

Analyze. Personalize. Monetize.

Super-Pharm Increases Supplier Funding through Smart Data Analytics Using ciValue's Supplier Collaboration 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 CHALLENGES

- Increase Retailer-Supplier collaborations
- Effective Retailer-Supplier collaborations thanks to shared data and full alignment
- Developing mutually beneficial collaborations
- Customer-centric strategy for optimal customer experience

The Need

Suppliers are a crucial part of any business equation, since besides supplying products for sale, they also provide many of the discount offers. Not only that,

THE BENEFITS

- ✓ 2x increase in supplier funding for joint marketing initiatives
- ✓ More than 90% of brands are on-boarded onto the ciValue supplier portal.
- ✓ Data monetization as an additional revenue source
- ✓ Leverage brand loyalty to maintain and increase retail loyalty
- ✓ Utilize brands to bring new customers to category
- ✓ Better assortment process and new product potential assessment

customers visit stores to purchase brands, so Retailer-Supplier collaboration is critical to attract customers to stores and categories, and increasing loyalty to the retailer. For these reasons Super-Pharm looked to expand its collaborations with suppliers. The company understood that easily accessible aggregated reports and analytics about customer buying behaviors, shared with suppliers – same platform, same data - would paint a full picture and empower suppliers to develop more collaboration campaigns to benefit all links in the chain: Supplier, Retailer, and Customer, leading to an increase in short-term sales, as well as long-term Lifetime Value.

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

The ciValue Solution

CiValue's AI-driven, SaaS supplier collaboration platform, was implemented within weeks and within 12 months onboarded 90% of Super Pharm leading brands.

Using ciValue, Super-Pharm helps its suppliers understand a number of critical factors like purchase history and behavior, category churn, and more. Using this data, suppliers can identify specific targets like gaining new customers or increasing loyalty of existing customers.



ciValue enables collaboration between the loyalty team members, who are most knowledgeable about the customers, and the suppliers, who know the most about the products, in a single system and all for the good of the customers."

Hilla Milo, Director of Personal Marketing, Super-Pharm

Suppliers who had signed onto the Super-Pharm portal powered by ciValue, received detailed retail intelligence data. They went from having limited access to aggregated sales data to having full access to granular reports down to specific store locations and dates adding the customer dimension. This access provided suppliers with better understanding of customer behavior like repeat purchase KPIs, churn alerts, new product penetration, turnover switching between products and brands, etc. This data is

important for predictive analytics, and holds value for suppliers in helping them identify the value of their product to retailers, enabling creativity and control in promotions, and effectively funding these promotions.

Since Super-Pharm also decided to make total category sales available to suppliers using the portal, they had - for the first time - a clear view of their own positioning compared with their competitors’.

The Results

A leading multi-national consumer goods company is a prime example of suppliers who benefited from these insights. The portal became the go-to resource for its various teams when developing campaigns, and was monitored closely whenever a new product was introduced to market. The data that this major CPG company was able to access provided detailed and complete view of their business with Super-Pharm, enabling them to be more strategic and make better trading decisions. There were also numerous specific instances when the data enabled the company to take direct action to help grow their business.

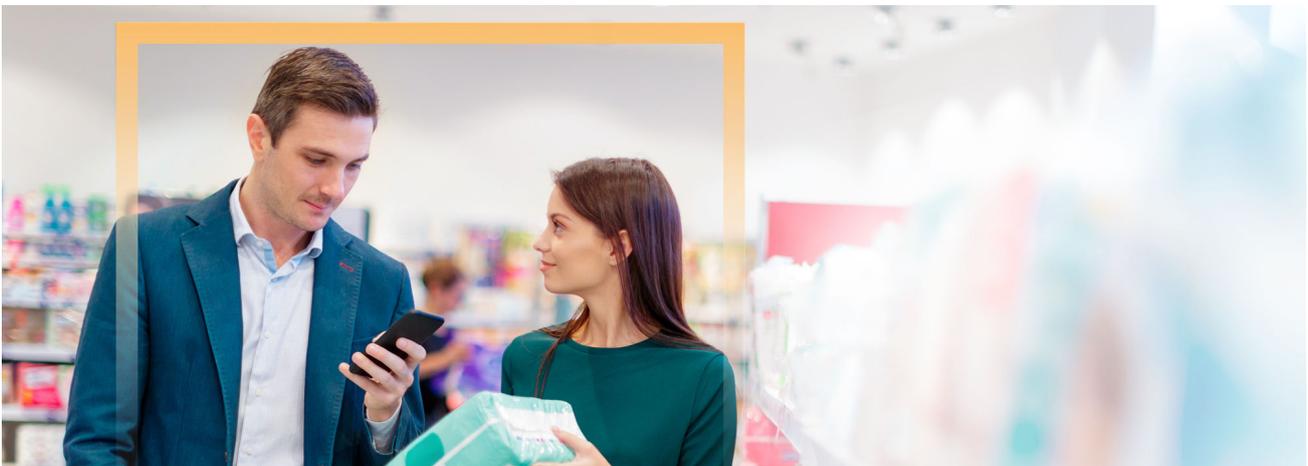
In one case, a new product launch had lower sell-through than expected. While an examination of sales alone might have led to the conclusion that the product should be de-listed, the company was able to dive deeper. They learned that 93 percent of customers buying the product were new to the category. This allowed them to demonstrate to Super-Pharm that the product was worth continued investment, and created a win-win for all entities: supplier, retailer, and of course, customers.

x2
increase
in supplier
funding for
joint marketing
initiatives

In another use case example, a supplier used one of their bestselling products to promote a new product. The loyalty of customers to a specific brand was utilized to launch a product in a different category, by creating a bundle offer. This combination promotion increased income by 20% percent beyond expectations.

Super-Pharm's Same Platform Same Data approach and its commitment to transparency and collaborations led to ciValue's suppliers' portal. Onboarding more than 90% of brands onto the system, made collaborations more effective and doubled supplier funding for joint marketing initiatives, and brought new customers to the category. This approach succeeded in leveraging brand loyalty to maintain and increase retail loyalty.

More than **90%** of brands are on-boarded onto the ciValue supplier portal.



Helping retailers and suppliers collaborate to grow customer value



The GARTNER COOL VENDOR badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Be sure to [schedule a Demo](#) or e-mail us info@civalue.com