MikMak

CASE STUDY: SHORTEN THE PATH-TO-PURCHASE

COVERGIRL increased sales and gained valuable first-party data insights about their consumers by making viral influencer content shoppable in TikTok

5.4x
Higher Add to Cart Rate than the category benchmark on TikTok

38%
Higher Add to Cart Rate than the next highest performing channel in the time period

62%
Of shoppers preferred **checking out at Walmart or Amazon**

Background

A TikTok creator (@jadamakeupartistry) posted an organic TikTok on her page that featured the COVERGIRL Simply Ageless 3-in-1 Foundation product.

COVERGIRL noticed the post was going viral and wanted to amplify its reach and make the influencer's content shoppable.

Challenge

COVERGIRL wanted to capitalize on the popularity of the viral influencer content but no way to make the influencer content shoppable at multiple retailers while also measuring full funnel performance.

In particular, they wanted insights into the efficacy of the influencer's content in driving actual purchases, and a better understanding of where their brand's consumers prefer to shop.

Solution

Partnering with MikMak and TikTok, COVERGIRL quickly took action to achieve their goals. They boosted the organic TikTok content with paid support, making the influencer's content shoppable by driving to MikMak Commerce Creative, which lets consumers choose where and how they want to shop with a seamless path to checkout at any retailer.

This also allowed COVERGIRL to capture first-party data on the people who interacted with the shoppable content, providing COVERGIRL with valuable insights into the performance of the campaign and the shopping preferences of their consumers.

Results

The campaign delivered amazing results across all key performance indicators, including an Add to Cart Rate in MikMak Commerce that was 5.4x higher than the category benchmark and 38% higher than the next highest performing channel for COVERGIRL in the time period.