikTok and Instagram

Ricola leveraged MikMak to quickly launch shoppable influencer campaigns across Instagram and TikTok to connect consumers to their products during the key cold and flu season.

2.8x

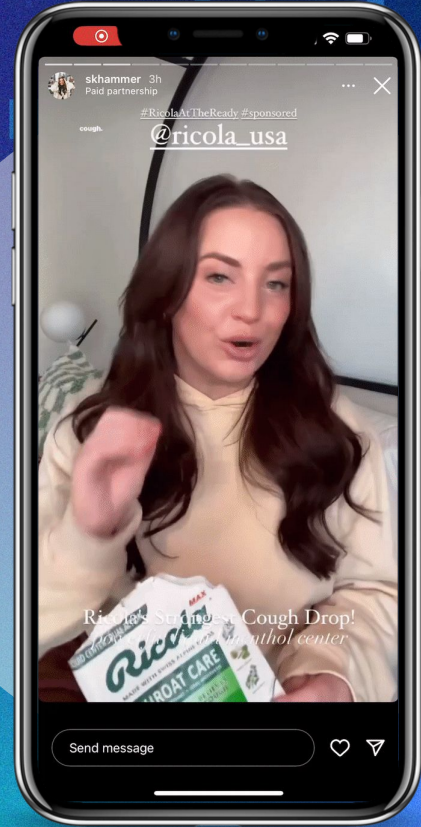
Higher Purchase Intent Rate on TikTok compared to the Health category average

1.6x

Higher Purchase Intent Rate by top performing influencer @_jkrow over the brand average

55%

Of consumers interacting with Ricola influencers **preferred to shop at Target**



How Diageo beat their competition using data-informed marketing

Diageo was able to see the highest increase in sales across products, compared to competitors, YoY, by implementing MikMak Insights in collaboration with other data-informed eCommerce tactics.

26%

Growth for
Guinness

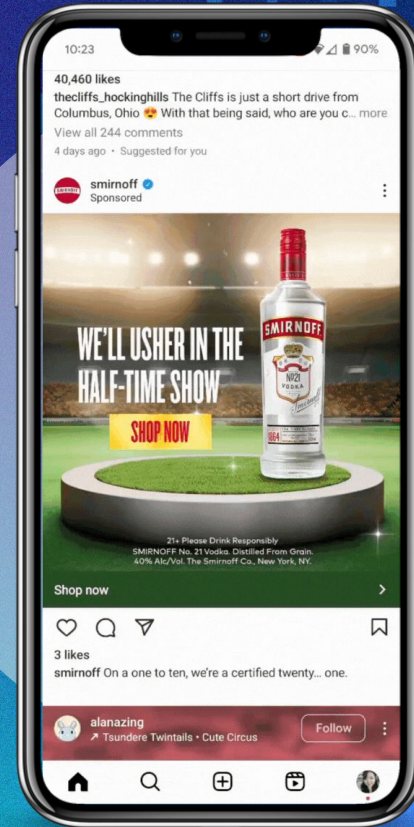
23%

Growth for
Smirnoff

33%

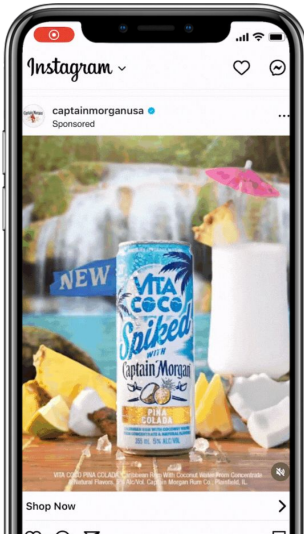
Growth for
Lone River

Compared to ~15% for Alcohol Category Competitor Benchmark (via Nielsen Data)



Tactical Considerations for Different Ad Types

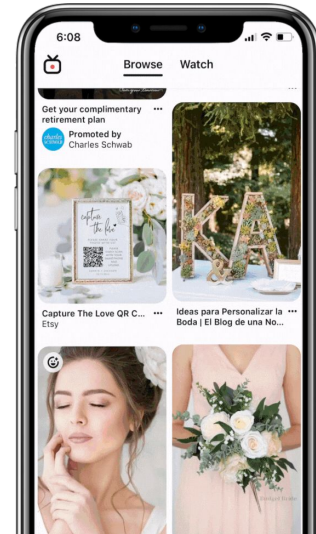
1. Feed-Based Video Ads



2. Reels (and Story) Video Ads:



3. Image Ads in the Feed



Diageo Q&A

Thank You!



Sasha Reyes-Guerra
Global Enterprise
Account Executive

sasha@mikmak.com

MikMak



Adam Russack
Director of Agency
Partnerships

adam.russack@
bazaarvoice.com

bazaarvoice™



Allison Webb
Director, Digital
Conversion Marketing

allison.webb@diageo.com

DIAGEO

MikMak × bazaarvoice × DIAGEO