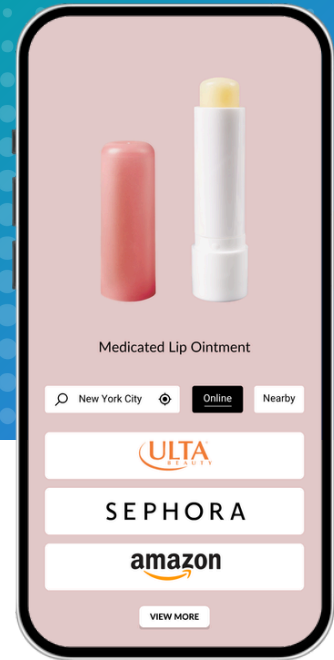


## Why a Personal Care Brand Switched from Wayvia (Formerly PriceSpider) to MikMak

 Make Your Products Discoverable



A personal care brand made the move from PriceSpider to MikMak to gain greater agility, faster innovation, and a more strategic, collaborative partnership.

### Speed to Market

The personal care brand required a dynamic solution that would enable the brand to swiftly adapt to market shifts and respond with agility, ensuring rapid execution and sustained competitive advantage.

### Innovation

The personal care brand identified that MikMak's product roadmap was more advanced and evolving at a faster pace than its current provider and other alternatives—positioning the brand to stay ahead of emerging trends and consumer expectations.

### Collaborative and Responsive Partnership

The personal care brand received limited responsiveness from their existing partner and prioritized finding a team that was highly engaged, collaborative, and committed to accelerating their pace of execution.

"We need partners who understand our unique right to win in the marketplace and that right to win is speed ... we're a small speedboat and we need organizations that understand that and treat us that way. At times our [previous provider] was very slow to be responsive, very slow to fix things, very slow, to adapt to new realities."

## Ready to Accelerate Your Brand's eCommerce?

Schedule a demo of MikMak today.

[Ready to learn more?](#)