

# RIOBRANDS CASE STUDIES

# RIOMARKETING (DIGITAL)

Objective: One of the leading pharma businesses in India with a global footprint engaged us to increase their legacy products market share and sales revenue.



**LOCATION**  
PAN INDIA

**BANNER IMPRESSION**  
4.5 MILLION/ MONTH

**PN**  
500K +/- MONTH

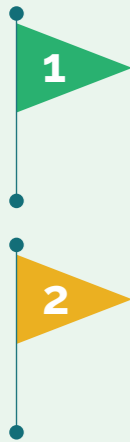
**CHANNELS**  
PUSH NOTIFICATIONS  
IN-APP NOTIFICATIONS  
HOMEPAGE BANNER  
SEARCH

**IN-APP NOTIFICATIONS**  
400K +/- MONTH

**SEARCH**  
5.4 MILLION IMPRESSIONS/  
MONTH



# DIGITAL ACTIVITY OUTCOME



1 Monthly base increased from 90 Lakhs to 1.7Cr a month.

2 Retailer count has gone up from an average of 1000 retailers to 3800 retailers.

