

# Pharmarack's Digital Solutions increase brand sales by 2x



## BACKGROUND

Evolving technologies, growing markets, stressed economics and increasing supply chain complexity are just the tip of the iceberg of problems facing the pharmaceutical industry.

The emergence of new data and the rapid development of mobile internet technologies have disrupted the healthcare industry.

This case study sheds light on how pharmaceutical brands can embrace the digital revolution and utilize data and technology to move ahead and win in the highly competitive Indian Market

We were engaged by a Pharma company for the launch of their new OTC product.

## THEIR CHALLENGES



FRAGMENTED DISTRIBUTION SYSTEM



COSTLY AND LIMITED REACH OF REPS



LACK OF INFORMATION



LONGER TIME-TO-MARKET CYCLE

## HOW WE SOLVED IT

Pharmarack is the largest integrated B2B network in the country that automates the pharma supply chains end-to-end. With more than 2 lakh retailers connected via our platform, we have a huge chunk of captive audience always on a look-out for new products. For this client, we created:

- Awareness about the product using the cover page of application
- Retailer specific schemes
- Periodic push notification to engage retailer
- SMS Campaign
- Periodic measurement of effectiveness of the campaign and redesign next phase of campaign

## PHARMARACK DRIVES IMPACT



### BRAND AWARENESS

jumped from 22% to 95%



### BRAND RECALL

jumped from 7% to 22%



### AVERAGE SALES

jumped by 2.1 times