CASE STUDY

Epsilon Shoppers Voice® helps drive acquisition for global pharma firm
Epsilon Shopper’s Voice® helps drive engaged acquisition for educational Type 2 diabetes program

**Challenge**

- A leading pharmaceutical company wanted to drive subscriptions to their educational program for people with Type 2 diabetes.
- They needed help to identify and reach the right target audience.

**Solution**

- Using Shopper’s Voice®, our proprietary survey database, we built an audience of non-modelled, self-reported Type 2 diabetics that opted-in to receive further communication.
- Shopper’s Voice emailed more than 80,000 consumers a link that took them directly to the client’s website to sign up for the educational program.

**Results**

- **18.5%** unique open rate
- **0.9%** click-through rate
- **128** sign ups for future communication (23.6% of unique clicks)