



# Experian<sup>SM</sup>

## Marketing Services



## Smarter marketing decisions through actionable cross- channel consumer insight.

### Retail Pharmacy Example



## Example: Retail Pharmacy

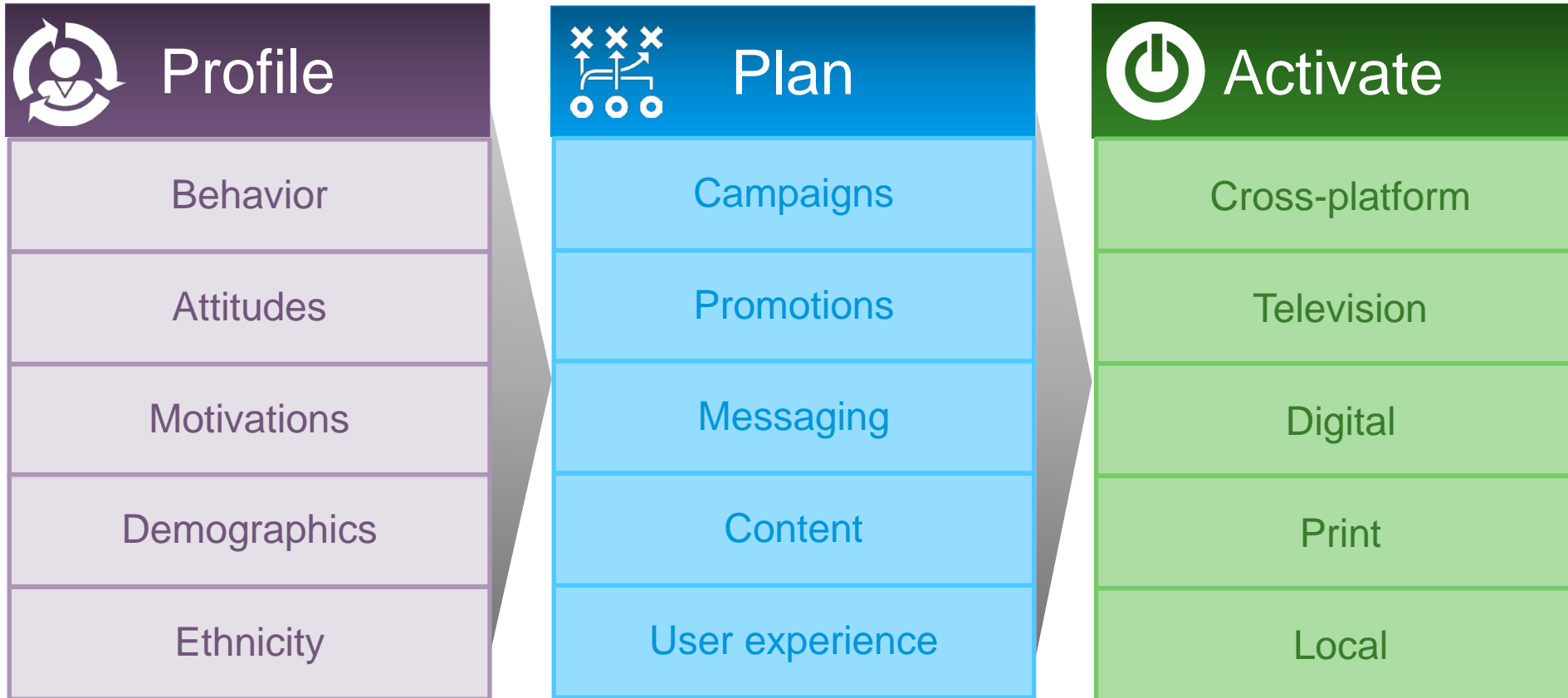
### GOALS:

- **Acquire:**  
Increase customer base for cholesterol Rx
- **Retain:**  
Increase Rx renewals
- **Cross-sell:**  
Private-label brand in other health categories



# Addressing marketing goals

## Three key steps

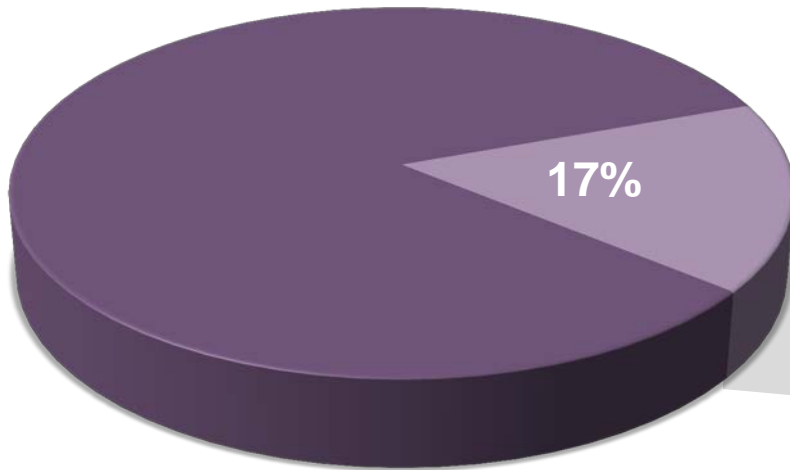




# Profile the consumer cholesterol market

## Size and understand the market opportunity

### Adults with High Cholesterol *% of all adults last 12 months*



Approximately 37 million (17%) U.S. adults suffer from high cholesterol

### Demographics

- Median Age: 60
- Media HHI: \$45,961
- Homeowner: 76%
- Married: 63%
- Mean DSE: \$14,830
- Hispanic: 11%
- Top DMA: Alpena, MI

### Segmentations

- Top health segments:
- Weight Reformers
  - Trusting Patients
  - Golden Guardians

### Psychographics

- Health & Medicine
- Food
- Media
- Internet
- Social Media



# Profile key target segments

Know who they are, what they do and how they're motivated

## Demographics

## Behavior

## Attitudes & Motivations



### Weight Reformers

- 59 years-old
- White
- 6% Hispanic
- \$65,000 HH Income

- Visit general practitioner
- Brands: Lipitor
- Eat pre-cooked meals
- Often dieting
- Search diet & health online

- Not brand loyal
- Prefer to research treatment options on my own
- Like to research health info online



### Trusting Patients

- 66 years-old
- Black/African American
- 16% Hispanic
- \$38,000 HH Income

- Visit cardiologist
- Brands: Vytorin or Crestor
- Shop for organic foods
- Take meds at first sign of problem

- Very high brand loyalty
- Expensive medicine is better
- Will pay more to be healthy
- Trust doctor recommendations



### Golden Guardians

- 73 years-old
- White
- 4% Hispanic
- \$31,000 HH Income

- Visit cardiologist
- Brands: Zocor or Crestor
- Frequent pharmacy visits
- Eat a healthy diet

- Above average brand loyalty
- Consider diet healthy
- Ask friends for health advice
- Pharmaceutical companies are usually credible



# Plan to engage key segments

## Understand propensities for receptivity and messaging

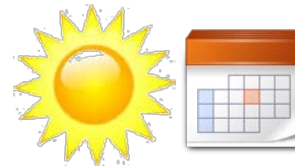
### Receptivity

### Timing

### Messaging



Display advertising is influential  
Email from advertiser is influential



Daytime and weekends

- Value conscious
- New product launches
- Self-diagnose
- Diet-related messaging



Magazines are main info source  
Remember ads when shopping



Daytime

- Brand focused
- Eco-friendly
- Sustainable living
- Spanish advertising is important to purchase decision



Receptive to direct mail  
Refer to in-store signs and offers  
Use cents-off coupons



Daytime

- Reputation and trust
- Credibility
- Advice driven



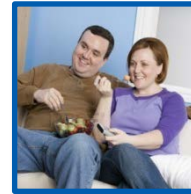
# Plan effective engagement strategies

## Apply rich insight to promotion, content and search strategies

### Campaign and Promotional Engagement

	Weight Reformers	Trusting Patients	Golden Guardians
Acquisition	<p>Online affiliate marketing, email, paid search</p> <p>Sample/trial promotions</p> <p>Food, diet and health messaging</p>	<p>Print, TV, in-store</p> <p>Messages feature doctor endorsements</p> <p>Culturally specific messaging</p>	<p>Direct marketing with coupon offer, in-store promos</p> <p>Lifestyle and health messaging</p>
Retention	<p>Convenience and value-based conversation</p>	<p>Conversation is about brand recognition and doctor recommendations</p>	<p>Value, lifestyle and peer advice driven conversation</p>
Cross-sell	<p>Trial promotion of new cross-brand product aligned around drug advertising</p>	<p>Align ads of cross-brands to doctor recommendations</p> <p>Promote green benefits of brands</p>	<p>In-store offers on cross-brand products</p>

### Content Strategy



- Self-help advice
- Info on conditions
- Recipes and diets
- Healthy lifestyle blogs

- Doctor endorsements
- Brand comparisons
- How to talk to your cardiologist

- Lifestyle columns
- Health advice
- Peer advice and reviews

### Search Marketing\*



\* Removed the word "cholesterol"

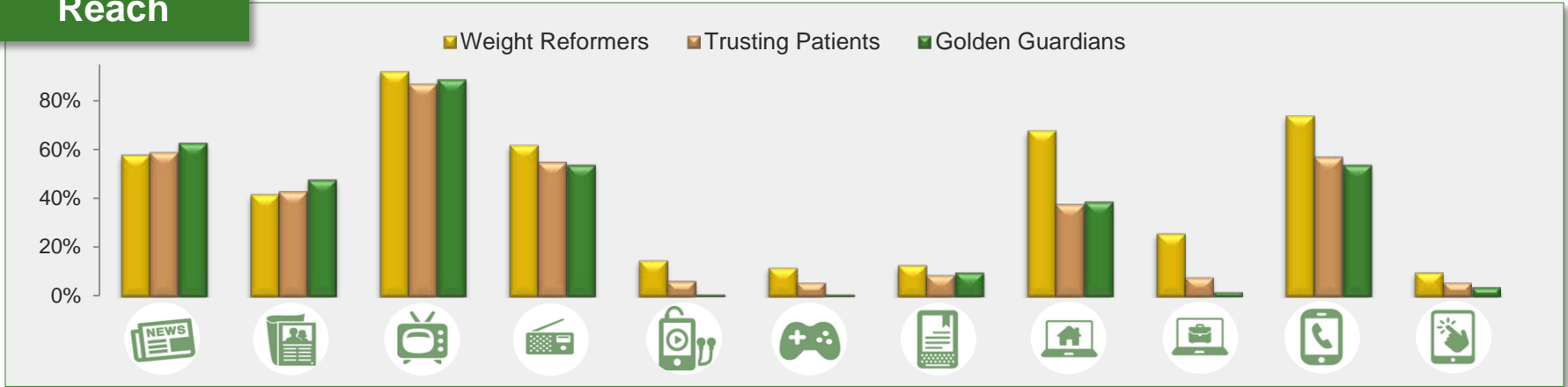




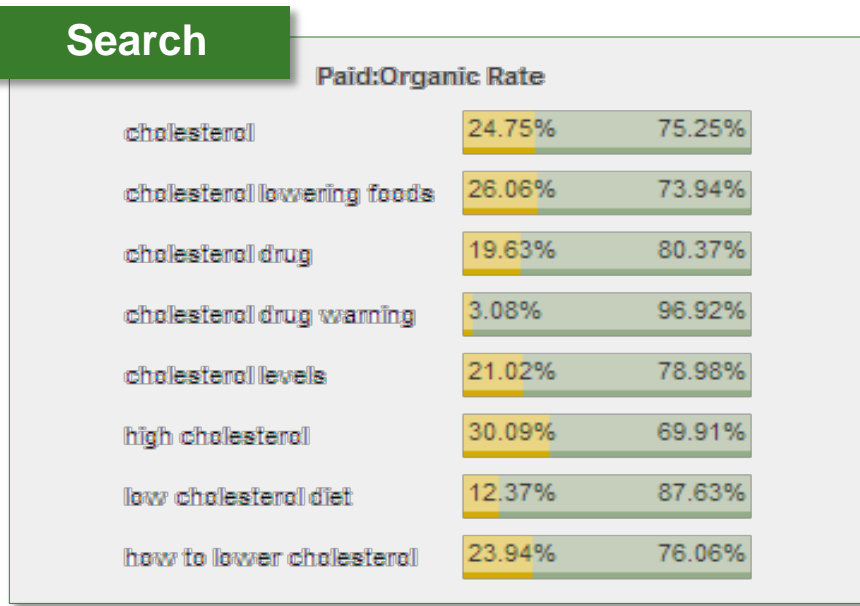
# Activate cross-channel marketing strategies

## Focus on opportunity by platform and media activity

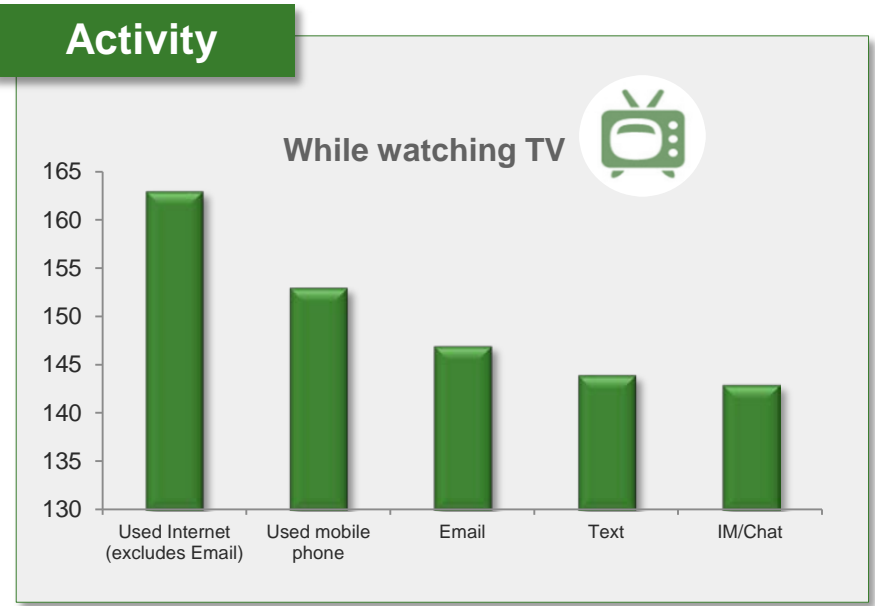
### Reach



### Search



### Activity







# Activate campaigns in the right channels

## Make selections across each platform

### Online Advertising and Marketing



#### Affiliate sites

##### Visits

1. LiveStrong.com
2. Weight Watchers
3. Lifescript
4. WebMD
5. MyFitnessPal.com

##### Time Spent

1. Obesity Help
2. Low Carb Friends
3. About.com's Calorie Count
4. SparkPeople
5. It Works

#### Search Terms

##### Wellness

1. weight watchers
2. gnc
3. weight watchers login
4. weight watchers online
5. webmd

##### Diet

1. paleo diet
2. cabbage soup diet
3. atkins diet
4. gluten free diet
5. diabetic diet

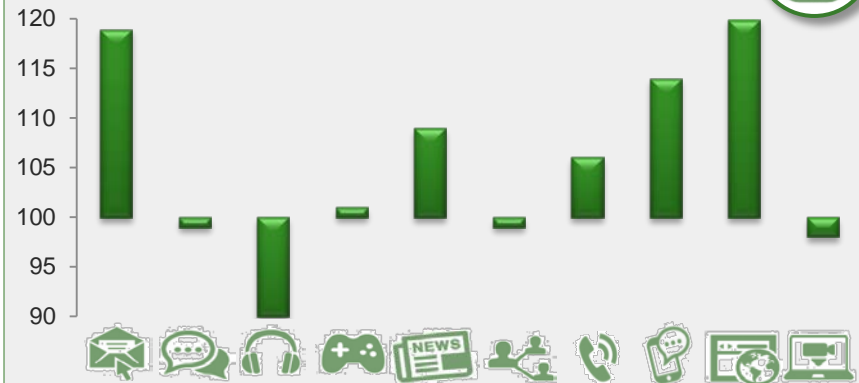
### Television Reach and Engagement



### Print Audience Reach



### Top Mobile Activities Index

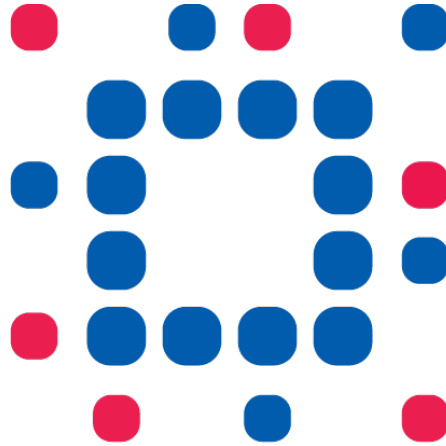




## Learn more about how we can help you build smarter customer engagement programs

- Contact your account rep or email us at [consumerinsight@experian.com](mailto:consumerinsight@experian.com)
- Click [here](#) to learn more about our consumer insight services

All of the data included in this case was sourced from Experian Marketing Services' Simmons<sup>®</sup> and Hitwise<sup>®</sup> databases. The segmentation and analysis were created by the Consumer Insights Strategic Services team.



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