

RevX Success Story

LIFE Pharmacy Gained Remarkable Increase in Purchases through RevX's Retargeting Campaign

Client



Industry



Health
E-commerce

Highlights

45%
increase in purchases

14%
increase in purchase rate

8.2X
monthly ROAS on average

34%
boost in ad click-through rates

*Campaign period is August to December 2023

Health e-commerce is quickly emerging as one of the fastest-growing segments in online shopping. It simplifies life for customers, allowing easy access to health-related products and services with just a click.

Introduction

The growth of this sector has been further accelerated by the impact of COVID-19, putting it into high gear. However, sustaining the growth achieved during the pandemic years has proven challenging for many of these apps. Health e-commerce platforms need to formulate strategies aimed at retaining customers and ensuring their loyalty for all their healthcare product needs.

About Our Client

Established in 1996, LIFE Pharmacy is a prominent healthcare retail provider in the UAE, boasting 450 outlets, including pharmacies, hypermarkets, and wellness stores.

As a leading online pharmacy in the region, LIFE Pharmacy offers a diverse range of health and lifestyle products through its app, available on both Android and iOS. Their mobile app seamlessly integrates online and offline shopping experiences, providing customers with convenience through features like prescription uploads for enhanced accessibility and efficient healthcare services.

Parichay Tayal

Digital Marketing Manager, LIFE Pharmacy

LIFE sees RevX not only as a platform provider but also as a long-term business partner. Their dedicated team has developed a deep understanding of the nuances when it comes to retargeting and helped us reboot our revenues with precision targeting. We look forward to continuing our Q on Q growth with them.

Challenge

Since its launch in 2021, LIFE Pharmacy's mobile app has garnered over +2 million downloads, reinforcing its commitment to simplifying customers' lives with swift doorstep deliveries of healthcare products. The app is experiencing significant growth in the UAE. However, to keep up with its growth momentum, the brand is working to meet its key objectives.

Key objectives for the mobile app include:

- Increase re-engagement among the app's existing customers, including dormant users.
- Enhance customer retention by encouraging more frequent purchases.
- Boost repeat purchases by increasing both the frequency and value of orders.

Strategy

LIFE Pharmacy team is focused on retaining customers and increasing app orders. To achieve this, segments were created of app users based on the recency of their purchases - categorizing them into recency periods of 7 days, 30 days, and beyond 60+ days for dormant users.

Precision Targeting:



The campaign successfully reached its ideal audience by identifying and engaging the various segments, particularly those located in Dubai, Abu Dhabi, and Ajman. This effective geo-level targeting ensured the optimal utilization of the ad budget. Day-parting was implemented to boost purchases, allocating a higher campaign spend during peak mobile engagement periods over the weekend, Saturdays and Sundays. Conversely, lower budgets were assigned for periods of lower engagement, such as weekdays and late-night hours.

Supply optimization:



RevX strategically targeted an open supply to maximize user reach. Following the launch, the campaign underwent continuous optimization based on real-time performance. Underperforming inventory was excluded to prevent the wastage of ad budget. The campaign placed a greater focus on communication and utility app inventories as they drove the highest conversion rates.

Creative optimization:



RevX executed mobile-optimized ads across formats including banner, static native, and static video to re-engage users. We customized the ad sets with different creative sizes, formats, and messaging tailored to each customer segment's preferences. New ad sets were added monthly to align with seasonal promotions, and underperforming ad creatives were paused every 2-3 weeks. This approach significantly enhanced app engagement and increased click rates.

Campaign Creatives



Priyam Juneja

Account Manager, RevX

Life Pharmacy has been a great collaborative experience. The team has actively worked with us in brainstorming strategies and aiding us with the time and resources to do multiple experimentations which led to these fruitful results. We are excited to grow further in this partnership.

Results

From August to December 2023, the retargeting campaign for the LIFE Pharmacy app with RevX delivered impressive results, reaching 341.73K users and effectively expanding the app's customer base while increasing revenue.

The campaign showcased its ability to boost user engagement and conversions with a 45% rise in purchases, a 34% increase in ad click-through rates, and a 14% increase in purchase rate also known as click-to-conversion rate. The RT campaign generated an exceptional 8.2 times monthly return on ad spend (ROAS) on average, underscoring both the financial success and the efficiency of our strategies.

The results highlight the campaign's effectiveness in driving engagement and profitability.

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