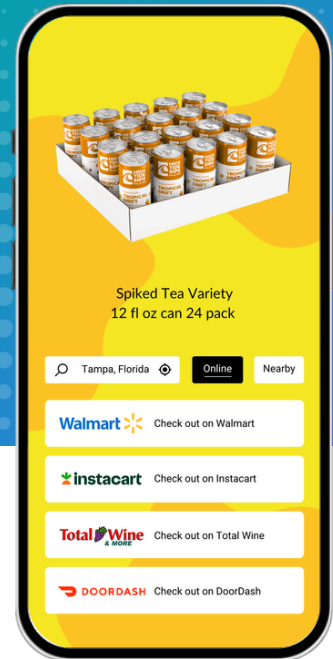


Why a Beer Company Switched from SmartCommerce to MikMak

 Save Time and Money

A beer company was looking to increase collaboration and knowledge-sharing between its Marketing Analytics team, Website team, and agency partners to make real-time, in-flight optimizations to marketing campaigns and needed an eCommerce partner that could support their needs.



Holistic View of Data and Insights

The beer company needed the insights and tools to share data across teams and make informed business decisions quickly. MikMak's ability to export data via API into pre-existing Business Intelligence tools expedites collaboration and understanding between the company and agency teams.

Managed Services

MikMak provides the self-service tools the beer company needs to move at their own pace while providing strategic guidance to ensure they're taking advantage of all MikMak offers.

Product Data Integrations and Partnerships

MikMak increases efficiencies through its ability to integrate with our 3rd-party PIM provider for easier product catalog ingestion and updating. They were also able to launch faster due to strategic data partnerships like the one with Vermont Information Processing (VIP).

"We're excited about tools and solutions within MikMak that will increase collaboration across internal teams within our company, as well as with agency partners. The ability to export data via API, as well as the granularity of data and insights provided like sales insights and category-level benchmarks, help provide context that allows the data received to be actionable to optimize campaigns in real-time and increase marketing effectiveness."

Ready to Accelerate Your Brand's eCommerce?

Schedule a demo of MikMak today.

[Ready to learn more?](#)