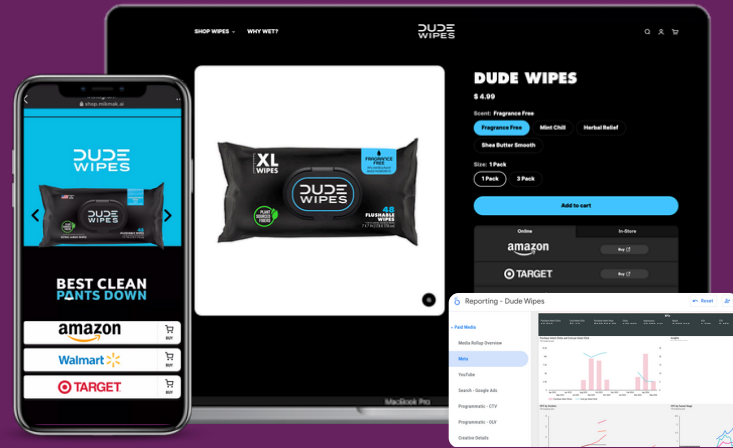




CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

DUDE Wipes Taps Into MikMak Insights to Accelerate Sales and Minimize Costs Nationally



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, 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, they were looking to run a test to help inform strategy and approach.

Solution

In August 2023 they leveraged MikMak for a test campaign, driving to Walmart, Amazon, Target. Knowing how key measurement would be, the DUDE Wipes' agency team, Curiosity, quickly became power users of the MikMak 3.0 Platform and built data into their BI tool 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.

"We've chosen to pump traffic to key retailers with MikMak instead of DTC because we believe this is where our DUDES want to buy. You'd have a hard time convincing me the ROI isn't better - with higher conversion rates and less cost for creative iteration, customer service, Ad specialists, and more."



Sean Riley, Chief Executive
DUDE/President, DUDE Wipes



Get started with MikMak today
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