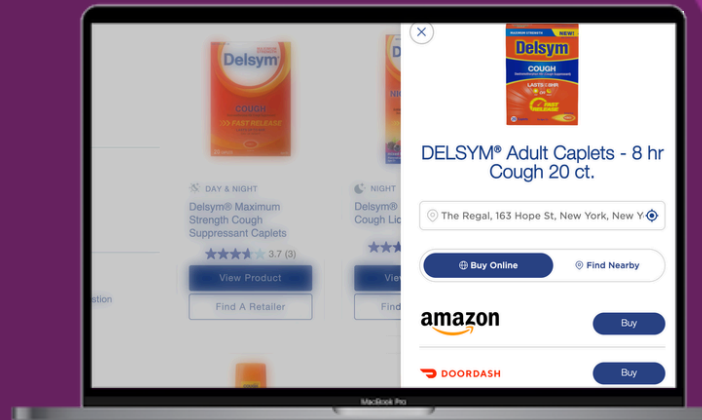




CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

DELSYM upgraded to MikMak 3.0 and saw significant increase in purchase intent



1.3X

Higher Purchase Intent Rate after upgrading

1.5X

Higher Purchase Intent Rate than the Health Category Benchmark over the last 6 months

30%

Of Total Purchase Intent Clicks YTD from the 3.0 integration after only 2 months

Background

DELSYM had previously been integrated with MikMak 2.0 on their brand website. After MikMak made two acquisitions, significant product advancements, and announced their new MikMak 3.0 offering, DELSYM chose to upgrade.

Challenge

During this transition DELSYM wanted to ensure they could continue to convert shoppers with a seamless path to purchase, while benefiting from new capabilities.

Solution

DELSYM launched their 3.0 brand website integration on July 26th. Over the first 2 months of being live on 3.0, they saw a significant increase in performance.

After upgrading, they drove a 1.3x higher Purchase Intent Rate overall and a 1.5x higher Purchase Intent Rate than the health category benchmark. During this 8-week period, they captured 30% of the year's total Purchase Intent Clicks.

“Since upgrading to MikMak 3.0, shoppers on our brand websites have been able to enter the purchase funnel from more areas on our website - including our home page, category pages, and individual PDPs. This change has increased convenience for our consumers, and we've experienced an increase in Purchase Intent and Sales.”



Carolyn Nephew, Reckitt
Director, Full Funnel Consumer Engagement



Get started with MikMak today
www.mikmak.com | hola@mikmak.com

