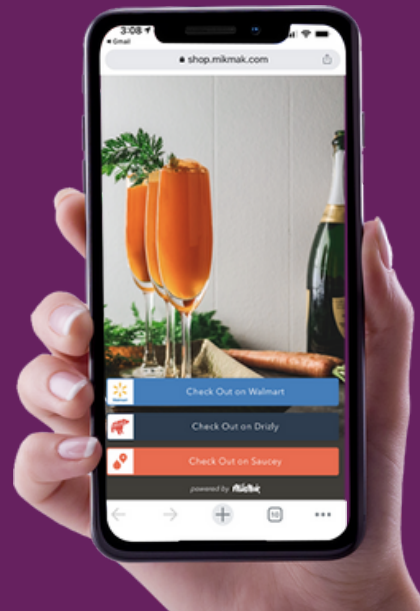




CASE STUDY: IMPROVE MARKETING EFFECTIVENESS

A leading Spirits Brand increased purchase intent using MikMak-powered audience segments in just one day.



**34%**

**Increase in Purchase Intent Clicks**

**48%**

**Increase in Purchase Intent Rate**

**64%**

**Of Purchase Intent from MikMak-powered Audiences**

## Background

A leading spirits brand wanted to maximize conversions during a two-week blitz campaign leading up to a major holiday, while also expanding its overall reach.

## Challenge

The campaign hit a saturation point after ten days, with declines in conversions and purchase intent rate. The brand did not have a way to scale the reach of the campaign while also maximizing purchase intent.

## Solution

Knowing a solution was needed immediately, we worked with the brand to implement lookalike audiences from users who had shown high purchase intent from previous campaigns flighted through MikMak.

## Results

By leveraging MikMak powered audience segments, this leading spirits brand was able to increase conversions and purchase intent rate in the final days of their campaign



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