PriceSpider BAYER

The right Consumer Health product for lower funnel conversion

How an iconic pharmaceutical brand supports lower-funnel marketing with shoppable solutions

The customer

Bayer is a global enterprise that specializes in life sciences for healthcare and agriculture. Operating in a highly regulated pharmaceutical market, Bayer initially launched its implementation of PriceSpider's shoppable solutions in France and Croatia, but later expanded to eight countries with multiple licenses per country.

The challenge

The pharmaceutical market operates by strict regulatory standards, and as a result, Bayer's marketing team is constantly seeking out new ways to stay ahead of the curve. Specifically, the company was looking to adopt the latest digital innovations that would help boost its lower marketing funnel campaign performance and increase conversion without sacrificing compliance across multiple countries of operation.

The solution

PriceSpider shoppable solutions help brands build a seamless, fully-branded path to purchase—allowing customers to easily purchase anytime, anywhere, from any touchpoint. Shoppable solutions offered everything Bayer needed to drive conversions while adhering to strict compliance standards.

With the ability to quickly create landing pages via self-service admin and add it to any media channel, managing campaigns became quick and easy. The flexibility made it easier than ever to drive conversion—allowing Bayer to display all retail partners in addition to the legally-required footer and popup disclaimers. At the same time, it keeps customers focused on Bayer's products without redirecting to the product detail page.

What's more, PriceSpider shoppable solutions offer more than 50 languages for brands to choose from, which made it easy for Bayer to launch campaigns across multiple countries with differing localization needs.

Finally, tracking campaign performance became a breeze with shoppable solutions, which provided reporting from high-level campaign performance to granular overviews. The data gave Bayer a better understanding of its campaigns, as well as actionable insights to help optimize for conversion.

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Digital Commerce plays a crucial role in the growth of Bayer Consumer Health and significantly contributes to our company's revenue. As part of our efforts to boost our net sales and attract consumers to make purchases, we have integrated PriceSpider into our strategy. This has enabled us to direct traffic from our brand websites and other touchpoints in the market to our retailers, leading to an accelerated sell-out in Digital Commerce. Through integrated eCommerce brand activation and customer execution, PriceSpider has made a substantial impact on our online and offline sales.

PriceSpider has facilitated improved engagement with consumers, leading to a more seamless and satisfying shopping experience, as well as helped us to create a cohesive and synchronized approach across various digital touchpoints, resulting in a more unified and effective sales strategy.

–Luis Marcos, Customer Excellence, Global Digital Commerce Acceleration, Content Excellence & dCommerce Tech Stack Lead

The results

As a global partner in Bayer's Where to Buy program, PriceSpider has driven significant gains in the brand's lower-funnel marketing, especially through main channels like Facebook and Instagram. Without the need for extra development support, ensuring compliance with legal requirements is quick and efficient, allowing Bayer to focus on driving conversions.

With the data PriceSpider provides, Bayer can optimize its campaigns and leverage an extra source when requesting that retail partners share sales data. This strategic approach gives Bayer a competitive edge, with digital marketing tools that keep them at the forefront of the pharmaceutical industry.

Discover how PriceSpider gives you complete control of the customer journey.

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