Superpharmacy

Reinventing Superpharmacy:
The trusted omnichannel pharmacy

Improved retention with **1:1 customer engagement and personalization:**

+5%	**+20%**	**+27%**	**+40%**
Average order value	Active customers	Units per transaction	Retention rate

" Emarsys was simply the right fit for Superpharmacy. The Emarsys team is easy to work with, provides solutions quickly, and shares our vision for growth. As a result of the partnership, our marketing team now has a more systematic and efficient way to analyze and get the most out of our data, to the benefit of our customer. We're confident we are communicating the right message to the appropriate audience at the best time and the business is seeing the results"

Christian Todd, General Manager, Superpharmacy

emarsys

The Business

With more than 500,000 customers in Australia, Superpharmacy is a leading omnichannel pharmacy that aims to be the most trusted Australian health and wellbeing solution provider.

Early on, as demand increased, Superpharmacy struggled to keep up with order fulfillment. By 2019, they tripled in size to house more than AU $2 million worth of stock. The brand wanted to strengthen its omnichannel footprint.

The Outcome

Increased retention by improving **omnichannel customer engagement** and 1:1 personalization.

The Challenge

Superpharmacy needed a way to stand out from other pharmacies that essentially sell the same products. They knew its digital presence needed attention and the necessary tools to match their established in-store service experience.

Superpharmacy knew they needed a trusted solution provider to achieve their goal of **truly individualized communication** with customers. Specifically, they wanted to:

• Enable scalable, personalized interactions with customers and deliver relevant product recommendations and content.

• Increase campaign execution quicker and more efficiently with less reliance on people.

• Strengthen online customer experiences by understanding in-store purchases and leveraging those insights to deliver channel-agnostic, customer-centric personalization.

The Solution

Armed with an omnichannel customer engagement platform built to accelerate business outcomes, the team was able to achieve the following:

• **Strategic omnichannel personalization:** Fueled by marketer-friendly AI, Superpharmacy created more effective digital campaigns and proactively targeted customers with personalized communication and content.

• **Retaining active customers:** By collecting visitor's interactions on its website, Superpharmacy gained real-time customer behavior insights across all

channels, powering use cases such as personalized product recommendations and cart abandonment reminders.

• **Increasing efficiency in marketing efforts:** Driven by easy-to-use AI and automated personalization, Superpharmacy accelerated their time to value and could focus on other areas of the business.