

CASE STUDY- CHEMIST REWARD PROGRAM

INSTANT CHEMIST REWARD PROGRAM



Campaign Goal

- Existing Brand from leading Pharma company under Anti Cough Segment
- Increase offtake by rewarding retailers on unique manner
- Ensure mini order booking by the stocking or MR
- Duration : 3 Months

Solution

- Coupon Based Program
- Technology : Miss call, Toll Free, Auto SMS, Web
- Register, Reward and Monitor availability across India
- Measure Region / MR performance

Key Benefits

- Instant Reward by pre-paid recharge to chemist mobile
- Consolidated view of the counter being covered
- Real time dashboard to analyse the availability across counters
- Increase sales

Reach us to engage at info@medgini.com or **+91-8008155004**

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