



## Case Study

# HALEON

## Enhancing Brand Visibility: 82% Increase in New Product Launch Engagement

### SUMMARY

**Haleon** is a world-leading Consumer healthcare company with a clear purpose to deliver everyday health with humanity.

Recently the brand **Centrum** had new launches into two categories of Vitamins in **meds.com**. The company needed to do some early monitoring of the results of the new launch and detect opportunities for improvement.

This case study explores how the tool of Convert Group, **eRetail Audit Marketplace** in association with its dedicated team of Customer Success, helped to monitor real-time key metrics in order to evaluate terms of success of this marketing activation.

### CHALLENGE

How could **Haleon** determine if this campaign effectively grabbed customers' attention and motivated them to convert, ultimately leading to a preference for purchasing Centrum products?

## SOLUTION

The division of the campaign into two phases allowed us to track its progression in terms of customer interest.

In the initial phase, just a few days after the launch, we were able to track some early results and identify opportunities for improvement. The primary focus revolved around the performance in the visibility, penetration, and conversion for the new products. Also, we identified search patterns, and specific shopper behaviors.

Based on the results we were able to set the measures of success for the new launches and also highlight specific opportunities for improvement for each metric.

Building upon the insights we gathered and with a joined business plan, the Haleon team in collaboration with the meds.com team were able to refine the strategies leading to significantly improved results.

## RESULTS

Upon the culmination of the campaign, we achieved noteworthy outcomes:

- **Brand Visibility:** During the second phase, focusing on specific links led to a rise in the visibility of brand products. To be more specific, at the outset, there were an average of 1.1K weekly visits, and after implementing the targeting strategy, the visits increased to an average of 2K per week.
- **Conversions:** Aside from the increase of visibility, there was a positive conversion +1.9 pp. meaning that visits have been translated more successfully into actual orders.
- **Basket penetration:** The brand awareness has been increased and this was explained on the basket penetration that on the second phase was increased +0.9 pp.
- **Market Share:** The market share of the brand increased by 1.6 pp for the second phase and this led the brand to reach the 8th position of the market.

## CONCLUSION

Leveraging the capabilities of eRetail Audit Marketplace, Haleon swiftly acquired tangible insights regarding the progress of their campaign. This enabled them to pinpoint improvement areas, facilitating proactive adjustments aimed at bolstering future performance.