

ZETA CRM ENABLES TIMELY COMMUNICATIONS UTILIZING **SEND TIME OPTIMIZATION**

The pharmacy business turned to Zeta to increase email engagement for its prescription/refill coverage program with unregistered consumers.

This innovative pharmacy helps people on their path to better health with nearly **10,000 retail pharmacies**, over **1,000 walk-in medical clinics**, nearly **80 million plan members** and a dedicated senior pharmacy care business. The company enables people, businesses and communities to manage health in more affordable and effective ways.

SITUATION

- + Limited visibility into when and how consumers engage with the brand to learn about their prescription coverage and/or refill management

SOLUTION

- + Increase email engagement among the pharmacy's unregistered consumers - registration process was for prescription refill/coverage
- + Drive increased member registrations through the web site

SUCCESS

- + Testing and using creative that best identified with consumers, resulted in **3x the click rates** within the test design
- + Implementing Send Time Optimization functionality, the pharmacy reported



METHODOLOGY

The pharmacy business turned to Zeta CRM to increase email engagement for its prescription/refill coverage program with unregistered consumers. Zeta worked with the pharmacy to analyze its customers recent email activity and determine the optimal time for sending communication that would maximize existing response rates. By analyzing the previous four months of engagement records, Zeta learned the optimal time for sending communications to each customer in the database. Zeta created a program to send each message at the exact time the individual was most likely to engage with the brand's campaign.

In addition to implementing the send time optimization (STO) program, the pharmacy tested two creative versions within the campaign to better understand the impact design had on each of the email campaigns. Zeta determined the best content to distribute to achieve the highest response. Utilizing call outs and more "clickable" elements within the email campaign design, the pharmacy was able to engage with customers more easily.

See how **Zeta** helps today's marketers achieve their most critical goals.
Call 781-863-8117 to learn more, or visit us at zetaglobal.com.