



MikMak

**What Over-the-Counter
Medicine Brands Need to
Know This Cold & Flu Season**

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The CDC estimates there will be 27-54 million flu-related illnesses in the US between October 2023 and April 2024. As households across the nation prep their medicine cabinets for the impending wave of colds and flu, Over-the-Counter Medicine brands should be taking a close look at how and where shoppers are shopping.

MikMak analyzed the latest insights and trends your brand should know to prepare for, and succeed during, the season. Here's what we found.

Purchase Intent Rates peaked in January last cold & flu season

*Source: MikMak Shopping Index, data from 10/1/22-3/1/23



★ Purchase Intent Peak

The MikMak Shopping Index indicates that last cold & flu season, Purchase Intent Rates for Over-the-Counter Medication averaged around 10.2 percent. This metric reveals how frequently shoppers clicked on a retailer's link in a single session, signaling their readiness to buy.

A significant surge occurred on January 16th, when the Purchase Intent Rate jumped to a remarkable 35 percent (3.4x the season average). High Purchase Intent Rates continued into the springtime.



As of September 24 2023, Purchase Intent Rates are already climbing for Over-the-Counter brands. The MikMak Shopping Index has shown a 57 percent climb in the last 30 days compared to 30 days prior. It may be safe to assume that Purchase Intent Rates will continue to climb for these products as allergies, colds, flu, and other illnesses become more rampant in the colder months.

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WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

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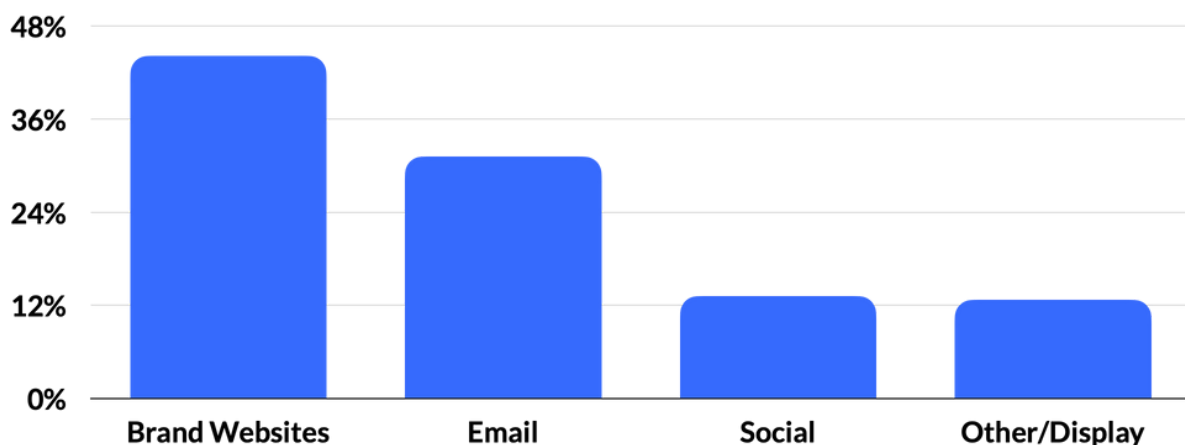
Nuun Hydration's Ingrid Cordy on attracting the mass consumer while staying true to your brand

Leverage MikMak on your brand website to reach consumers when they're ready to buy

According to the MikMak Shopping Index, MikMak Commerce-enabled brand websites registered the highest Purchase Intent Rates for Over-the-Counter Medicine brands over the past 30 days, boasting a rate of 44.1 percent. Coming in second was email marketing, with a Purchase Intent Rate of 31.2 percent. Social platforms, with Meta channels leading the way, secured the third spot at 13.2 percent, while other media and display ads trailed slightly behind at 12.7 percent.

For brands seeking a direct connection with shoppers, ensuring a seamless, multi-retailer checkout on your website is crucial. It not only enhances product discoverability when consumers are researching but also capitalizes on their readiness to purchase.

Purchase Intent Rate by Channel Type



*Source: MikMak Shopping Index, data from 8/25/23 - 9/24/23

This OTC brand expanded their use of MikMak to include brand.com.

50x

Increase in Attributable Sales after adding brand.com to their previous media mix of social, display, video, and email

24.3%

Share of Purchase Intent Clicks on brand.com came from their product page

5x

Higher Purchase Intent Rate than the brand.com category average for Health



A prominent Over-the-Counter medication brand exemplified this approach by integrating MikMak Commerce for Brand.com into their brand website. The outcome was remarkable: a 50x increase in attributable sales, a 24.3 percent share in Purchase Intent Clicks on the enabled product page, and a Purchase Intent Rate 5x higher than the category average for brand websites of similar products.

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Jay Picconatto of General Mills on Mastering Data in the Consumer Goods Industry

"When we talk about data for marketing, for second party, third party data, for marketing actions, kind of only four things you're going to do. You're going to find targets and build audiences. You're going to personalize some sort of an experience, whether that's an own platform experience or that's a web experience or that's an email experience. You're going to get some insights out of it, use that for brand developments later, or you're going to measure stuff."

Olly saves market share by enabling multi-retailer, omnichannel checkout options for products that are currently out-of-stock (OOS) through their brand.com

\$28k+

In attributed sales from OOS products on the brand's DTC site in the first 7 months

15.6%

Conversion rate on Add to Carts at Target and Walmart



Meanwhile, Vitamin brand, Olly, also used MikMak on their brand website to protect market share. When products were out of stock on Olly's website, shoppers could elect to fill out a form located on the product detail page (PDP) that would alert them to inventory updates for when the product was back in stock. Olly integrated [MikMak Commerce Discover](#) onto their website, allowing them to facilitate the sale of out-of-stock products on their website through third-party retailers.

When shoppers come across an out-of-stock product, instead of an "add to cart" button they also see a "where to buy" button that shows online and in-store purchase options based on the shopper's geolocation. This also allows Olly to capture first-party data on the shoppers interacting with out-of-stock products, providing Olly with valuable insights into the performance of enabling sales on out-of-stock items and the shopping preferences of their consumers.

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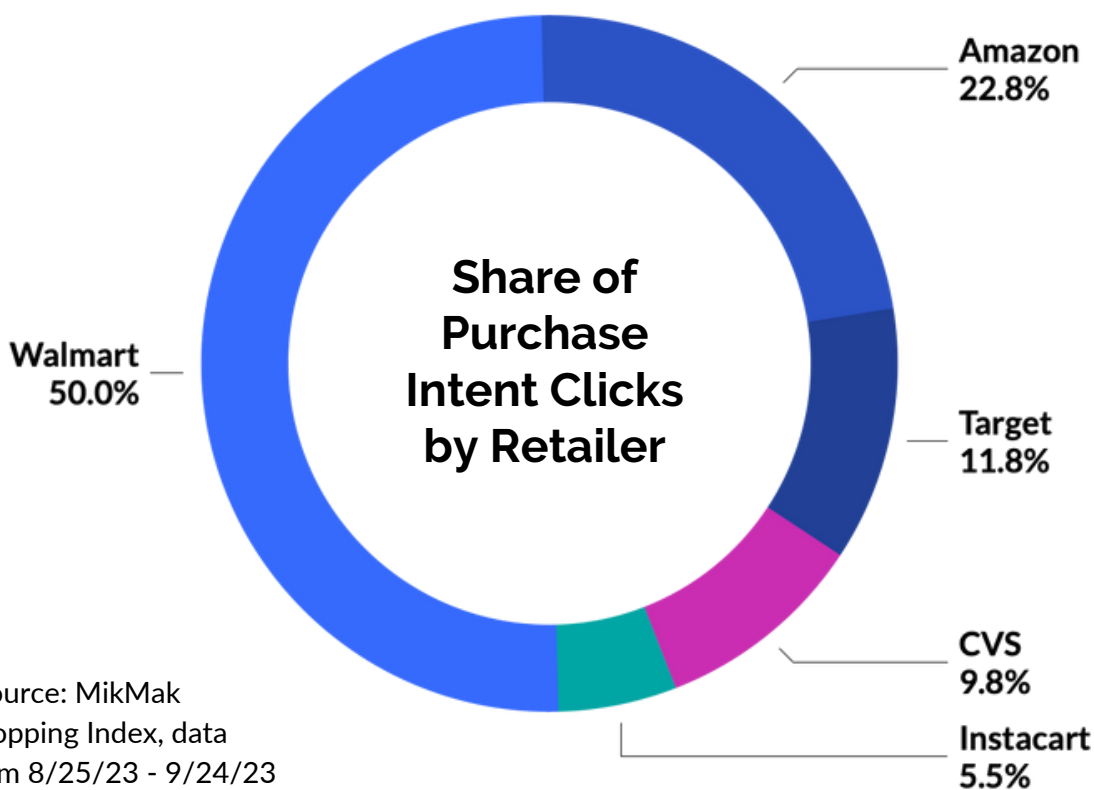
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Chris Rogers of Instacart on Developing Strong Retailer Relationships, and Utilizing AI for Commerce

Walmart is the top retailer for online Over-the-Counter Medicine shoppers

Regarding the retailers online shoppers prefer to check out at, the MikMak Shopping Index found that Walmart drives 50 percent of Purchase Intent Clicks, or in-market traffic, compared to the top 5 retailers for Over-the-Counter brands. Following Walmart is Amazon with 22.8 percent. In third is Target with 11.8 percent. CVS and Instacart round out the top 5 retailers with 9.8 and 5.5 percent of Purchase Intent Clicks, respectively.

It is possible that Walmart performing so well with these brands could be in part due to their variety of fast delivery and pick-up options for shoppers. Especially when a shopper is feeling under the weather or has a sick kid at home, they're searching for the most convenient options possible. Be sure to assess your fulfillment options this cold & flu season to ensure your shoppers can get your products conveniently.





With these retailers also being known for stocking Grocery items, it is no surprise that the MikMak Shopping Index discovered that the most common brand adjacencies for Over-the-Counter Medications are in the Grocery category. Consider this when developing brand partnerships and marketing your products online or in-store.

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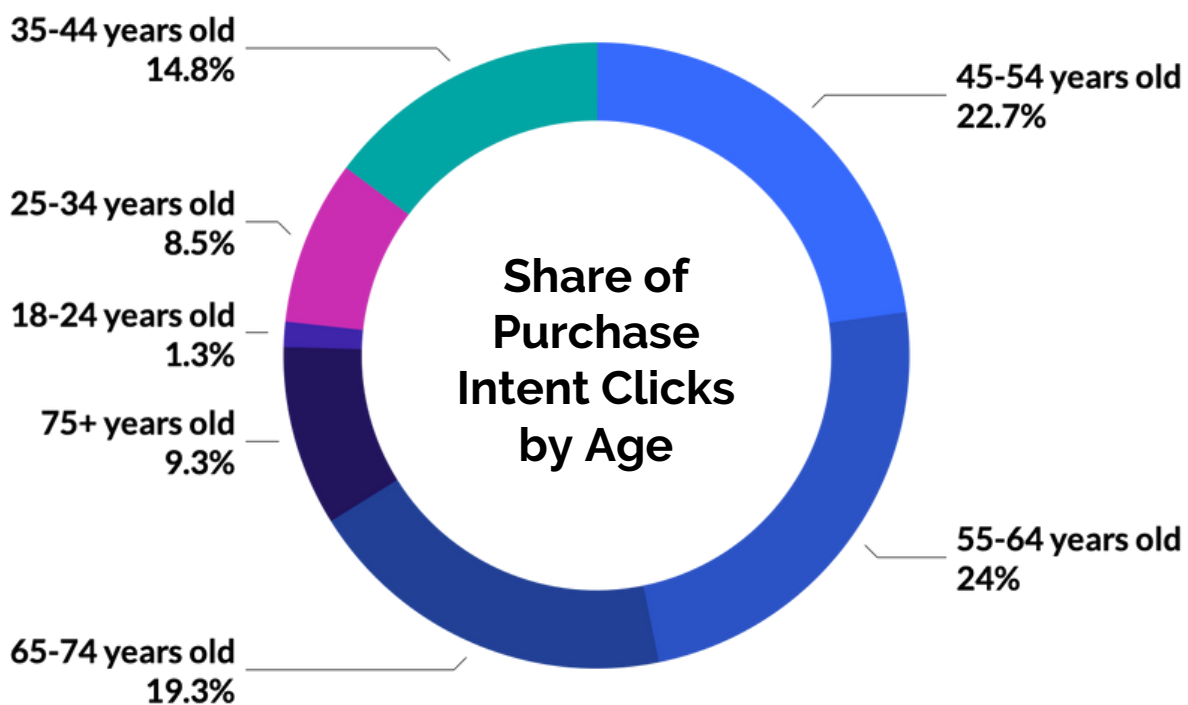
Reckitt's GM of US Nutrition Amardeep Kahlon talks creative bravery and frictionless commerce

"I think what really matters here is the omnichannel experience, I know a lot of folks use that quite widely, but to me, omnichannel is critical. People like to have a choice on where they buy online."

The most in-market traffic for Over-the-Counter Medicine brands comes from Baby Boomers

On a demographic level, the MikMak Shopping Index found most Purchase Intent Clicks for Over-the-Counter Medication brands come from those ages 45-64. Be sure to consider this when marketing your products.

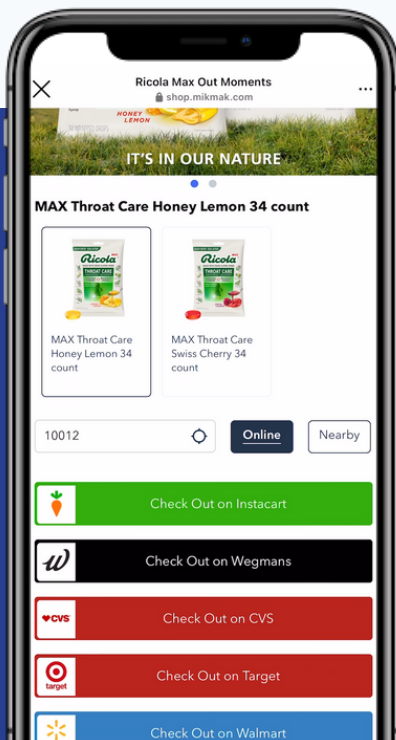
Research has shown that this demographic of shoppers is more likely to spend time researching products before they buy. For brands to better appeal to shoppers in this age range, creating more educational resources for shoppers to research before buying could positively impact their likelihood of purchasing.



*Source: MikMak Shopping Index, data from 8/25/23 - 9/24/23

Enable eCommerce across all media and brand websites

For Over-the-Counter Medicine brands to accelerate their sales, it is best to enable 'where to buy' functionality across all media platforms and brand websites. Here's an example of just one brand that has succeeded with this approach:



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. This resulted in a 2.8x higher Purchase Intent Rate on TikTok compared to the average in the Health & Wellness category, and a 1.6x higher Purchase Intent Rate by their top-performing influencer, compared to the brand's average.

Further, the analytics available through the [MikMak Insights Dashboard](#) allow Ricola to view performance not only at the platform level but also get granular enough to understand the performance of each individual influencer handle. Ricola can now use these insights to optimize future campaigns to the platforms and influencers driving the highest Purchase Intent. Find out more about how your brand can optimize its advertising and access data like this during cold & flu season, and all year long.

[Schedule a demo with MikMak today!](#)

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 4,000 retailer integrations to understand consumer online shopping behavior.

All data in this report is from 10/1/22 - 9/24/23.

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