

Analyze. Personalize. Monetize.

Super-Pharm Increases Loyalty and Revenue through Omnichannel Personalization at Scale Using ciValue's SaaS Solution.



The Company

Super-Pharm is a multinational, award-winning drugstore chain founded in 1978 in Israel. It has since expanded to 220 stores and 7,200 employees in Israel, 60 branches in Poland, and activity in China. Innovation is a way of life for Super-Pharm, and the company launched its own private label - Life - in 1995. Life offers thousands of health and beauty products and special offers to loyalty club members.

THE NEED

- In-house campaign
- Personalization
- Easy access to analytics
- Realtime, granular control

THE BENEFITS

- ✓ Consistent Omni-channel customer experience
- ✓ 8% increase in sales YoY
- ✓ 12% increase in store visits YoY
- ✓ Increase in brand funding for personalization

The Need

After decades of operating a highly successful loyalty club, in which members benefit from exclusive sales and coupons, the company aimed to take personalization to the next level. To achieve this, Super-Pharm looked to expand its activity into more digital channels with personalized offers on its mobile app, even for customers who are not loyalty club members.

The Super-Pharm marketing team aspired to **gain more hands-on, granular, real-time control** of its personalized marketing campaigns. This control would enable agility and creativity when developing new and innovative. To effectively do this, **Super-Pharm marketers needed easy access to insights about its customers, their buying habits, and their motivators.**

When Super-Pharm, management chose ciValue, they knew they had discovered exactly what they were looking for.

The ciValue Solution

ciValue's AI-driven omnichannel personalization platform, was implemented within 6 weeks of connecting POS and other data feeds. ciValue's SaaS solution empowered the company's marketing team with fast and easy access to segmentation analytics, insights, and granular real-time control.



When we brought our personalization in house, we thought we would need data analysts to succeed, but ciValue's software is our responsive, powerful data analyst."

Hilla Milo, Director of Personal Marketing, Super-Pharm"

Shortly after implementing ciValue's solution, the Super-Pharm team was able to define new campaigns, segment customers in new and more effective ways than ever before, share insights with suppliers to convince them to provide funding and allocate these personalized coupons to customers. Their pool now includes thousands of offers available at any given moment, which are automatically matched in real-time to customers based on their unique personas, their purchase history, behavior, and preferences. Super-Pharm now has full flexibility

of campaign calendars, and full independence to initiate, respond, or act in real-time. The company is no longer subjected to strict time tables, and can run campaigns according to evolving market opportunities.

The ciValue solution empowers Super-Pharm to define rules and policy guidelines for the offers, like the number of coupons each customer can receive at a time, the total value of coupons customers can receive, and the number of customers that can receive coupons.

12%
increase
in store visits
YoY

They can also set specific objectives for the offers, for example: coupons and offers targeted at retention of loyal customers, or winning back customers who are showing category churn and at risk of overall churn.

At one click of a mouse, ciValue's optimized predictive machine learning algorithm allocates the offers to Super-Pharm's customers within the predefined policies.

ciValue integrates seamlessly with Super-Pharm's direct mail, email, website and mobile app solutions to distribute the personalized coupons across every communication channel. ciValue tracks the coupon usage, providing insight and further optimization of the coupon bank. This empowers Super-Pharm to include thousands of offers, rather just a few dozen they were previously offering. It also led to an increase in brand funding for personalization, and optimized customer experience.



ciValue makes it easy to understand our customers' needs and swiftly access segmentation data. We can quickly define a personalization campaign, determine who we think should receive selected coupons, and then fine tune the campaign using ciValue to expand the audience to other relevant customers, all on the fly."

Hilla Milo, Director of Personal Marketing, Super-Pharm"

The Results

By partnering with ciValue, Super-Pharm was able to add three communication channels and **increase offers x10**. This led to more brands' participation and increased customer satisfaction. Super-Pharm is now empowered to act beyond the traditional weekly calendar for ad-hoc events (Covid-19 being a prime example) and react in real-time to competitors' trends and efforts. This new level of control, customer centricity, and flexibility **increased sales by 8% and store visits by 12% YOY**.

X10
increase
offers

Helping retailers and suppliers collaborate to grow customer value



SEPHORA

REMA 1000

L'ORÉAL



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