



The Independent Pharmacy optimises their customer experience with tech partners Mapp and Fresh Relevance

London, 16 March 2021 – [The Independent Pharmacy](#), a CQC regulated online pharmacy and doctor offering advice and access to hundreds of medicines in the UK, has partnered with [Mapp](#) and [Fresh Relevance](#) for omnichannel personalisation and marketing automation.

Leveraging customer insights to optimise the customer experience across channels, the online pharmacy is able to help customers assess their conditions quickly, guide them along their path to purchase, and increase conversions, sales, and life-time customer value as a result.

Using Fresh Relevance, the versatile personalisation and decision engine, The Independent Pharmacy recommends relevant advice and guidance to help with conditions across the customer journey, and engages its customers with targeted emails triggered by the customer's actions and inactions. The comprehensive email programme includes real-time cart-, browse-, and form-abandonment emails to bring shoppers back to the website, as well as back-in-stock notifications and replenishment emails to grow repeat business.

On the website and PPC (Pay Per Click) landing pages, The Independent Pharmacy uses targeted popovers based on the customer's stage in the buying cycle to engage shoppers. New visitors are shown a newsletter popover to drive email list growth and visitor identification, while returning customers see a welcome back pop-up to guide them to their account. To speed up decision-making and increase cart value, shoppers on the cart and checkout pages are served a popover with dynamic delivery details. An exit intent popover is triggered for shoppers who are about to abandon the payment process in order to keep them onsite.

Mapp and its [Forrester recognised](#) insight-led customer engagement platform, Mapp Cloud, was chosen after The Independent Pharmacy outgrew their previous solution and was looking for a new partner solution to support them with their future objectives. Due to their huge growth during the COVID-19 pandemic, The Independent Pharmacy needed a platform with data at its core, that was able to draw detailed customer insights and then use these insights to optimise the customer experience.

By feeding the first-party customer data collected by Fresh Relevance into Mapp's customer intelligence module, Mapp Intelligence, the online pharmacy is able to make accurate predictions of what their customers are going to do next and act on these insights in their omnichannel marketing.

Andy Boysan, Director and Pharmacist at The Independent Pharmacy commented: "Building on the success we've seen over the last 12 months, we are excited to be shifting our customer experience into the next gear by adding Mapp's full cloud stack to the hyper-personalisation powered by Fresh Relevance. We will be using Mapp Intelligence's dashboards to analyse performance as well as customer insights and use these to power our email and web marketing campaigns in Mapp Engage and Fresh Relevance. We are also



looking forward to working with both Mapp's and Fresh Relevance's account management and customer success teams as this extension of our team will be crucial to our future growth."

Joshua Beale, Mapp's Principal Account Director said: "We are extremely proud to be partnering with The Independent Pharmacy. The replenishment journey is going to be key to their business model and we are looking forward to helping them optimise this through Mapp Cloud. This will ensure a recurring revenue stream from their repeat customers. Exciting developments with encrypted NHS email delivery for patient care show how versatile the Mapp solution truly is, meeting complex client use cases to ultimately save time and create efficiencies."

Eddy Swindell, CRO and co-founder of Fresh Relevance, said: "2020 has been highly disruptive for eCommerce and online businesses now face more competition than ever before. By responding to these seismic shifts with an increased focus on convenience and customer experience, The Independent Pharmacy has successfully laid down the tracks for its current and future growth. It's been an absolute pleasure to support their team in this initiative with our platform and services. We look forward to working together with The Independent Pharmacy and our long-standing technology partner Mapp to further mature their eCommerce marketing and make 2021 another great year."

The Independent Pharmacy

The Independent Pharmacy provides a safe, personal online healthcare service. Customer can receive confidential health consultations with a UK doctor and receive your prescription from the comfort of their own home. As well as offering a range of over-the-counter and prescription medicines, The Independent Pharmacy also provides expert advice on a range of common health issues, including eczema, migraine, acne, erectile dysfunction, hair loss, rosacea and many more. www.theindependentpharmacy.co.uk

About Mapp

Marketers and data specialists should be able to focus on what will make a difference for their business, instead of spending all their time taming the technology behind it. With the insight-led customer engagement platform Mapp Cloud, they can focus on what really counts – and the exciting insights that come with it. Thanks to customer intelligence and marketing analytics, companies can easily and effectively gain data-driven customer insights across all channels in order to trigger highly personalized marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimizing cross-channel campaigns. Automated messages are sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Thanks to advanced one-to-one personalization, the highest levels of engagement and long-term customer loyalty are achieved.

Mapp has global offices in seven countries. Mapp's digital marketing platform helps more than 3,000 companies break away from the pack by uncovering missed opportunities, including Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer.

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