

HAVAS Market **HAVAS** Health
e-commerce from Havas Network



**PRESCRIBING
PERSONALIZATION**
in E-Pharma

AN INDUSTRY IN TRANSFORMATION

The pharmaceutical industry is on the verge of a digital transformation as e-commerce reshapes how consumers engage with brands and how medications are distributed, purchased and managed. [The global e-pharmacy market is projected to reach USD 495 Billion by 2032](#), a nearly tenfold increase from 2018, as e-commerce platforms gain prominence and consumer expectations for convenience, affordability, and transparency evolve. Retailers have emerged to meet this need with powerful tools for brands to reach their target audience with the right message through precise, data-driven advertising. By leveraging these newfound sources of data, pharmaceutical companies can not only meet the evolving expectations of today's consumers, but also create more personalized experiences that build the customer relationship to drive loyalty and engagement.

"Retail media provides an opportunity for a brand to earn a trusted 'opt-in' from a consumer if the brand is providing content aligned to the consumer's needs at that time. Deep understanding of those needs allows the brand to move from a traditional push interaction to a more meaningful experience. That opt-in can then trigger an ongoing first party dialogue, offering greater opportunities for personalization,"

Dennis Urbaniak

Global Chief Experience Officer & Global Chief Client Officer, Havas Health.

This whitepaper offers a guide to understanding the evolution of retail media in the pharma industry and how pharma brands can utilize retail media data to enhance their e-commerce approach, maximize their ROI, and establish stronger connections with consumers.



RETAIL MEDIA ON THE RISE

Today's consumers are increasingly using online platforms to manage their health, whether they're researching symptoms to find an over the counter treatment or looking for discounts and deals for prescriptions. The shift to online has created an enormous opportunity for brands to connect with customers more frequently with greater personalization.

Enter retail media. Retail media allows brands to promote their products or services on and off a retailer's website, app or other channels.

Retail media encompasses a range of advertising options available through platforms that engage consumers directly as they take their health into their own hands. With expansive growth comes challenges such as trust, compliance and sensitivity.



Retail media platforms offer unique environments to deliver targeted advertising while still maintaining patient safety, privacy and security.

Additionally, because of the strict guidelines for content clarity and data security that retail media networks demand from brands, the resulting transparency of consumer data increases the likelihood of consumer's trust and loyalty to said brands.

THE VALUE OF RETAIL MEDIA DATA FOR PHARMA BRANDS



SHOPPING BEHAVIOR

Retail media platforms offer granular data on shopping behavior, enabling brands to reach highly specific audiences. Platforms reveal key insights into target audiences, providing demographic information such as age, gender, medical conditions, purchasing behavior, search history and other adjacent interests.

PLATFORM ANALYTICS

Retail media platforms provide comprehensive insights and analytics, allowing analysis into performance during and after campaigns. They offer the ability to track key performance indicators (KPIs) such as click-through rates, conversions and return on ad spend (ROAS).



LEVERAGING RETAIL MEDIA DATA TO CREATE A SUCCESSFUL PHARMA E-COMMERCE STRATEGY

Retail media offers pharma brands a better understanding of their target audience and how their campaigns are performing with these demographics, but obtaining this data is just the first step in a successful pharma e-commerce strategy. Brands must then harness this data to continually refine their e-commerce strategy:

1. PERSONALIZATION THROUGH SEGMENTATION

Effective segmentation starts with understanding the consumer. By analyzing retail media data, we can identify and target distinct audience segments based on buying patterns, health needs, and location. Focusing on shopper behavior by retailer opens the possibility of unique audiences personalization tailored to different shopping patterns at individual retailers. For example, Kroger, Target, and Walmart all have consumers with different spending habits, and by understanding this shopper behavior, brands can craft tailored ads that resonate with each retailer's audience, driving more personalized and effective engagement.



Going a step further, a brand promoting two over-the-counter cold and flu medications at different price points could target different consumers at each retailer based on pricing needs. With segmentation, brands can create more meaningful engagements, reducing ad waste and increasing the likelihood of a conversion or sale.

2. ANALYTICS AND DEMAND FORECASTING

E-commerce analytics, powered by retail media data, helps brands anticipate consumer needs and respond proactively. By analyzing past purchase behaviors and seasonal trends, pharma brands can predict spikes in demand for specific products. These analytics allow further insight into competition and allow brands to price competitively and optimize inventory accordingly.



Flu season is a prime example, where many Rx and OTC brands are fighting for consumers at multiple retailers. With analytics and demand forecasting, a pharma brand can be prepared for this surge, manufacturing the optimal amount of product that meets demand at a price point that is attractive to consumers.



3. OMNICHANNEL PLANNING

Retail media data helps pharma brands understand how consumers move between online and offline touchpoints. By analyzing shopper journeys and mindsets across channels, brands can create an omnichannel experience that reinforces brand messaging, shows consistency, and ultimately improves the customer experience. For example, a customer may search for a medication online, visit a store and finally make the purchase through an app.

“By incorporating retail media in the overall omnichannel engagement strategy, brands can gain deeper insights on the need set and behavioral triggers the consumer best prefers and best responds to, which then help inform stronger test and learn criteria for ongoing content approaches across other stages of the consumer journey,”

Dennis Urbaniak

Global Chief Experience Officer & Global Chief Client Officer, Havas Health.

Through integrated retail media data, brands can support these customer journeys more effectively by reaching them when they are ready to purchase.

THE FUTURE OF E-PHARMA

As e-commerce continues to gain prominence, and consumers have newfound expectation for immediacy and access, pharmaceutical companies must embrace this digital transformation and build a robust e-pharma offering. [Marketplaces are experiencing rapid growth, with projections of over 50% revenue increases by 2029.](#) E-commerce platforms offer transparency, accessibility, affordability and streamlined operations, bringing significant advantages to both customers and brands.

At Havas Market, we're committed to collaborating with companies and brands to create meaningful, data-driven experiences that empower patients and healthcare providers with confidence in the care they receive and provide.

Our strategic approach involves three key areas: customer and retailer profiling, retailer rationalization and omnichannel media planning at each retailer to ensure a successful outcome.



THANKS FOR READING!

To learn more about how Havas Market can partner with you to drive healthcare solutions for patient satisfaction, please contact edouard.leo@havas.com

