+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 Al 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

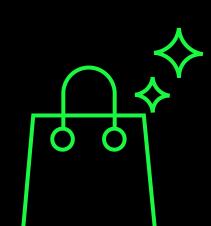
HQ

Italy

INDUSTRY TYPE

MEDIA SPEND

10 Mio €/Y



Luxury & Fashion

Hybrid / In House Operation Model

N° of Brands

Ecommerce

Agency

N° of Product Lines

+12 N° of Campaigns

Full Funnel Campaign Types

1. CUSTOMER'S PAIN POINTS & PRIORITIES

2. MINT'S SOLUTION

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 crossplatform campaign optimization
- Disconnect between external data and media delivery

SOLUTION: MINT ARM

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**

ENABLING FEATURES

Yes

Yes

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

Al enablement to improve budget reallocations and streamline media execution

IMPROVE RESULTS

Predictive Planning, Al Suggestions Engine

3. DESTINATION POSTCARD & IMPACT



FULL GOVERNANCE

REVENUE GROWTH

BETTER PERFORMANCE 100%

Spend Transparency

+15%

Incremental Revenues

+25%

Incremental Web Traffic

