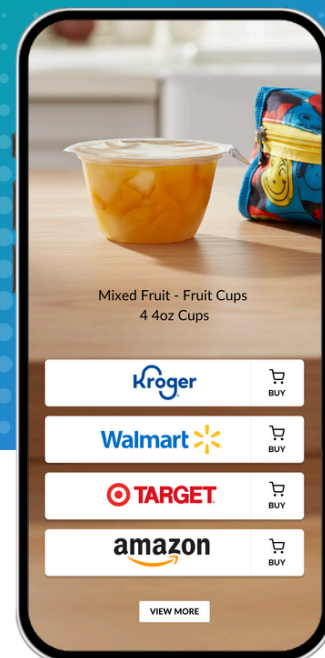


Why a Food & Produce Company Switched from Destini to MikMak

 Save Time and Money

A food & produce company was looking for a partner that could work seamlessly with their existing tech stack while converting shoppers at more touch-points, with more engaging commerce experiences.



Product Data Integrations and Partnerships

The food & produce company builds and analyzes reports in Google Data Studio (GDS). With Destini this was a very manual and laborious process that included downloading data to Excel, manually manipulating it, and then uploading it into GDS. With the MikMak Insights API, the company can automatically connect MikMak performance data to GDS.

Shoppable Recipes

MikMak Shoppable Recipes give consumers more control over the items added to their baskets with the ability to preview and swap items within the recipe. The reporting data provided is also more granular giving visibility to the performance of each recipe and not just your shoppable recipes overall.

Ease of Switching

MikMak's ability to integrate with another key part of the company's tech stack, their PIM provider Salsify, made the process of switching from Destini to MikMak even easier as MikMak was able to automate the connection of their product catalog.

"Building reports at the end of campaigns was time-consuming due to Destini's manual and clunky tools. It required downloading the data, manually manipulating it in Excel, then uploading it into Google Data Studio. With MikMak we can integrate data from the MikMak Insights platform directly into Google Data Studio via their Insights API."

Ready to Accelerate Your Brand's eCommerce?

Schedule a demo of MikMak today.

[Ready to learn more?](#)