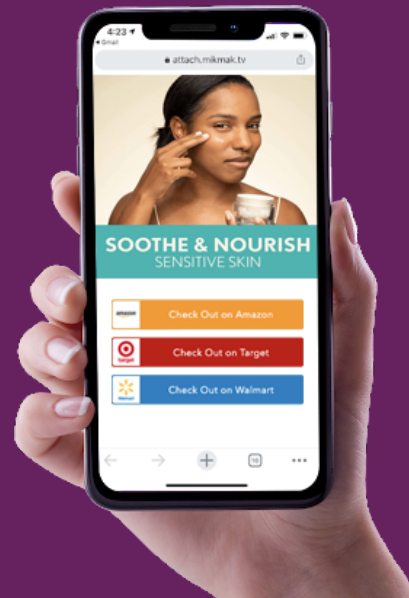




CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

**Aveeno™ increased their Purchase Intent Rate from search by driving to MikMak Commerce experiences over their brand.com product detail pages.**



**526%**

**Lift in Purchase Intent Rate** when driving to MikMak compared to a brand.com PDP

**2X**

**Higher Purchase Intent Rate** than the category benchmark for search

## Background

Aveeno™ was interested in understanding the effectiveness of driving traffic directly to their product detail page vs driving to a MikMak Commerce experience, so they set up four paid search campaigns for the same product(s), to test the results out side-by-side.

## Challenge

Show the value in driving to MikMak Commerce over navigating shoppers directly to a brand.com PDP.

## Solution

Aveeno™ created parallel campaigns for two separate moisturizer products through Google Search. Each campaign had the exact same ad copy and keywords and featured a 50/50 split of linking to a brand.com PDP and MikMak Commerce. Aveeno™ ran the campaigns for 4-weeks then analyzed the results.

At the end of the 4-weeks, Aveeno™ saw that campaigns driving to MikMak had a 526% greater Add to Cart Rate than those driving to the brand.com PDP. With 1 in 5 search ads resulting in shoppers clicking through to a retailer with purchase intent, the value of providing a multi-retailer omnichannel check-out option through MikMak was clear.



Get started with MikMak today  
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