



CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

# Sabra drove higher purchase intent than competitors and improved media efficiency by leveraging MikMak Insights to make campaign optimizations



## 2X

**Increase in Purchase Intent Rate** after switching campaign objectives

## +86%

**Increase in Purchase Intent Rate** after updating campaign creative

## +50%

**Higher Purchase Intent Rate** than the Grocery vertical

## Background

Sabra wanted to better understand how their full funnel marketing strategy ultimately drove their eCommerce business. More specifically, they didn't have a clear grasp of what channels, audiences and objectives moved potential customers towards purchase.



## Challenge

Without these insights, Sabra could not effectively tie digital marketing spend to company performance. This made it difficult to not only optimize their actively running campaigns but also to make decisions on how to allocate their overall media budget for maximum business impact.

## Solution

By leveraging MikMak Insights and the recommendations of their Customer Success Manager, Sabra was finally able to understand their full funnel marketing efficacy. MikMak provided concrete, actionable steps to use Sabra media dollars more efficiently and increase purchase intent more than they previously had.

**"MikMak has fundamentally changed how Sabra does marketing. We now understand full funnel marketing. We understand what channels, audiences and objectives move someone towards purchase. We understand what creative to use at the top of funnel, bottom of funnel.**

**We take those insights even outside of MikMak and are changing how we work with retailers. You've even impacted our agency partners' thinking."**

**Jason Levine, Chief Marketing Officer**



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www.mikmak.com | hola@mikmak.com

