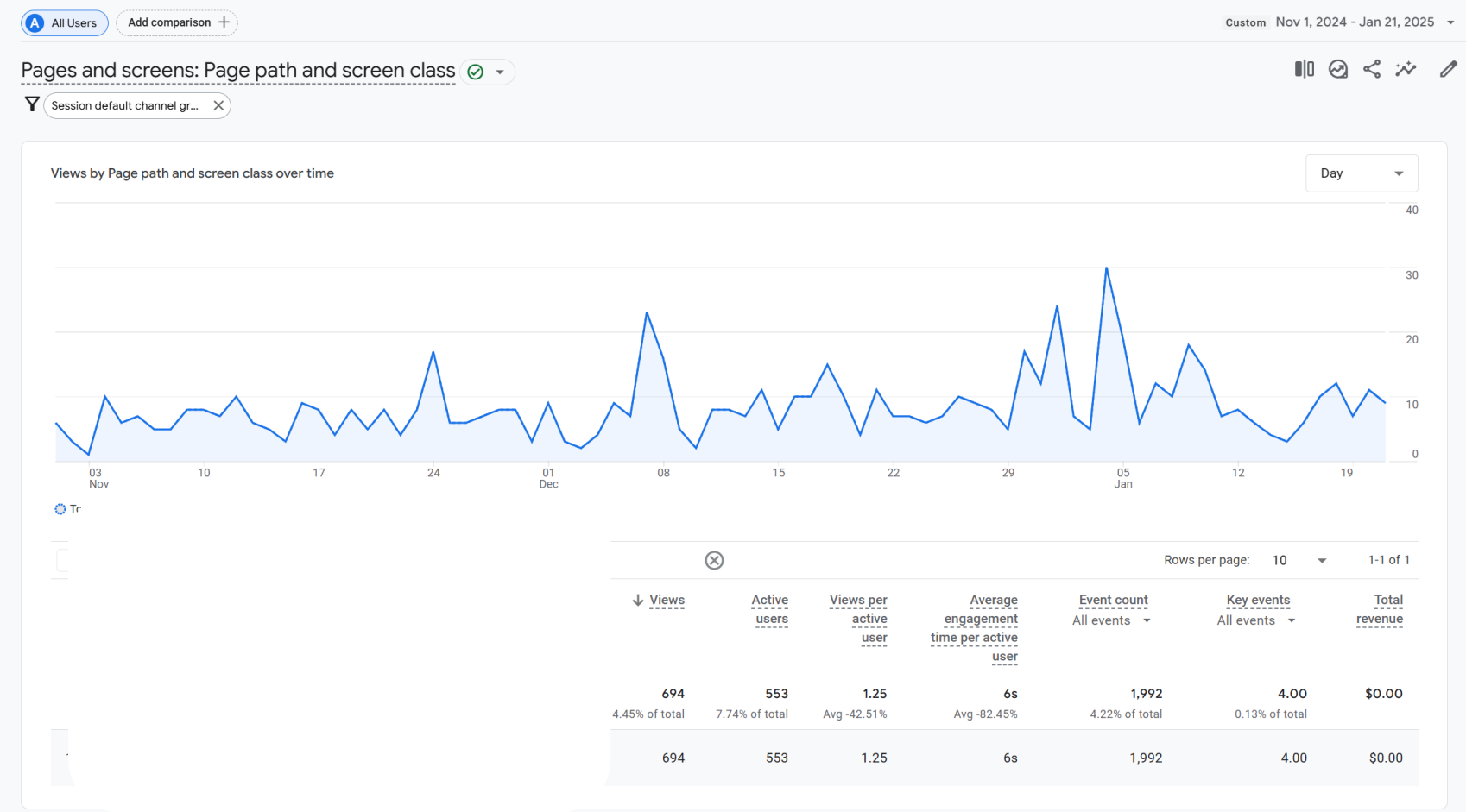


# Social Made Simple

Pilot Summary

*The Medicine*  
*Shopper*<sup>®</sup>   
P H A R M A C Y

# Store 1 GA Results



## Comparison

May 1 - Jul. 31: 321 views - 210 users

Nov. 1 - Jan. 31: 1477 views - 1059 users

**404% growth**  
in microsite visits

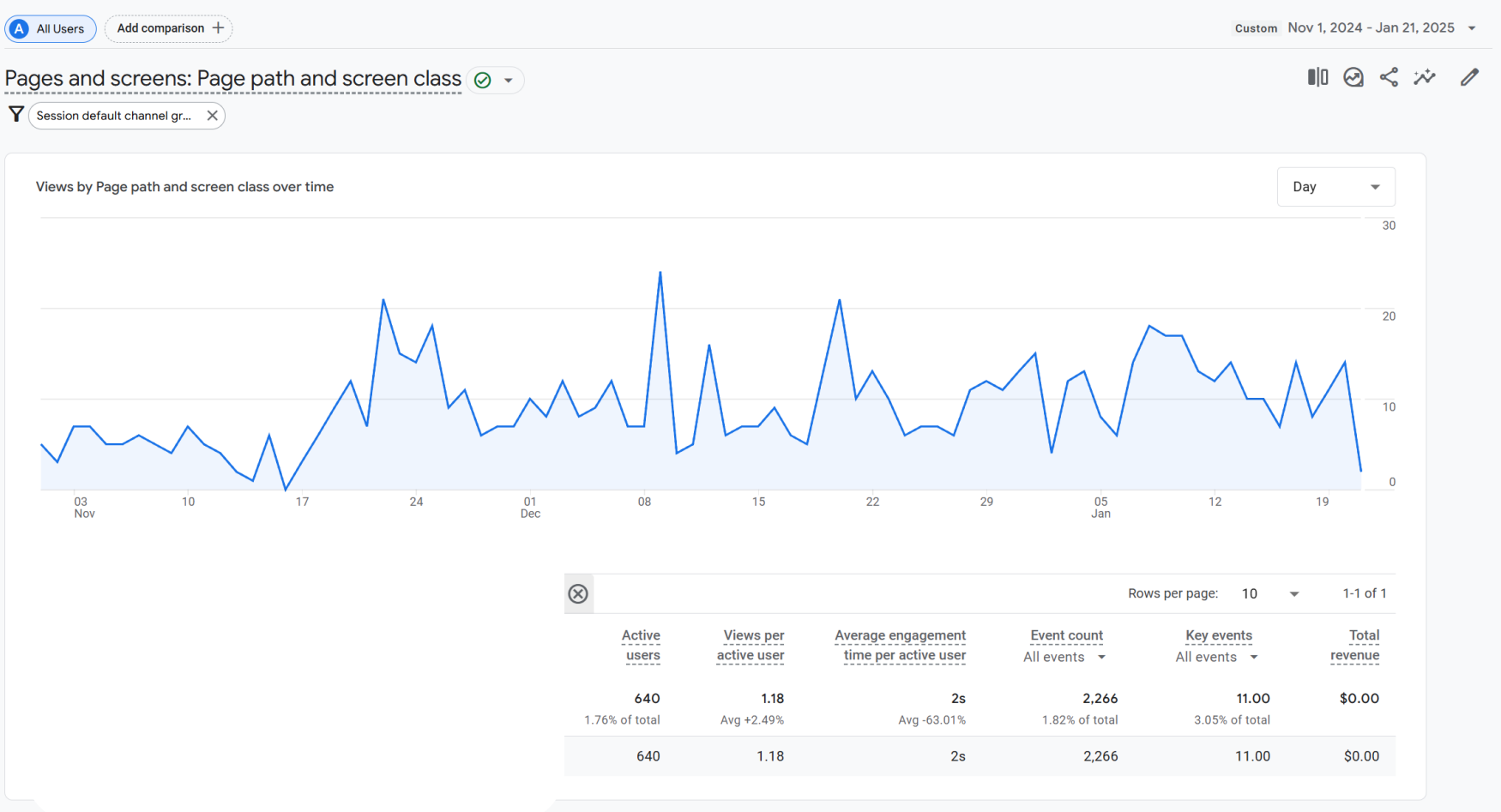
## Sales Comparison

May 1 – Jul. 31  
Rx/Day: 25.6 LY: 28.6  
Rx/Day Change: -10.39%

Nov. 1 – Jan. 31  
Rx/Day: 89.3 LY: 30.6  
Rx/Day Change: 192.15%



# Store 2 GA Results



## Comparison

Apr. 1 - Jun. 31: 367 views - 269 users

Nov. 1 - Jan. 31: 1787 views - 1401 users

**386% growth**  
in microsite visits

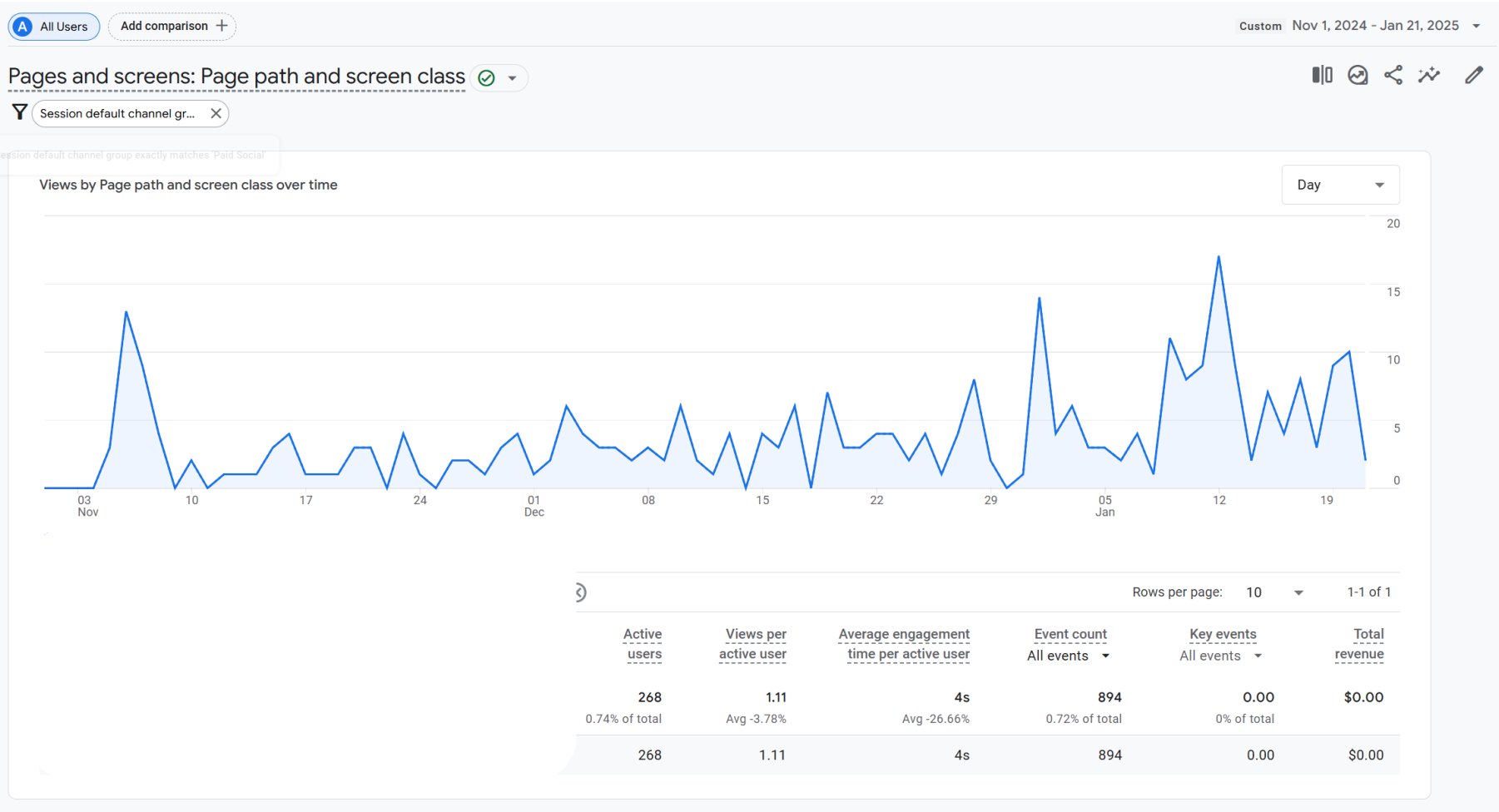
## Sales Comparison

Apr. 1 - Jun. 31  
Rx/Day: 40.8 LY: 41.7  
Rx/Day Change: -2.24%

Nov. 1 - Jan. 31  
Rx/Day: 55.9 LY: 51.9  
Rx/Day Change: 5.8%



# Store 3 GA Results



**Comparison**  
Apr. 1 - Jun. 31: 135 views - 106 users

Nov. 1 - Jan. 31: 963 views - 760 users

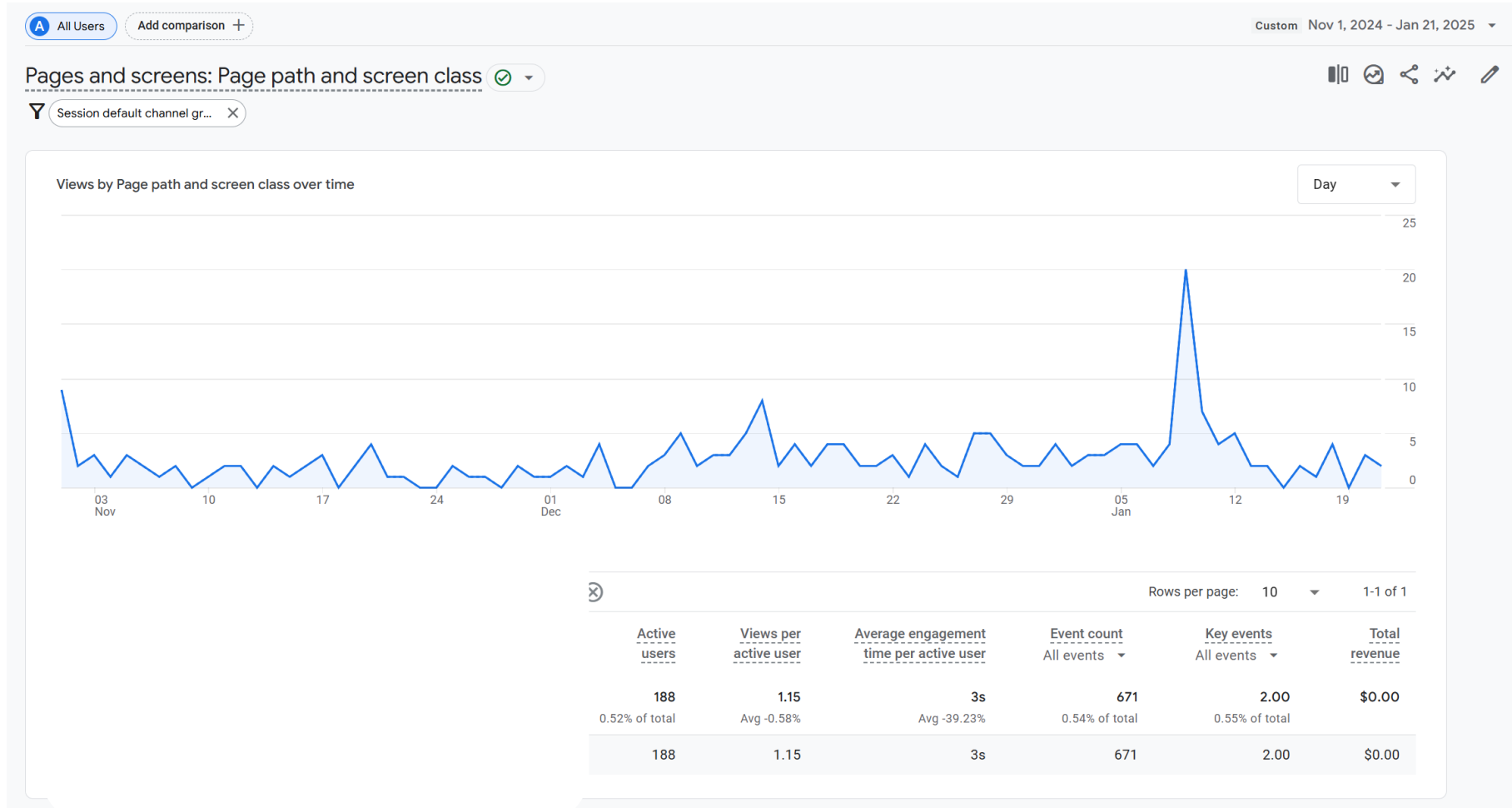
**613% growth**  
in microsite visits

**Sales Comparison**  
Apr. 1 - Jun. 31  
Rx/Day: **37** LY: **25.1**  
Rx/Day Change: **47.76%**

Nov. 1 - Jan. 31  
Rx/Day: **51.1** LY: **40.3**  
Rx/Day Change: **26.92%**



# Store 4 GA Results



**Comparison:**  
 Jun. 1 - Aug. 31: 190 views - 133 users

Nov. 1 - Jan. 31: 1154 views - 948 users  
 (no traffic before mid may)

**507% growth**  
 in microsite visits

**Sales Comparison**  
 Jun. 1 - Aug. 31  
 Rx/Day: 10.4 LY: NA

Nov. 1 - Jan. 31  
 Rx/Day: 35.2 LY: NA



# Store 5

GA Results not available

## Sales Comparison

Apr. 1 - Jun. 31

Rx/Day: 74.1 LY: 78.9

Rx/Day Change: -6.1%

Nov. 1 - Jan. 31

Rx/Day: 89.9 LY: 84.4

Rx/Day Change: 6.45



# Summary

- Number of sessions from paid social is significantly up during the pilot
- Store Rx growth all positive, outpacing monthly industry averages
- Owner positives:
  - Time saving
  - Branding and messaging
  - Customer service
  - Constant presence
- Owner negatives:
  - Pricing
  - Challenges with meeting times

