

# Case Study

of a global pharmaceutical company

## +60% revenue growth in Italy

How a global pharmaceutical company achieved 60% growth in revenue by fostering e-commerce adoption within the business

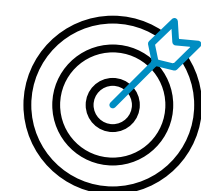


Revenue growth on Italy's most visited online pharmacy



*"We have a feeling that you're a part of our team."*

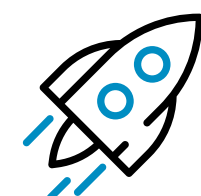
- Digital Marketing Manager,  
Viatrix IT



### CHALLENGE

Poor product visibility on key retailers

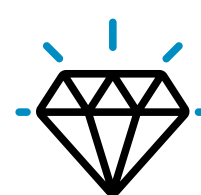
This market leader in pharmaceuticals targeted Italy's most visited online pharmacy as a key growth opportunity. The company knew in a rapidly growing category it needed to have visibility of digital shelf performance. **Availability was particularly challenging as they had no idea which e-retailer or product line was impacting market share.** They came to eStoreMedia for guidance.



### ACTION

The Perfect Store Framework + Adoption

We worked with the company to **implement digital shelf analytics tools with a focus on availability metrics for their target product ranges.** Our intuitive dashboards brought their performance into focus, with automated alerts that brought transparency to gaps and actions needed to fill them. We also provided **monthly health checks and training** to encourage adoption of the tools into their daily business routines.



### VALUE

+60% increase in revenue

With our tools, the company **identified out of stocks as a major issue**, identified the biggest problem SKUs and recovered availability, resulting in +60% revenue growth in less than a year; **maintained top seller status on Amazon** for a strategically important product range; and **identified and resolved an issue on a key retailer** who wasn't displaying their ratings and reviews, a major driver of conversion.