

# Ensuring More Consumers Can Find and Buy Your Products, Faster: MikMak



# Welcome to the Commerce Intelligence Era

Brands will be built on top of real-time consumer data that shows how we shop, how we identify, what our needs and wants are, and what causes us to buy or not.



# To win today and tomorrow, brands need to grow commerce-first

## Pre Social Media Era (pre 2007)

Brands were built top-down

Think: Apple, Budweiser, Coca Cola

## Social Media Era (2007-19)

Brands were built using social product-consideration data first

Think: Casper, Glossier, and Warby Parker

## Commerce Media Era (2020-24)

Brands are being built using commerce data first

Think: Target's Good & Gather, Walmart/P&G's razor Joy, and All Good Diapers

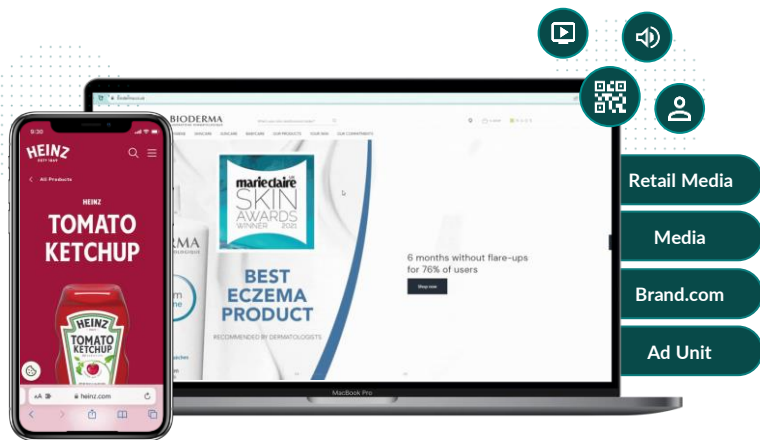
## Commerce Intelligence Era (come 2025)

Brands will be built on top of real-time consumer data that shows how we shop, how we identify, what our needs and wants are, and what causes us to buy or not.

AI Enters the Commerce Marketing Landscape

# Meet MikMak 3.0

We **enable commerce** in the places where **shoppers spend time**



**MikMak Commerce**

...and then we **measure** the **omnichannel outcome** of those interactions.

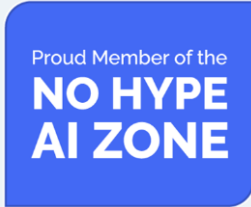


**MikMak Insights**

MikMak's Mission is to be the **#1 Commerce Intelligence enabler that converts global consumers**

AI helps us achieve this mission **faster and more efficiently** so our brand partners can **accelerate sales and drive profitability.**





# MikMak Approach to AI

Build more intelligent and more relevant commerce experiences for a world where we have less personal data

## Brands

Accelerate sales and drive profitability

## Consumers

Find and buy more products, faster

## Retailers

Gain more traffic and sales from brand-owned media

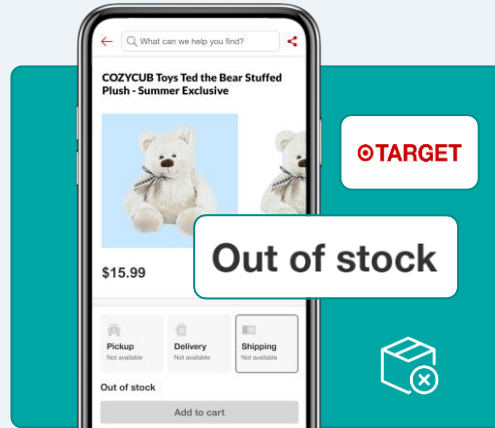
Commerce Intelligence Data

## The Commerce World **without** AI

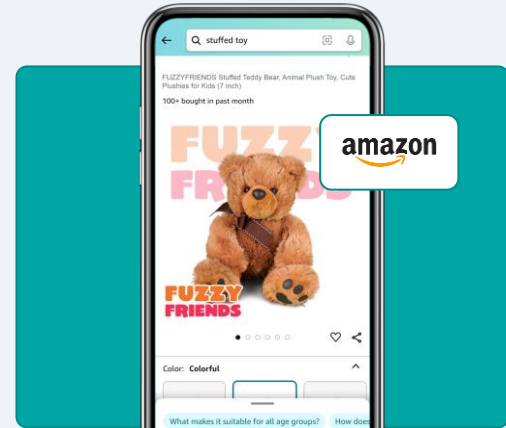
# Out-of-date inventory and product data leads to out of stock experiences and lost customers



John clicks through to buy a toy for his daughter from Target



John lands on Target only to find that the product is out of stock



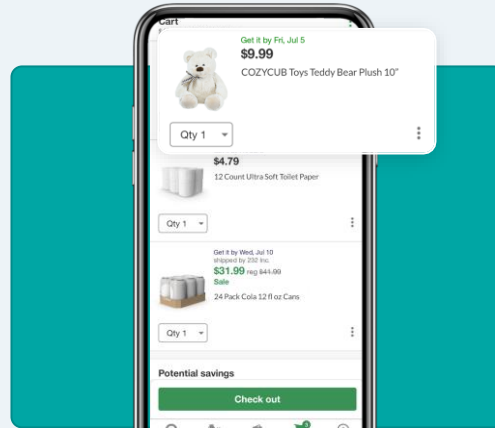
John goes to Amazon, finds a similar product, and checks out

## The Commerce World **with AI**

**MikMak AI automatically updates inventory and product information for billions of products every minute; so John can always find and buy the toy his daughter wants**



John clicks through to buy a toy for his daughter from Target



John lands on Target and purchases the toy plus a few other items



John buys more products of the same Toy Brand from Target a few weeks later



## The Commerce World **without** AI

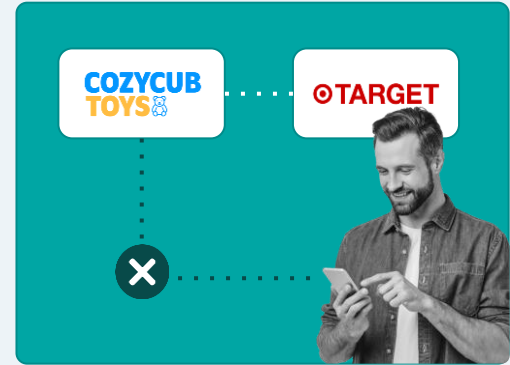
# Incomplete, directional purchase “signals” lead to poor decision making



Toy Brand knows clicks went to Target, does not know if they resulted in a sale

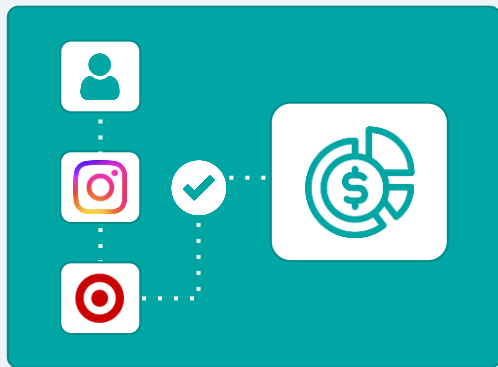


Toy Brand has 0 visibility into what else was in John's basket

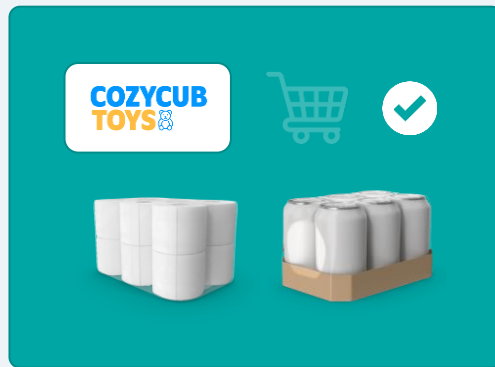


Toy Brand sees future purchase intent lift at Target, but has no idea it is from John

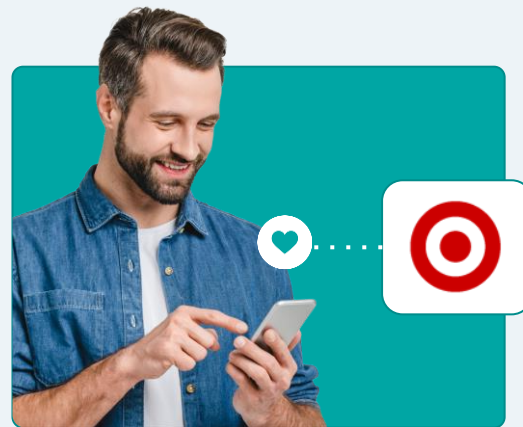
## MikMak AI closes the loop on the customer journey; so the Toy Brand knows how to best market to and convert John



Toy Brand knows John clicked through Instagram to Target, and optimizes future Social Platform budget allocation



Toy Brand knows that John also bought diet soda on his shopping trip, and can consider co-marketing with diet soda in the future



Toy Brand knows John prefers Target, and serves him future promotions at the retailer

# MikMak AI Innovation: Real Solutions for Real Impact

10x

Increased Velocity

> 90%

Data Quality

50x

Scale & Volume

This is Just the Beginning of MikMak's AI Journey...

Retailer Data  
Acquisition

Content  
Generation

Predictive  
Analytics

AI Driven  
Recommendations

Experience  
Personalization

AI Shopping  
Assistants