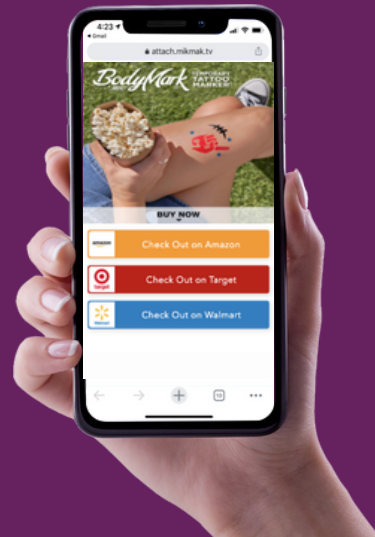




CASE STUDY: ACCELERATE ECOMMERCE SALES

BodyMark by BIC increases consumer engagement and sales by using MikMak Insights to identify shoppers' preferred media platform and creative



968%

Lift in Attributable Sales post-MikMak optimizations

5X

Increase in Purchase Intent Rate post-MikMak optimizations

10X

Higher Purchase Intent Rate on Instagram compared to category benchmark

Background

Prior to working with MikMak, BIC had limited visibility into how its marketing initiatives drove purchase intent and sales at retail. Specifically, they wanted to learn which channels, platforms, audiences, and creative drove the best results for their brand while simultaneously delivering a frictionless digital commerce experience to their consumers.

Challenge

Without insight into which factors were driving them closer to their desired eCommerce goals, BIC would not be able to optimize its media mix to drive maximum conversion. These shopper insights were especially important to the BIC team as they accelerated their eCommerce efforts for *BodyMark*, a growing and fun product line of temporary tattoo body markers.

Solution

Partnering with MikMak and the NFL, *BodyMark by BIC* launched a series of seasonal, shoppable media placements promoting packs of team-colored body markers and stencils for football fans looking to show their team spirit in a fun and creative way. Being a new product line with no historical data to leverage, BIC found MikMak's real-time performance insights critical in the success of their campaign. BIC was able to use the first-party data collected by MikMak to identify that *BodyMark* consumers preferred discovering their product on Instagram, especially when ad creatives featured people using the product. With this insight, BIC doubled down on this strategy in December and is continuing to support it until Super Bowl Sunday.

"With MikMak I saw the opportunity to provide shoppers with a seamless path to purchasing our products online while gaining valuable and actionable data and insights for BIC. The results have been tremendous -we've seen huge lifts in engagement, sales, media performance, and even customer ratings and reviews."



Anna Ritchie, Global Business Director
BodyMark by BIC



Get started with MikMak today
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