



MERCARI

MIGHTYHIVE HELPS INTRODUCE MERCARI TO AMERICA

INTRODUCING THE BRAND

Mercari, known as “The Selling App,” turned to MightyHive to help introduce them to U.S. audiences. Key objectives included maximizing reach and gathering information about their potential American audience.

MightyHive used the Google Marketing Platform stack to deliver Mercari’s “Cheers” branding campaign to nine key markets. Mid-way through the campaign, MightyHive added a Facebook test to supplement the programmatic buy

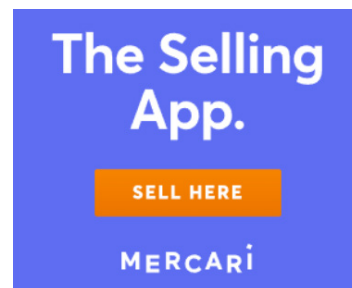
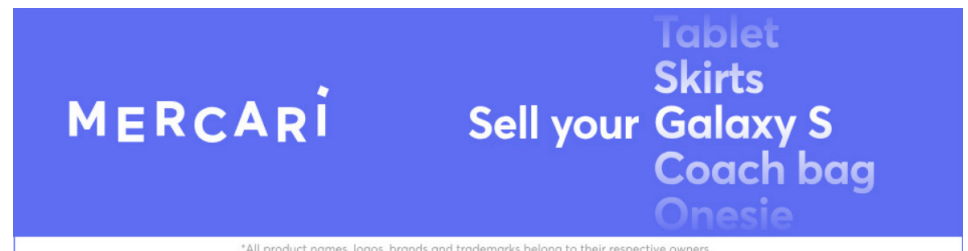
DELIVERING REACH AND DATA

Using the potent combination of Google and Facebook, the campaign delivered faster new user growth in designated market areas and interacted with 46.78% of their target audience over the six-week flight. Furthermore, Mercari was able to gather valuable data about how the US market reacted to its digital ads and improve upon their overall digital marketing strategy.

Additionally, MightyHive’s in-house creative team built unique rich media assets for this campaign, which allowed Mercari to test which messages aligned best with specific audiences. The result was a 50% lift in CTR.

“MightyHive’s data-driven approach and expertise of the digital marketing ecosystem aligned perfectly with our expectations and goals. They were instrumental in helping us brainstorm, plan and execute an effective brand awareness campaign. We look forward to collaborating with them on our future campaigns.

— SCOTT LEVITAN
CMO
MERCARI



ALWAYS OPTIMIZING

Throughout the campaign, MightyHive tested numerous tactics to improve Mercari's market position as "The Selling App." In addition to CTR and CPC, MightyHive incorporated Google Analytics 360 metrics such as bounce rate and session-level data to better align the brand with the inventory purchased. Google Audiences helped identify new creative messaging opportunities.

ON-DEMAND REPORTING WITH DATA STUDIO

With Display & Video 360 and Google Analytics 360 linked, MightyHive was able to provide comprehensive daily reports on campaign performance. Integration with Data Studio gave Mercari easy access to the full reports, including visualized performance trends.



47%
OF TARGET
REACHED

Already an enormously popular selling platform in its native Japan, Mercari set its sights on the broader US market. With assistance from MightyHive, Mercari reached 47% of its U.S. target audience in 6 weeks.

CROSS-CULTURE COLLABORATION

MightyHive worked in conjunction with Google Japan to execute two Brand Lift & Awareness studies for the TrueView campaigns to gain more information on Mercari's audiences. All three teams maintained an open dialogue for the duration of "Cheers" to guarantee success.