



# CASE STUDY

Epsilon Shoppers Voice<sup>®</sup> helps drive acquisition for global pharma firm

## Epsilon Shopper's Voice® helps drive engaged acquisition for educational Type 2 diabetes program



Shopper's Voice U.S. proprietary, self-reported consumer data includes 25M households, 3M new survey responders/year, 1.5M active emails and 1000+ preferences.



### 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'sVoice 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)