



PharmacyPrime.com

x

eCommerce Camp 2024

About us



Over 3 decades in
pharmacy

Pharmalogic
Chemist

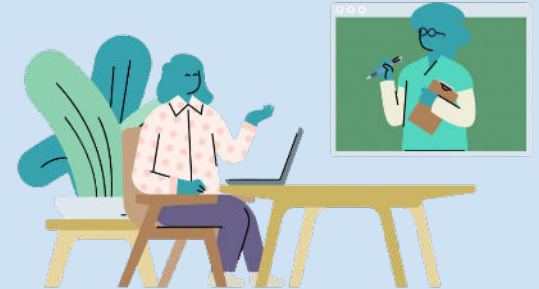
BIDOSÉ



Undergone a
digital
transformation

Blueco

Pharmacy
Prime.com



Others are afraid of hurdles, **we jump over them**

Online store conversion rate

5.84% ↗ 42%



Using regulation to build trust

Product Pages

WWHAM x MinMax

Returning customer rate

29.49% ↗ 18%



Controlling clinical costs

Product Offering

Good Governance

Enforcing tight guidelines internally allows us to build customer trust & control costs externally

Navigating the paid marketing landscape



Policy Violations

Product Descriptions

Retargeting



Organic Competition

Content

Email Marketing

Status	Not approved
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Clicks [?]	Impressions [?]
497.95K	56.41M
+9.0%	+41.0%

Scaling patient care through our 70k mailing list is a fine balancing act

Supply wins all



Operations

Margins

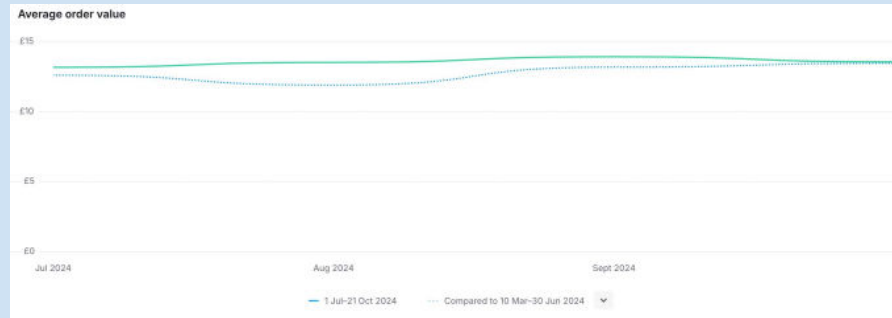
Accurate COGs

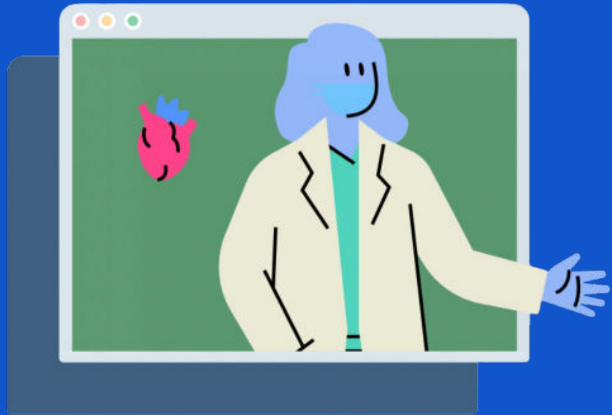


Supply Chain

AOV x Bundle Packs

A/B Testing





Over to you
