

# IQVIA Digital Couponing

## Case Study: Vitamin Sales

### Context

- This case study is about a market leader in vitamins in the pharmacy channel in France.
- October-November is an important sales period for multi-vitamins.
- The company heavily invests in in-store visibility during this key sales period: merchandising, shelf-stoppers, gondola, counter displays, promo discounts.
- However, they have no data about the visibility and sales impact per pharmacy.

### Goals

1. Measure the impact in every pharmacy
2. Track in real-time the in-store visibility from a distance

### Challenges

1. How many pharmacies are passive / active /dynamic ?
2. Do pharmacies respect the promo period of 8 weeks or stop earlier ?
3. What's the difference in sales impact per region ?
4. What's the difference in sales impact per sales rep ?

**IQVIA Digital Couponing helps Pharma and Consumer Health companies**

### 3-Step Approach



**SEE**

#### IN-STORE VISIBILITY

By assigning a Unique Connecting Code to each different pharmacy, the impact of each individual pharmacy can be isolated. Real-time data is available on shop-level



**SEND**

#### DIGITAL COUPON

Shopper sends the Unique Connecting Code in a text message and instantly receives a text message back which is their personal digital coupon that is only valid at that pharmacy on that product.



**SHOP**

#### DIRECT DISCOUNT

Shopper shows the message with the coupon to the shop owner and receives an instant discount. Hashting automatically pays back the shop owner. The shop owner can follow-up in real-time the results and paybacks in the solution's platform.

#### FLOW

1. Consumer is triggered by the promotion
2. Sends text message and receives a discount coupon
3. Buys product in that shop
4. Receives a direct discount upon showing the coupon
5. Pharmacy automatically reimbursed

# These are the results of the Case Study

**5** Weeks of visibility per pharmacy

**24%** Most dynamic pharmacies generate 75% of total impact

**3** Best performing regions out of 9 more than 50 % of total result

**10%** Best sales reps do 35% of total result

**340%** Sales uplift in dynamic pharmacies vs control group without promo

**170%** Sales uplift in dynamic pharmacies vs non dynamic pharmacies with promo

## KEY LEARNINGS

1. Dynamic pharmacies, regions and sales reps drive the result.
2. Significant cost savings possible by targeting the dynamic pharmacies
3. Real-time tracking ensures higher engagement with reps and shops
4. Make visibility material stand out more in shop to optimise results



**IQVIA Digital Couponing is the only digital tool to set up and track all 4 O2O consumer journeys types.**

## TOP REASONS WHY CLIENTS CHOOSE IQVIA DIGITAL COUPONING

**Prove Incremental Growth.** Generate additional sales & increase category share, IQVIA Digital Couponing delivers a proven, scalable process that is 100% measurable.

**Ensure Success of New Product Launches.** Recruit a sufficient number of users to ensure long term viability. Digital sampling at mass scale to quickly boost trial purchases.

**Improve Customer Retention & Engagement.** Offer power-value to those who matter most, when it matters most. Setup effective refer-a-friend ambassador and loyalty programs, stimulate ratings & reviews, actively involve your customers in your Corporate Social Responsibility programs.

**Control Your Advertising ROI.** Measure and improve the ROI of your advertising touchpoints. Test small, learn fast, & scale what works. Data-driven, short-term, cost-efficient experiments with long-term benefits.

## CONTACT US

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