

MikMak Case Study

How MikMak Generated \$5M in Pipeline with LinkedIn ABM Campaigns

CHALLENGE:

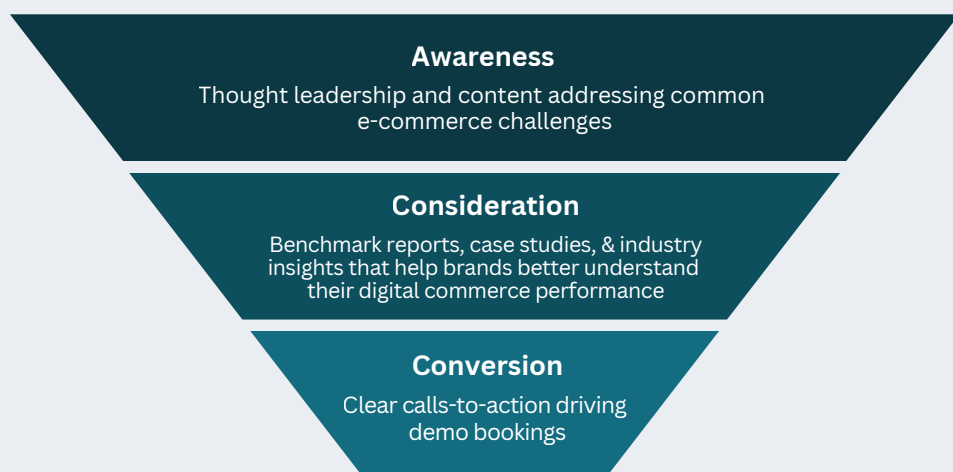
MikMak helps brands connect their digital marketing with real retail outcomes. The platform gives companies a clearer view of shopper behavior, campaign performance, and online sales across retailers. But as the company grew, its demand engine needed to scale too. The goal was simple: build a reliable funnel that could consistently engage the right brands and turn that interest into high-intent demo requests.

A few of the challenges MikMak faced, included:

- Reaching decision-makers at large brands across multiple industries
- Demonstrating clear ROI from digital campaigns
- Standing out against competitors
- Turning content engagement into real sales conversations

STRATEGIC APPROACH:

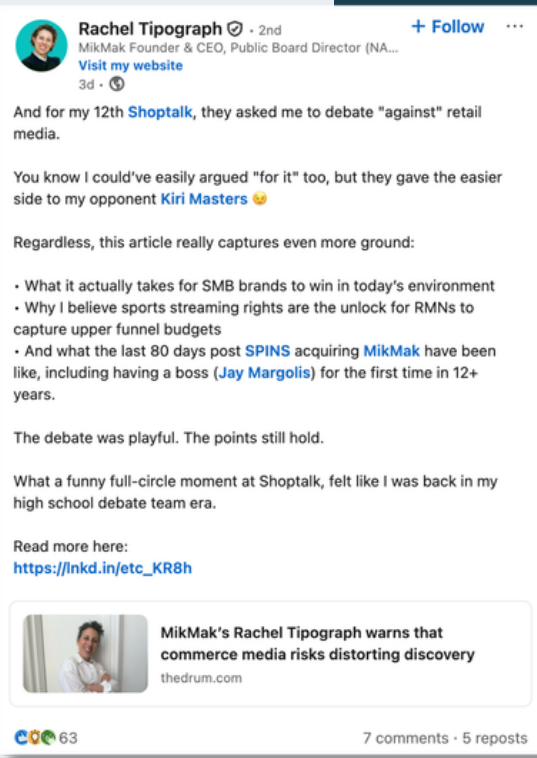
Speedwork built a LinkedIn Ads strategy focused on reaching the companies MikMak works best with. Using a mix of one-to-one and one-to-many account-based marketing (ABM), job titles, functions, and skills were layered to reach the right people inside priority brands. Target account lists ensured campaigns consistently appeared in front of the companies MikMak wanted to engage.



"What stands out is how much time they spend in the details with us. Speedwork makes sure we understand what's happening in the account instead of only focusing on the highlights."

– Senior Director of Global Revenue Marketing & Operations, MikMak

Across every stage, messaging highlighted MikMak's key differentiators: real-time analytics, global retailer integrations, and the ability to connect marketing activity directly to sales outcomes.



WHAT CHANGED:

As campaigns progressed, ongoing optimization played a key role in improving performance and efficiency. Several strategic adjustments helped campaigns consistently bring in the right engagement and leads:

- **Refinement of target account lists**, focusing budget on the highest-value brands showing engagement signals.
- **Continuous creative testing**, identifying the messaging and formats that resonated most with senior commerce and marketing leaders.
- **Improved funnel alignment**, ensuring content assets more clearly guided prospects from thought leadership to product exploration and demo requests.
- **Data-led optimization**, using campaign insights to reallocate spend toward higher-performing industries, job functions, and creative formats.

RESULTS:

The numbers speak for themselves. Campaigns delivered strong performance and pipeline growth:

35–40%
decrease in CPL

125% QoQ
inc. in demo conversions

95% QoQ
CTR improvement

130x
return on spend (ROAS)

\$5M
in pipeline

58 open opportunities
36 closed-won deals

*Source: LinkedIn Revenue Attribution report

CONTENT EXAMPLES:

MikMak
Promoted

Discover key Alcohol media and shopper trends that are driving growth and refining commerce-enabled activations.

MikMak
a SPIN company

ALCOHOL COMMERCE MARKETING BENCHMARKS

What's Driving Alcohol Shoppers to Purchase?

Sales, First Party Data, Apps, Headless Commerce API, Brand Website, Shopping Recipes

Get the Insights

Alcohol Commerce Marketing Benchmarks [Learn more](#)

MikMak
Promoted

Discover brands' key media trends, retailer performance, and shopper intent with MikMak's Beauty benchmarks.

See the Insights Powering Growth for Beauty Brands

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INSIGHTS FOR

New Report - See the Latest Beauty Commerce Marketing Insights [Learn more](#)

“Speedwork feels like a true partner and an extension of our team.”

– Senior Director of Global Revenue Marketing & Operations, MikMak