



CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

Aperol UK leveraged MikMak Insights to understand what platforms, ad formats, and creative content drove the highest Purchase Intent and optimized their “Start with a Spritz” campaign in real-time.



3.7X

Increase in Purchase Intent Rate after optimizations

2X

More Purchase Intent Clicks and higher Purchase Intent Rate for In-feed ads vs Reels

37%

Share of Purchase Intent Clicks to the preferred retailer Tesco

Background

Aperol UK launched with MikMak in Spring 2024 with their first campaign ‘Start with a Spritz’. It was a multi-retailer campaign across multiple channels including social, video, and email.

Challenge

Aperol UK didn’t have historic performance data with MikMak to use in the planning of their marketing campaigns. They had no way to know what variables would be preferred by their consumers.

Solution

The MikMak Insights platform offers near-real-time data that the Aperol UK team was able to leverage to optimize their campaigns and gain a competitive advantage. Thanks to the superior granularity of the data provided by MikMak they were able to understand several factors influencing the success of their campaigns including platform, ad format, creative content, and retailer preferences.

Aperol UK optimized their media spend to push the highest performers resulting in a 3.7x increase in Purchase Intent.

“Partnering with MikMak was a game-changer. Their real-time insights allowed us to optimise mid-campaign, focusing on the most effective platforms and ad formats. We saw significant increases in purchase intent and improved media efficiency, driving more traffic to our retailers and maximising our impact.”



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Director of eCommerce Partnerships



Get started with MikMak today
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