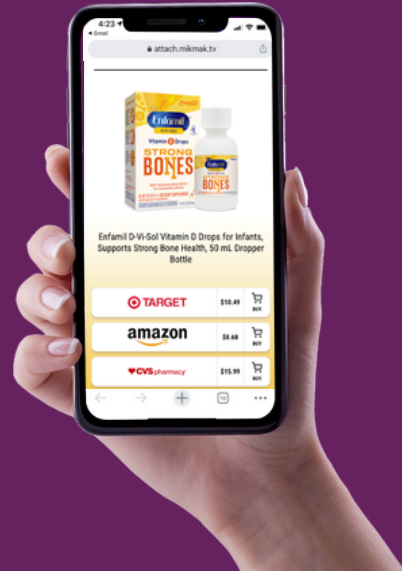




CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

Reckitt Infant Care transitioned to MikMak 3.0 to increase shopper traffic and conversions at all stages of the customer journey by leveraging enhanced eCommerce enablement and analytics.



31%

Higher Purchase Intent Rate overall in H1 2024 compared to H2 2023

10.8x

More Purchase Intent Clicks overall in H1 2024 compared to H2 2023

2x

Higher Purchase Intent Rates for Consideration & Awareness campaigns

Background

Reckitt has been working with MikMak for several years and has recently migrated to the MikMak 3.0 platform.

Challenge

Reckitt, like many brands, has needed to keep pace with shifts in consumer behaviors amidst several macroeconomic changes in the past few years. The question for Reckitt was how to continue providing a frictionless path to purchase amongst all these changes.

Solution

As consumer practices change, so too must the technologies used to connect consumers with products. Reckitt migrated to the MikMak 3.0 dashboard to take advantage of the innovation and features available on this platform.

Those features included enhanced Commerce for Media experiences and our single-click Commerce experiences that take shoppers straight from an ad to a specific retailer PDP. Reckitt also leveraged MikMak's superior data granularity to identify the top-performing channels, platforms, influencers, ad placements, and creative units driving success.

"We recently transitioned to MikMak 3.0 to ensure we're using the latest and greatest software and technology. With the way things are consumed, digital and offline are merging. The notion of a frictionless user experience and the necessity to give power to the consumer to purchase where, when, and how they want is critical for us - and MikMak helps drive that seamless path to purchase."



Josh Cierski, Reckitt
Associate Director, Media



Get started with MikMak today
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