

## Case Study

# A data-driven approach to a 21% increase in brand sales value in a strategic retailer



## SUMMARY

Menarini faced the challenge of implementing a Perfect Store Strategy for Prostatomol, their popular prostate health supplement.

This strategy aimed to offer the right product to the right customer, taking into account their specific needs across different channels.

Additionally, Menarini wanted to focus on promoting the larger package size, Prostatomol 90, without compromising sales.

The solution involved leveraging eRetail Audit Marketplace to gain insights and partnering with a strategic retailer to optimise product visibility.



### PERFECT STORE STRATEGY

Utilise their data-driven relationship with a strategic retailer to gain competitive advantage in the category



### DATA DRIVEN POSITIONING

Leverage keyword trend insights to collaborate with the retailer on tactical paid ranking



### TARGETED PROMOTION

Focus on promoting the right product to the right audience in order to increase sales and orders.



## Challenge

Menarini faced two primary challenges:

- **Perfect Store Strategy:** In order to present the right offer to the right customer, Menarini needed to identify the best-selling package size and tailor their approach to consumer preferences accordingly.
- **Focus on Prostatamol 90:** Menarini aimed to increase sales of the larger package size (Prostatamol 90) without negatively impacting sales of other package sizes.



## Solution

Menarini gained access to crucial data and insights on customer behaviour and competitor performance, enabling them to make more informed decisions.

They monitored **daily sales data** and **average prices**, ensuring they remained competitive.

Additionally, Menarini utilised **sell-out monitoring to track both unit sales and overall sales figures**, allowing them to gauge consumer interest in the different package sizes. By optimising the **browsing experience** on their strategic retailer based on commonly used **keywords**, Menarini ensured that Prostatamol 90, the larger package size, featured prominently on the platform.

As a result of these strategic actions, Prostatamol experienced **substantial sales growth**, with Prostatamol 90 driving the majority of the increase in both sales value and orders.

## Data-driven strategy breakdown

- **Leveraging eRetail Audit Marketplace:** Menarini gained access to valuable data through their strategic retailer, with high monthly visits (epharmacydata.com). This data provided insights into customer behaviour, preferences, and competitor performance.
- **Daily Sales and Price Monitoring:** Menarini closely monitored daily sales data and average prices for Prostatamol, comparing them to previous years to identify trends and opportunities.
- **Sell-out Monitoring:** To track performance, Menarini measured the number of units sold (sell-out) in addition to overall sales figures.
- **Browsing Experience Optimisation:** By analysing the most frequently used keywords, Menarini optimised their product listings to ensure the core products, particularly the larger package size (Prostatamol 90), appeared in the top 5 positions.

## Results

- **Prostatamol Sales Growth:** During the year-to-date period of May '23, Prostatamol's sales value increased by an impressive **21% at the strategic retailer**.
- **Increased Orders:** The overall orders of Prostatamol showed a remarkable growth of **23% compared to the previous year**, indicating higher customer demand and interest.
- **Larger Package Preference:** Despite the price increase on the 30 and 60-capsule packages, the growth in unit sales (3%) was outpaced by the growth in orders (23%), indicating that consumers were opting for the larger package size (Prostatamol 90) instead of than buying multiple smaller packages.
- **Prostatamol 90 Dominance:** The growth in Prostatamol's sales value and orders was mainly driven by the popularity of **Prostatamol 90**, which saw a remarkable **56% increase in sales value** and a staggering **115% increase in orders**.

# Conclusion

Menarini's strategic approach to implementing the **Perfect Store Strategy** for Prostamol, focusing on **promoting** the larger package size, **Prostamol 90**, proved highly successful.

By leveraging **eRetail Audit Marketplace** and partnering with their strategic retailer, Menarini gained valuable insights into customer behaviour and preferences, leading to optimised product visibility and increased sales.

The results demonstrated that consumers embraced the larger package size, which resulted in higher orders and overall sales growth.

**This case study showcases how a well-planned strategy, supported by data-driven decisions, can lead to remarkable success in the competitive pharmaceutical market.**



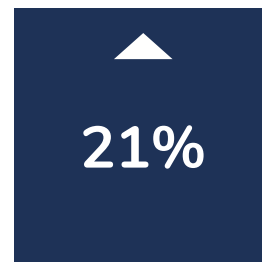
## Results

### The Problem

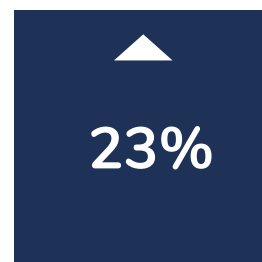
- ✗ Lack of insights to implement the Perfect Store Strategy and focus on selected SKUs for promotions

### The Solution

- ✓ Use eRetail Audit Marketplace to gain access to retailer key account insights, keyword trends and better collaborate with their strategic partner



increase in sales value for Prostamol in YTD



increase in orders vs last year



increase in sales value for core product - Prostamol 90