

Driving medicine sales at a large pharmacy retailer



Challenge

- An over-the-counter cough & cold medicine brand wanted to drive sales at specific retailers at the end of flu season.



Solution

- With our person-level understanding of actions, purchases and locations of millions of consumers, we built a custom audience of cold/flu/allergy sufferers, brand purchasers and frequenters of the targeted retailers.
- Messages featured a \$4-off coupon and a doctor recommendation. We partnered with NCS for test-and-control measurement.

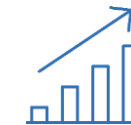


Results



\$13:1

ROAS, vs. <\$3:1 category norm



9%

sales lift



6.5x

higher ROAS than the brand's previous campaign