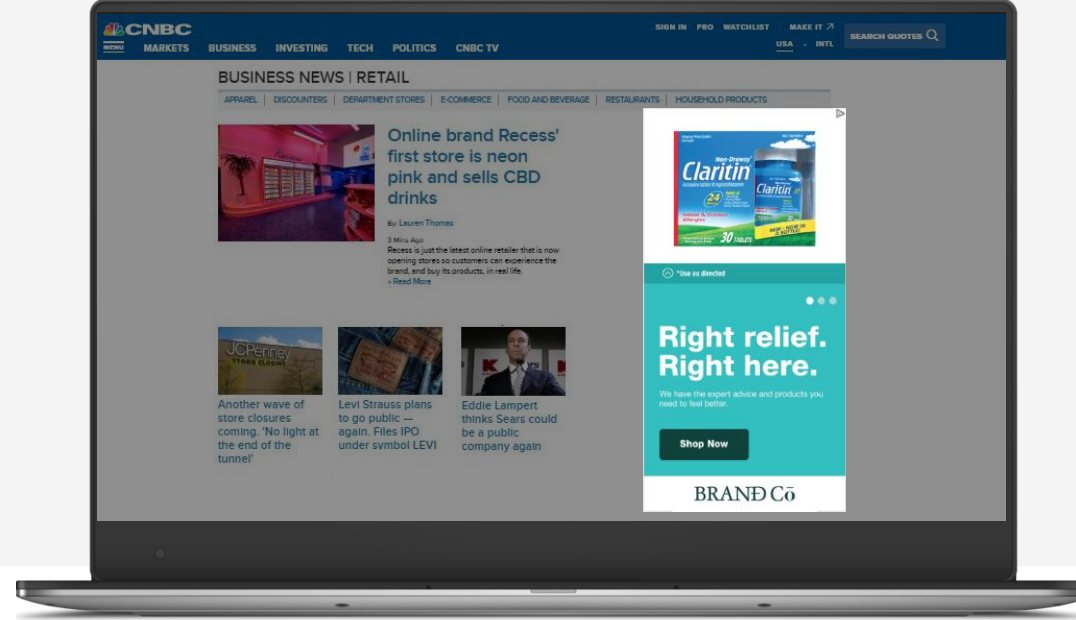


# Increasing Existing Customer Value Through Cross-Selling



CASE STUDY



## Challenge

An industry-leading pharmacy chain was losing market share in the allergy category. They decided to encourage existing customers to consider buying these products, which were outside of their typical purchases.



## Solution

- Conversant’s advanced technology provided new customer insights, enabling personalized messages at the right consideration time and driving new category sales from existing customers.
- We analyzed data to identify:
  - 1) When an individual made allergy purchases, based on years of consumer purchase data.
  - 2) If an individual entered the allergy category, based on 200 billion daily online observations.



## Results



**5:1**

Allergy category ROAS



**46%**

Increase in customers new to allergy category