

How DoctiPharma finds out the power of influencers on its media mix!

Context.

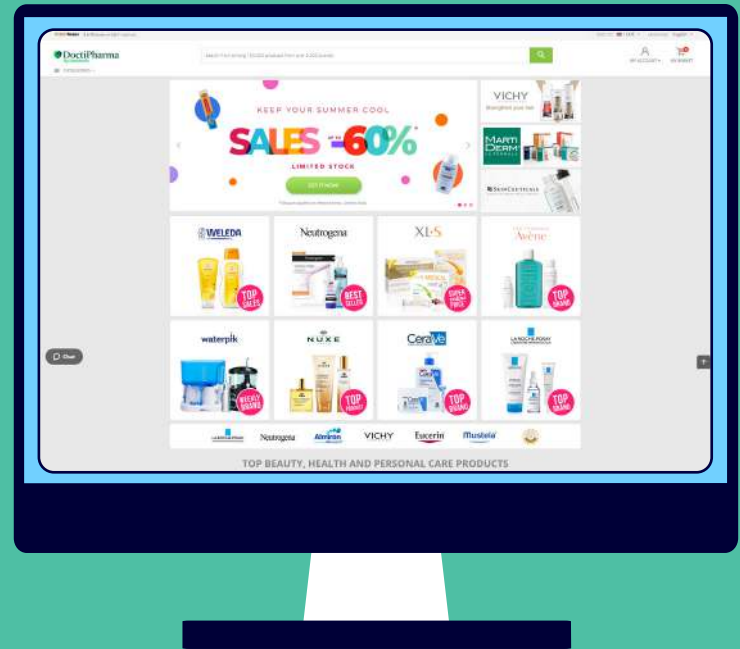
Founded in 2012, DoctiPharma is the health & beauty e-commerce marketplace leader in South Europe, connecting consumers with more than 700 Spanish, French and Italian sellers of health, beauty and personal care products.

It currently provides its services in more than 25 European countries. In August 2018, DoctiPharma was acquired by the Swiss group Zur Rose.

The Zur Rose group is the largest online pharmacy in Europe and one of the largest wholesalers for the medical staff in Switzerland. With its business model, it offers a reliable and quality supply of pharmaceutical products at the best price and thus contributes to reducing healthcare expenses. Zur Rose Group AG shares are listed on the SIX Swiss Exchange.

Its brand recognition allows DoctiPharma to convert most customers through key channels: leading to a mix media strategy mainly oriented SEO/SEA/Mailing.

We thank DoctiPharma and Alba Salvador, its Marketing Manager Spain, for this successful partnership that gave us this opportunity to put forward **the real value of social media & influencers' campaigns in conversion paths.**



A willingness to understand the Influencer channel!

Testing new acquisition channels to develop their brand awareness is an integral part of DoctiPharma digital strategy.

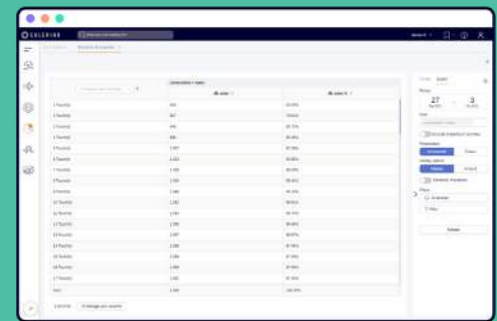
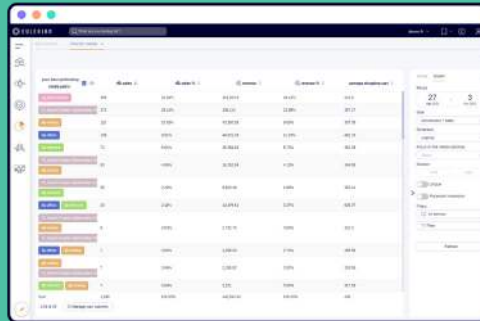
The brand has decided to collaborate with micro-influencers and to increase its visibility on social media. Nevertheless, marketing teams are having trouble to appreciate those campaigns' ROI while analyzing the main KPIs.

As these channels are new for the brand, DoctiPharma wonders about their profitability for its business and their role in conversions.



Powerful reports to analyze Customer Journeys.

To identify the value of news channels, we have used Eulerian's Customer Journey reports. These 10 reports allow an in-depth analysis and to highlight the real contribution of each acquisition channel on the Customer journey.



A 1st consumer behavior leading to a straightforward Customer Journey.

Quick purchases represent half of the brand's turnover, and one out of three sales requires one touch.

For this first type of consumers, the process of purchase is very quick. They have specific needs, are regular consumers or already have habits on the platform.



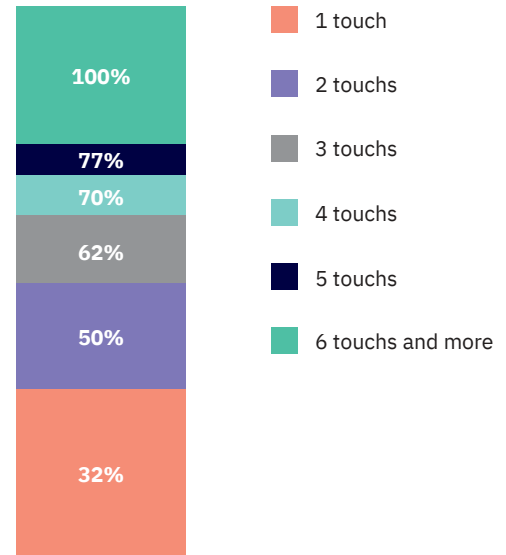
Influencers do not impact directly DoctiPharma first type of consumers, but may play a significant role for its remaining customers.

Are influencers helping to convert other kind of consumers?

Among half of user journeys: **30% of sales require more than 5 touches.**

Our second type of consumers lead to a longer Customer Journey. They may discover the website or new products and will take time to benchmark prices or find out about products before purchasing.

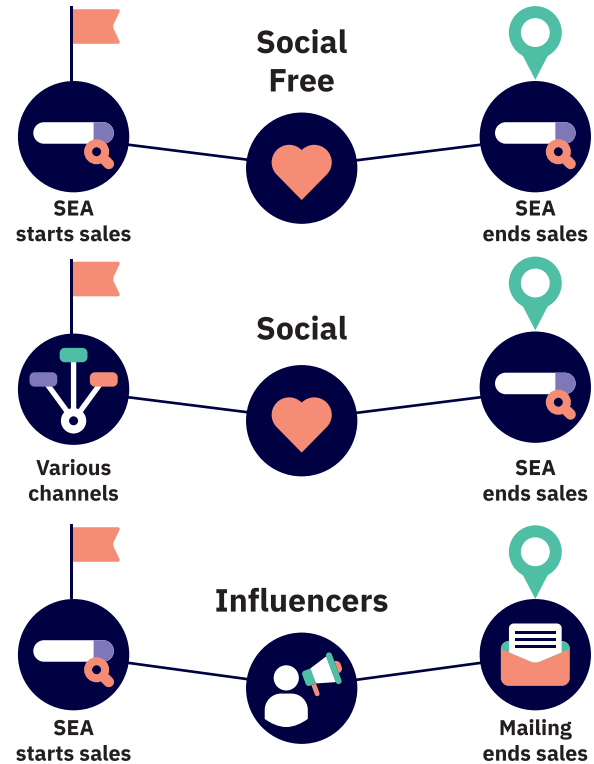
Are my influencers involved in these conversion paths?



Yes, DoctiPharma's Influencers contribute to conversions!

First observation: An incontestable key role of SEA and mailing as initiator and converter in conversion paths involving Influencers & Social.

Influencers, Social campaigns & Social Free are playing a significant role in Customer Journeys!



Influencers are not valorized enough in the mix media.

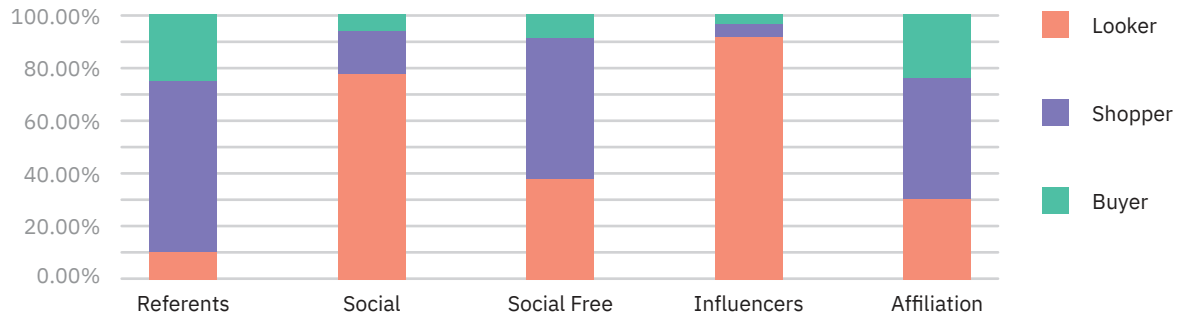


DoctiPharma want to switch from its last click vision to a more elaborate attribution model allowing to highlight the value of all channels.

By analyzing its channels performances considering a customer journey view, influencers are clearly under valorized! The major role of influencers in my conversions seems to be confirmed.

A strategic channel to orientate the decision process!

Social & Influencers have almost two-thirds of their presence as feeder : channel that doesn't start or terminate a customer journey. **They increase the brand awareness and contribute to grow customers' interest.** These channels play a key role in my purchasing decision process !



Influencers & Social have a high ability to generate « Looker » on DoctiPharma website, meaning visitors consulting at least one product page. Social Free generates « Shopper », that is to say visitors have been at least once on a basket page. **All these channels help my customer moving forward on the funnel.**

A win win partnership between DoctiPharma & Micro influencers.

Through this study, DoctiPharma has well identified the **key role of Influencers & Social** when consumers discover the brand.

To validate this intuition, they **increase slightly the budget allocated for influencers** during Black Friday sales campaigns and **follow the KPIs**. It did impact positively its ROI and brand, increasing specially on the total amount of new users!

Therefore, DoctiPharma has confirmed the interest of its influencers in its mix media and will continue developing this acquisition channel.



Let's join us to boost your marketing performance!

Eulerian propose an alternative data technology & solutions for Marketers, Publishers & Business intelligence to help them being independent in their decisions and actions.



Optimize your digital marketing campaigns.



Develop your strategic attribution by analyzing your Customer journeys.



Highlight new business opportunities thanks to your resolution identity.





The right marketing decisions, **simply.**

[Know more](#)

3414 Av du Parc #301 Montréal - H2X 2H5, CANADA
(+1) 514 379-6699
contact@eulerian.com