

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.

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