



How to Use eCommerce Data to Accelerate Brand Growth

Page Views



11%

Purchase Intent Rate



32%

Top Retailers

	Retailer Displayed	Purchase Intent Clicks	Share of Purchase Intent Clicks	Retailer Purchase Intent Rate
Walmart	451627	42996	37%	9.52%
Target	343830	12218	10%	3.55%
Amazon	178742	17088	15%	9.56%
Kroger	139155	9810	8%	7.05%
Costco	136179	5229	4%	3.84%
Home Depot	124178	1785	2%	1.44%
Best Buy	104416	1521	1%	1.46%
HomeGoods	83921	6053	5%	7.21%

Top Platforms

	Page Views	Purchase Intent Clicks	Purchase Intent Rate
FB/IG	297215	74374	25.02%
Pinterest	93459	5904	6.32%
Facebook	70933	25707	36.24%
Google	62137	2348	3.78%
TTD	41893	651	1.55%
Snap	24040	1288	5.36%
YouTube	14815	797	5.38%
TrueView	11333	1191	10.51%



Introduction

eCommerce data is a leading indicator of everything happening in a brand's business. Its strategic power is immense, yet it is too often only used tactically. This guide breaks down the true power of eCommerce data by answering the following questions:

- What datasets should brands be looking at?
- What types of big business challenges do these datasets address, and what does that look like in practice?
- How do organizational operating principles come into play, and how do you overcome siloes to extract the most value from the data?
- What does the future look like?

Multichannel Brands are Set to Succeed, but Swimming in Data

Today's brand marketers are swimming in data, making it challenging to know what to look at, and how to action it all. The good news is that eCommerce data is the single most powerful dataset available to them, and it's highly accessible.

There's a vast misconception that going DTC is the only way to build out a brand's CRM database and truly capture consumer behaviors and preferences. It is becoming clearer every day that the DTC-only model has [passed its peak](#).

Furthermore, the billions of dollars spent on time and resource-consuming information service vendors, business intelligence solutions, and focus groups are essentially money wasted. If sales can't be connected back to the buyer, and insights can't be gleaned in real-time, there is immense room for error.

So what's a brand to do? We've got you covered. As pioneers in eCommerce analytics and enablement for multichannel brands, here's what we've learned from the brand leaders we partner with every day.

Define your objective

In order to determine what types of commerce data you need, you first must define your 'north star' business objective. It's the only way to narrow in on what matters most and enable your teams to be most efficient with their time.

In this guide, we break potential objectives down into the following 4 key areas:



1. **Become more profitable** by optimizing marketing investments

Build shopper audiences, increase purchase consideration, and reallocate spend to the best converting channels.



2. Beat the competition by having **better first-party data**

Review campaign performance against category benchmarks and insights to ensure you are growing market share.



3. Strengthen retailer relationships to **sell more products**

Drive additional traffic and revenue to retail partners and plan smarter retail programs.



4. **Be agile** to better innovate for the future

Couple a culture of speed and agility with the data that matters most to stay ahead of consumer trends.

1. Become More Profitable

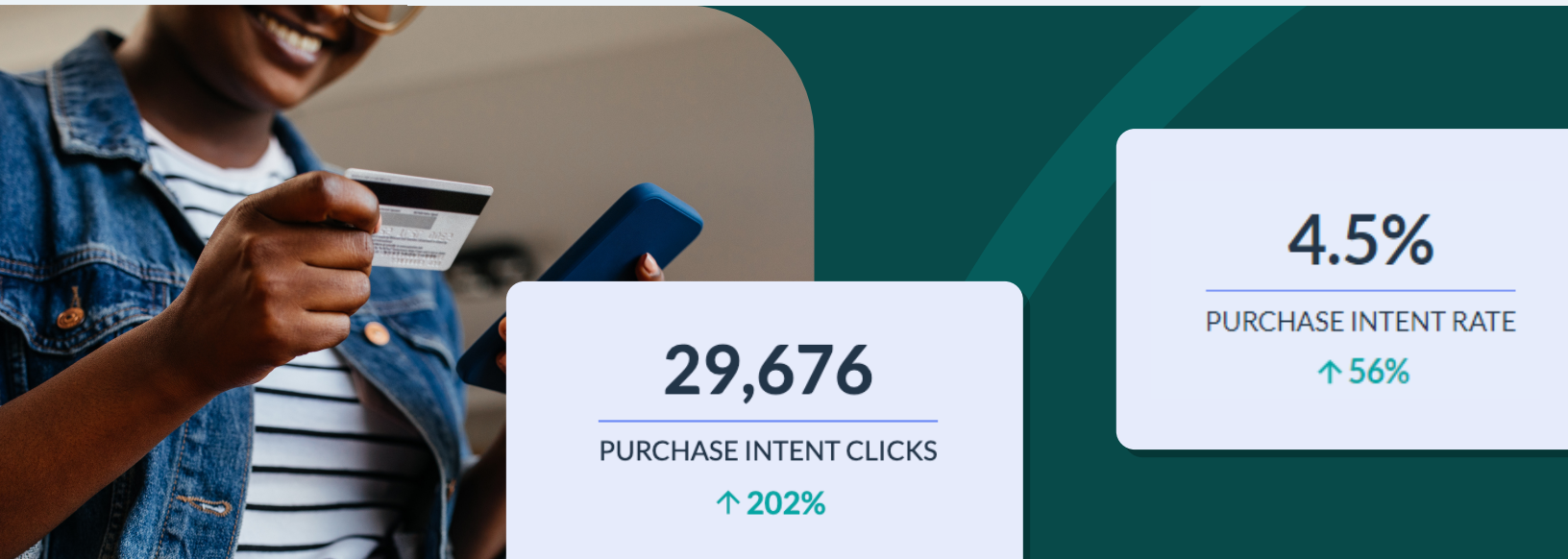
Every brand has its way of tracking performance, but what matters most when it comes to becoming more profitable? With access to real-time category-level performance and purchase data at individual retailers, brands can more readily spot opportunities for growth and expansion.

eCommerce data that's granular enough will also reveal which product and marketing attributes perform best, allowing brands to adjust their packaging and positioning strategies to optimal effect. These insights are particularly important for emerging brands focused on growth and capturing market share.

How can I prove the effectiveness of my brand positioning and marketing investments?

Replacing historical media mixed models, expensive brand lift studies, and time-consuming focus groups with actionable, real-time signals on if your marketing investments are working will save your organization hundreds of thousands of dollars. One of the strongest signals our brand partners use at MikMak is 'Purchase Intent.'





Purchase Intent

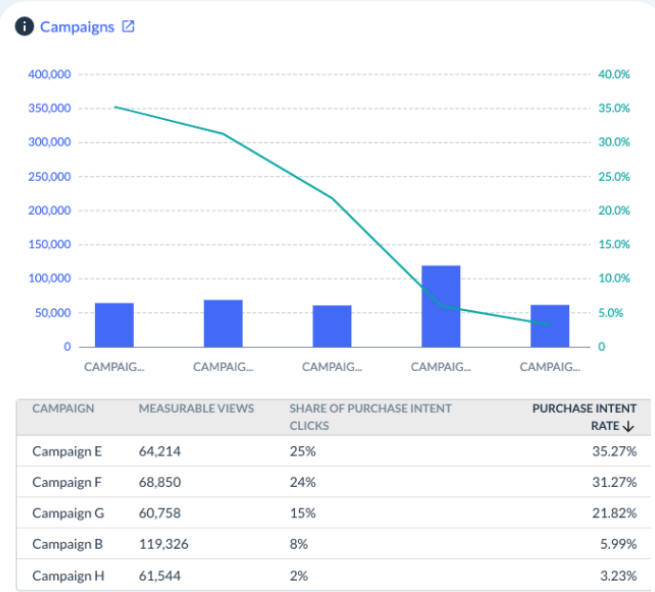
The way we look at purchase intent is broken into three key metrics:

- **Purchase Intent Clicks** - The number of times a shopper has clicked through to at least one retailer during a single session.
- **Purchase Intent Rate** - The percentage of shoppers who clicked through to at least one retailer.
- **Purchase Intent Value** - The potential dollar value of the product selected by a shopper when clicking through to a retailer, is calculated by multiplying the listed SKU Price and the total number of Purchase Intent Clicks.

For the purpose of measuring marketing effectiveness and brand positioning specifically, many of our brand partners use Purchase Intent Rate as their north star. It allows them to easily understand what is working across channels, retailers, and campaigns to stay ahead of shifts in consumer behavior and optimize their marketing accordingly. And by marketing, we don't just mean digital channels and creative. Purchase Intent Rate insights can determine supply plans by retailer and geography, product messaging, and even in-store placement and packaging decisions.

01 BECOME MORE PROFITABLE

Here's just one way it comes to life in the MikMak Insights Dashboard:



Campaign E has the highest Purchase Intent Rate, and share of Purchase Intent Clicks, than any other campaign.

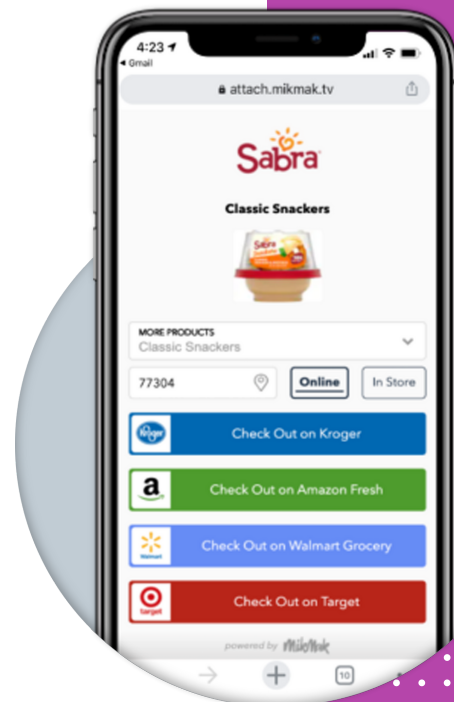
This brand should consider reallocating spend from B and H to E for optimal results.

The brand can also take the creative, messaging, audience, and other learnings from E and apply those across their business for maximum impact.

BRAND SUCCESS STORY: SABRA

Or take this example from Sabra. The brand team decided to use MikMak Insights to understand better how the Snackers product was performing and, more importantly, why people were buying it. What they saw was that shoppers had 2x the Purchase Intent Rate for the product when energy-based messaging was used.

Many teams would probably see that, change the messaging, and call it a day. But Sabra knew, this insight is way more powerful. The team went way back and changed everything - packing, competition set, and where the product is shelved. As a result, they saw a 14% lift in sales. That is the real power of Purchase Intent Rate.



2. Have Better First-Party Data

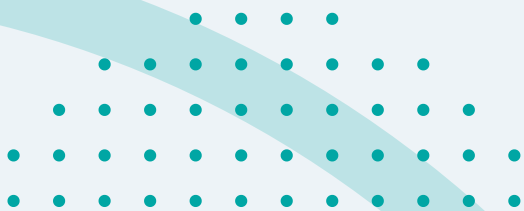
Industries like CPG, which rely heavily on retailers to sell their goods, need better customer data — the first-party data that is needed to survive and thrive against their competition — as a result.

How can I measure, protect and gain market share over the competition?

One of the biggest challenges brands face today is a need for more visibility into how they stack up against their competitors. Most retailers do not provide any visibility into this type of information, but MikMak does. Enter, Benchmark Insights.

Benchmark Insights

MikMak Benchmark Insights can be used to make comparisons across retailers, platforms, geographies, and more to identify demand pockets and underleveraged strategies. Furthermore, Benchmark information is updated in real-time to allow you first look at changes in consumer preference for your brand and your category and subcategory.



02 HAVE BETTER FIRST-PARTY DATA

Take this example from a Spirits brand.



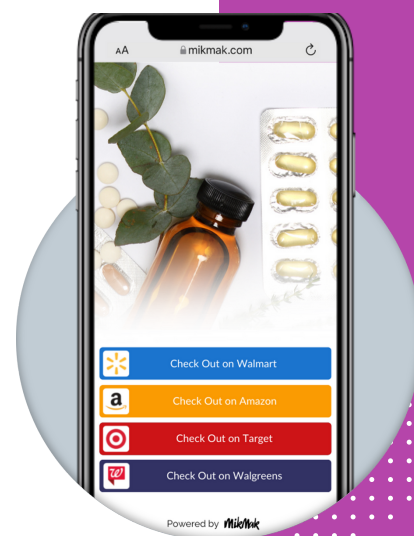
This brand is outperforming the category benchmarks for alcohol, and spirits specifically. However it is only using MikMak on Facebook and Instagram, and its competitors are also doing so on Pinterest and Google. This indicates a need for the brand to use MikMak on those Platforms, too, to stay competitive.

BRAND SUCCESS STORY: HEALTHCARE BRAND

Before using MikMak, a healthcare brand had visibility into its performance but had no context into how it measured up against the competition.

The brand leveraged MikMak Benchmark Insights to understand better what platforms their competition was present on, then updated their media mix to not only match their competitors on platforms like Instagram and The Trade Desk, but to be first to market on additional platforms like Pinterest, Pandora, and Google.

Google emerged as a clear winner, with a 16% Purchase Intent Rate, which is 3x the industry average. And as shared in the [section above](#), Purchase Intent Rate data can translate to big business results.

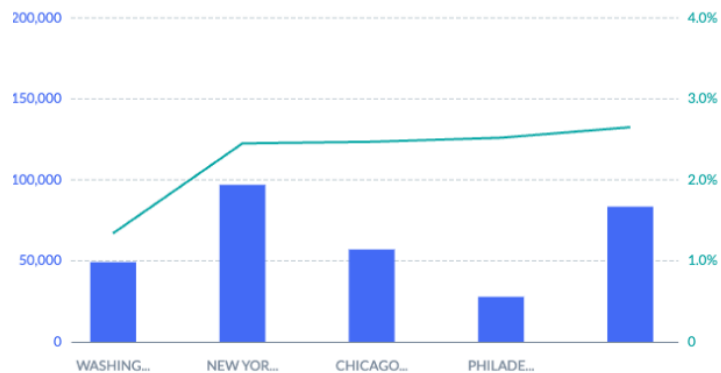


Inventory Awareness

Now more than ever, it is critical that once consumers find your product, they are actually able to buy your product. Out-of-stock and dead-end experiences result in long-term losses to the competition and decreases in market share. How do you measure against and prevent scenarios like this?

One way to measure the potential gains (or losses) here is to track Measurable Views and Purchase Intent Rate by region. Couple these insights with retailer preference data and you can make sure you're stocking up in the places that matter most, and geo-targeting your media effectively.

DMA's



DMA	MEASURABLE VIEWS	PURCHASE INTENT RATE ↑
Washington, DC (Hagerstown, MD)	49,189	1.34%
New York, NY	96,941	2.45%
Chicago, IL	57,022	2.47%
Philadelphia, PA	27,790	2.52%

This chocolate brand has a high concentration of shoppers in the Northeast and Chicago. Marrying this information with MikMak Insights around retailer preference will enable the brand to stock up and prioritize the right places for maximum sales.

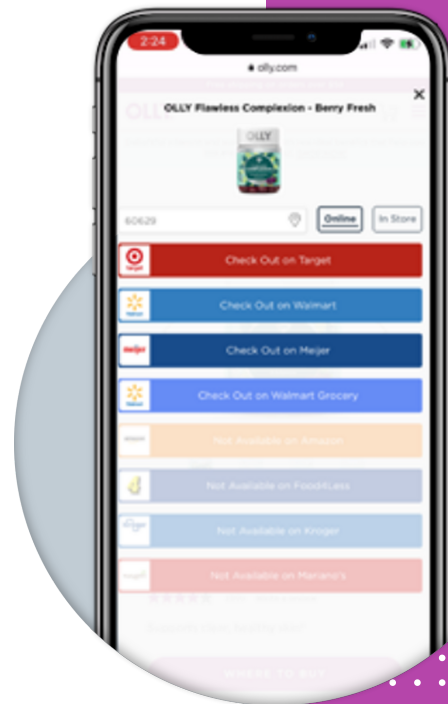
02 HAVE BETTER FIRST-PARTY DATA

Coupling strong analytics with enablement technology, such as [MikMak Commerce Discover](#) on your brand.com, can help save tens of thousands of dollars in sales. Here's an example of how that came to life for vitamin and supplement brand.

BRAND SUCCESS STORY: OLLY

OLLY sells directly to consumers from their brand website. When products were out of stock, 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. By the time inventory updates were communicated, shoppers had moved on and OLLY had little insights into if they bought another OLLY product, completed their purchase elsewhere, or switched to a competitor.

To solve for this, OLLY integrated MikMak Commerce Discover for Brand.com 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 will see a “where to buy” button that loads MikMak Commerce Discover showing 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 shopping preferences of their consumers.



3. Sell More Products

Retailers and brands have shared goals: selling more products and earning more revenue. To achieve these goals, it helps to be on the same page and look at the same data. Sharing data leads to more complete insights and more productive relationships.

For brands, prioritizing transparency and supporting their joint business planning discussions with objective data helps build trust with their retail partners. For retailers, a collaborative, data-driven process helps align critical metrics and priorities. Improving retailer-brand partnerships with shared and mutually accepted data will have a positive impact on sales volume, velocity, and promotional strategies.

How can I improve my position with retailers and strengthen my retailer relationships?

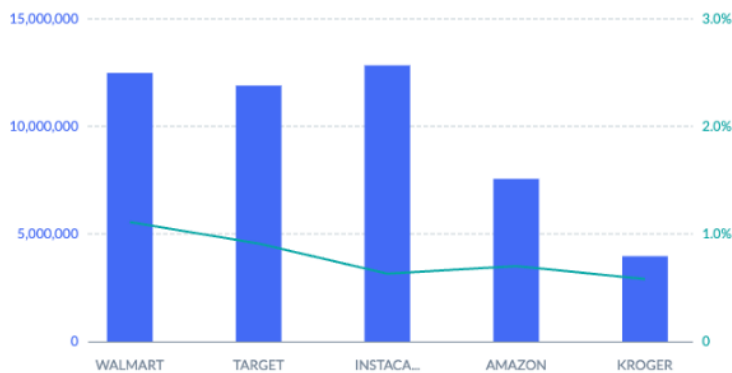
What retailers matter most to your consumers? How does this vary by geography, platform, demographics, and more? Finding out the answers to these questions is the first step in improving your position with retailers and building stronger retailer relationships. And this is not a one-time or annual exercise, it's something you have to keep tabs on regularly, because it changes. How? By comparing and correlating Retailer Purchase Intent with variables such as Audience, Platform, and Campaign. This can all be done in real-time within the MikMak Platform.



Purchase Intent Clicks by Retailer

Before companies like MikMak came along, national media was not shoppable, and certainly wasn't driving measurable shopper traffic to retailer websites. Now, not only can you see what retailers your audiences prefer to visit and buy from, you measure how much incremental traffic you are driving to those retailer sites and share that information back with your respective retailer teams. Some brands even think of MikMak as an “off-network” Retail Media solution, that helps drive in-market shoppers to specific retail partners for conversion.

i Retailers [🔗](#)

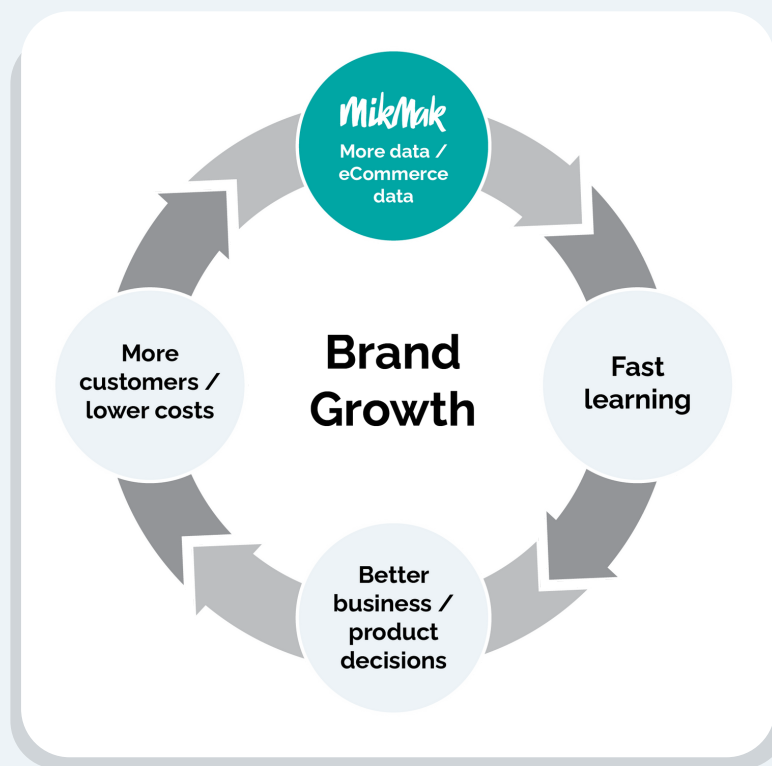


This grocery brand drives a ton of traffic to Walmart, Target, and Instacart, and can use this data to its advantage when planning and negotiating with the retailers.

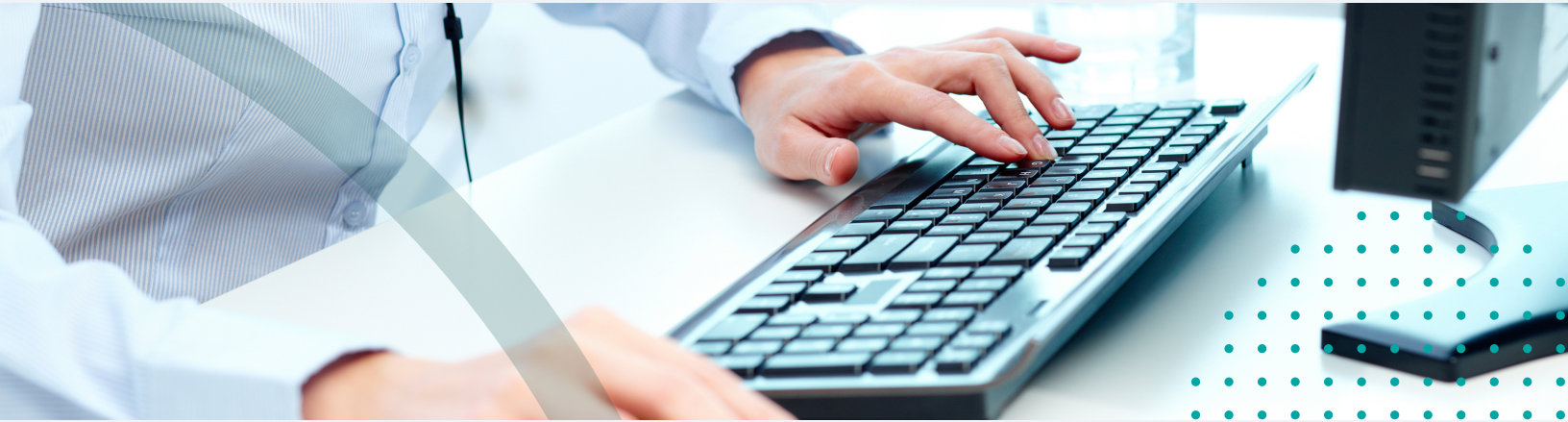
4. Be Agile

Couple the Power of eCommerce Data with Strong Organizational Structure

A brand's business can be thought of as a flywheel powered by commerce. Not just commerce sales, but also commerce data. And there's no better leading indicator of everything going on in your business than eCommerce data.



That being said, if you don't have the right organizational structure and operating principles, business performance will never come close to living up to its full potential. How do you engage business leaders from across your organization to get them to understand and action eCommerce insights on a larger scale?



Speed and Agility are Key

Even if you're capturing all of the right data and insights, without building agility into your culture, you won't be able to act on it fast enough to make a big impact. This may sound like a massive undertaking for larger organizations, but it doesn't have to be. Start small by creating task forces to answer specific questions such as, "why is product X performing?" Then, take those learnings and think about how they can be applied holistically. Here are just a few ways some of our brand partners are putting this into action:

- Internal sprint teams or "squads" - Form a small sub-team and give them a very specific question to answer or a hypothesis to prove in a short amount of time. Ex. "We see this product performing better than others at Kroger, but why?"
- Specific agency briefs = don't let your agency commit to a long and expensive focus group project when they don't have to. Run a short, inexpensive test on social using MikMak to form the brief, and then ask them to build a creative amplification plan around it.
- Question makers vs decision makers - the people internally that will truly help extract the most value out of eCommerce data aren't always the decision makers; they are the people who know how to ask big questions and rally teams around finding the answers. Make these people your allies.