MINT SUCCESS STORY

+25% Web Traffic, +15% Revenue: How MINT Transformed a €10M Fashion Media Strategy

This case study highlights how MINT partnered with a major Italian luxury fashion brand to tackle complex challenges like fragmented data, inflexible dashboards, and underperforming campaigns. By leveraging MINT's unified platform, predictive AI capabilities, and custom dashboards, the brand achieved full governance over its marketing operations, driving consistent increase in spend transparency, incremental revenue, and website traffic growth.
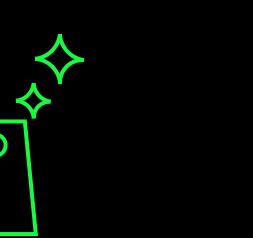
CUSTOMER PROFILE

HQ	**INDUSTRY TYPE**	**MEDIA SPEND**
Italy	**Luxury & Fashion**	**10 Mio €/Y**

N° of Brands	**1**
N° of Product Lines	**2**
Ecommerce	**Yes**
Agency	**Yes**
Operation Model	**Hybrid / In House**
N° of Campaigns	**+12**
Campaign Types	**Full Funnel**

1. CUSTOMER'S PAIN POINTS & PRIORITIES

DATA SILOS & LIMITED VISIBILITY
- Limited access to delivery data through current dashboards
- Fragmented media data

LACK OF FLEXIBILITY AND LIMITED VIEW
- No possibility to customize their dashboards
- High level reports (only campaign level)

POOR CAMPAIGN PERFORMANCE
- Lack of consistent cross-platform campaign optimization
- Disconnect between external data and media delivery

2. MINT'S SOLUTION

SOLUTION: MINT ARM — ENABLING FEATURES

CONSOLIDATE ALL DATA IN ONE PLATFORM	One source of media truth for all data coming from the different platforms	**BREAK SILOES**	**MINT ARM for Brands, Data Exploration, Custom Dashboards**
DATA VIEW CUSTOMIZATION	A solution providing flexible, granular views at any level of analysis	**STREAMLINE & AUTOMATE**	**Dashboards, Data Exploration, My Campaign**
ENABLE FORECASTING & REAL-TIME ADJUSTMENTS	AI enablement to improve budget reallocations and streamline media execution	**IMPROVE RESULTS**	**Predictive Planning, AI Suggestions Engine**

3. DESTINATION POSTCARD & IMPACT

DESTINATION POSTCARD

- FULL GOVERNANCE
- TIME EFFICIENCY
- BETTER PERFORMANCE

100%	**+15%**	**+25%**
Spend Transparency	Incremental Revenues	Incremental Web Traffic