

Capgemini Case Study

A Prescription for Digital Success

Capgemini Digital Marketing Services Elevate the Pharmaca Experience

Highlights

Capgemini Digital Marketing Services

- Search Engine Optimization
- Paid Media Strategy
- Insights and Analytics

Commerce Platform

- Adobe Commerce Cloud

Key Tools and Integrations

- Google AdWords
- Google Analytics
- Google Data Studio
- Google Webmaster
- SEMRush
- Keyword Planner
- Answer The Public
- Bing Ads

For more than 15 years, Pharmaca has been a force for change in the world of natural health and beauty. The certified reseller employs a holistic approach to healthy living, offering a variety of products from leading brands such as Burt's Bees, Jane Iredale, Thorne Research, Skin Authority, and more.

Challenge

By 2016, Pharmaca had grown into a successful retailer offering over 500 brands online and in stores across five states in the US. To further promote its vast array of products, the company wanted to boost site traffic and enhance page visibility on search engines like Google.

Pharmaca's business model meant that enhancing search presence, traffic, and revenue was contingent upon optimizing page positioning for more recognizable brands. This would be no small task, as Pharmaca competes against the brands' own sites as well as titans like Amazon, Walgreens, and CVS.

Optimizing a site's visibility and conversion requires more than just SEO enhancements. A third-party vendor managed Pharmaca's paid media strategy, but they did not utilize existing search data to optimize this channel. Pharmaca envisioned having the ability to execute comprehensive campaigns by leveraging data across organic and paid search channels. This approach would require the right partner: one with the resources, expertise, and mindset necessary to deliver holistic digital marketing solutions.

Solution

Pharmaca first reached out to Capgemini in 2016 to optimize its organic search presence. Capgemini devised an SEO optimization strategy for the site's brand landing pages that extends beyond the products and highlights the history and founders of each brand. These content additions created highly relevant shopping experiences for Pharmaca's most searched for brands. Metadata optimizations further enhanced the authority of these pages.

As the organic search campaign matured, Capgemini began to focus on developing a content strategy for the Pharmaca blog. The blog strategy targeted searchers looking for information – not just brands or products – about natural health and beauty. The goal was to continually grow site traffic while new blog content cemented Pharmaca's position as an industry leader.

Solution (Continued)

The success of this organic strategy convinced Pharmaca that Capgemini was the right partner to deliver more robust and far-reaching digital marketing solutions. The retailer reached out to Capgemini to devise paid media strategies to complement the already successful organic solutions.

Capgemini Paid Media experts constructed a paid media strategy that relied on Pharmaca's improved organic positioning to drive down bid costs on branded keywords. The team knew that hastily constructed paid search campaigns usually will cannibalize organic search traffic, so they utilized insights from the previous SEO initiatives to strategically target the keywords and brands that could build a healthy paid channel without sacrificing Pharmaca's organic growth.

Outcome

Capgemini's holistic set of solutions greatly improved Pharmaca's search performance and drove significant gains in traffic, conversion, and revenue.

Highly relevant brand pages moved Pharmaca to the first page of search results, thereby lessening the cost of paid search ads and driving a 44% increase in ROI. Total traffic is up 19% year over year, with a 41% rise in paid traffic and a 109% uptick in blog readership.

All together, Capgemini's organic and paid search expertise drove immense growth in both channels and elevated the Pharmaca brand. Year over year, organic search revenue is up 37%, and paid search revenue has grown 48% thanks to a 328% increase in Google Shopping revenue, a 90% rise in brand search revenue and a 103% improvement in paid search click-through rates. Capgemini and Pharmaca have also been named as a 2018 Finalist by Search Engine Land for their Best Overall Search Marketing Initiative Award.

“Capgemini has been a committed partner of ours from the start. Their consultative nature and holistic approach to digital marketing enables Pharmaca to quickly identify and capitalize on search opportunities, drive results, and grow our business.”
Laura Coblenz
VP Marketing and eCommerce, Pharmaca

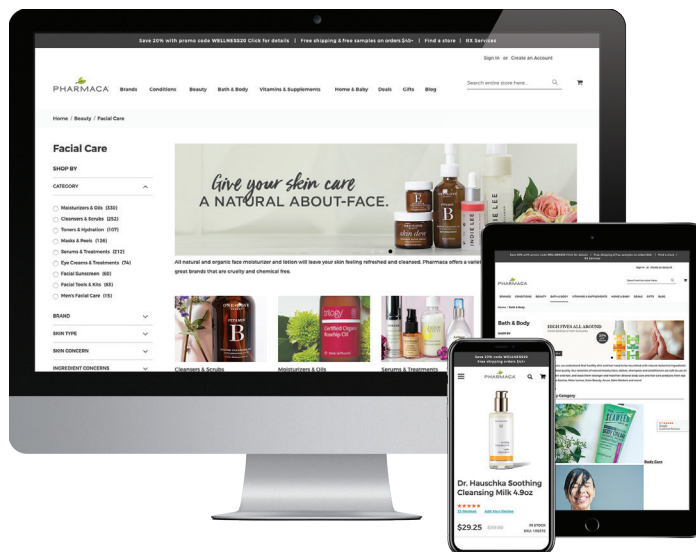
Results

Year Over Year Organic Search Improvements

- 19% - Traffic
- 25% - New Users
- 37% - Revenue

Year Over Year Paid Search Improvements

- 41% - Traffic
- 48% - Revenue
 - 328% - Google Shopping Revenue
 - 90% - Brand Search Revenue
 - 24% - Non-Brand Search Revenue
- 44% - ROI
- 103% - Click-Through Rate
- 18% - Conversion Rate



About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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