EASY·PARA PHARMA Cie
le bon conseil c'est si facile !

Transforming business results with an integrated solution and partner

Within 12 months, Easyparapharmacie achieved:

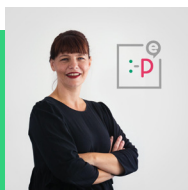|			
5x	**101%**	**+55%**	**+45%**
Revenue from automated campaigns	Leads converted into active customers	Defecting clients won back to active	Revenue from ad-hoc campaigns

" Thanks to its ergonomic solutions and user-friendly approach, we have seen precious gains in time and can communicate at 360° globally. For example, we can easily integrate digital communications and responsive emails. The Emarsys platform makes our life easier, which wasn't the case with our previous vendors."

— Gaëlle Dauger, Managing Director at Easyparapharmacie

" We have great support from Emarsys. Our contacts are very present and available, and helped me define with precision my CRM objectives and roadmap for the year. That's a level of support I have never had with the previous vendors I worked with."

— Lisa Frédéric, CRM Manager at Easyparapharmacie

≶ emarsys

The Business

Easyparapharmacie is the leading online pharmacy in France. This family-owned business, established in 2007 in Nice, now has a global presence, a product catalog of 25,000 products, and 800 brands from the largest pharmaceutical laboratories. With a turnover of 27 Million € in 2019, 20% higher than the previous year, Easyparapharmacie expects to hit 30 Million € in revenue for 2020.

The Outcome

Grow their online pharmacy customer base, as the penetration rate is still low, by expanding awareness across new demographics and optimizing customer lifetime value. Their key focuses are optimizing their loyalty program, growing internationally and making their brand image appeal to a broader audience.

The Challenge

Previously using a renowned marketing cloud, Easyparapharmacie continuously needed many technical resources to execute and optimize their marketing. The time and cost involved weren't translating into the returns the company had hoped for. Very few automations were possible, which meant that the team was spending a great deal of time performing manual tasks on a regular basis. Lastly, the segmentation was not optimized, giving little visibility to the performance of CRM activities as well as understanding clients both individually and as a cohort.

The Solution

Easyparapharmacie onboarded Emarsys with the following objectives in mind:

- All channels (email, website, social media, and SMS) are integrated in a single platform, eliminating the need to navigate between different tools.

- Better personalization tools allow the team to personalize email and website visits with targeted automations, like product recommendations.

- Data stored on a single platform delivers an enhanced 360-degree view of customers through lifecycle analytics and segmentation.

- The Magento plug-in provides a reliable connection with strategic e-commerce activities.

The Results

Between January and April 2020 versus the previous year, the revenue from CRM grew +62%. Automated journeys went from 2% to 8%, generating 5X more revenue. These automations focused on critical lifecycle stages, such as welcoming new subscribers (led to +101% conversions of leads to active customers) and winning back defecting and inactive customers (55% of defecting clients became active). Abandoned browse and cart programs were also activated, driving automation-generated revenue up to 15% (versus 3% prior to Emarsys). Ad-hoc campaigns improved revenue by +45% through improved personalization. Thanks to ease of use and advanced segmentation, the team is able to send twice the number of campaigns to different segments, seeing +125% open rates and +225% click-through rates.

> " We use product affinity reporting and share it with our laboratory partners. It allows us to direct them more effectively in the strategies we are rolling out. We also use lifecycle analytics to better understand our audience and design our loyalty program. Emarsys will be utilized for our loyalty project in particular.
>
> — Mélanie Troaino, Marketing Director at Easyparapharmacie

AdHoc Campaign: Newsletter Organic Month : The Favorites
3.8% of revenue for April 2020

Automated Campaign: Welcome Email
5.3% of revenue for April 2020