



Chemist Warehouse unleashes retail media growth with Meiro CDP



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About the client

As the largest pharmacy retailer in Australia and New Zealand, Chemist Warehouse group has over 550 stores across the country and a strong global e-commerce presence. Their marketing efforts span across 13 channels, with a significant focus on retail media, accounting for millions of dollars in media investment annually. Chemist Warehouse aimed to seize the opportunity to monetize retail media and data on its own but faced challenges in doing so.

Kent Len, Head of Performance Marketing (Media, CRM & Data) at Chemist Warehouse, shares their experience with implementing a Customer Data Platform (CDP) solution that transformed their marketing efforts and strengthened partnerships with vendors.

Impact achieved with Meiro CDP

+200

audience segments created
with Meiro CDP

+25%

in Retail Media Growth
contributed by Meiro

10.9M

of anonymous users became
addressable with 1pt tracking

Enablement

of customer-level
monetization measurement



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Client's challenges

Before adopting Meiro CDP, Chemist Warehouse faced multiple challenges, including:

Time-consuming and resource-intensive audience building for each marketing channel

Prior to adopting Meiro CDP, Chemist faced several challenges in managing customer data, audiences, and marketing campaigns. Firstly, since Chemist's campaigns utilized multiple channels, including social media, Google, on-site, and email, the team had to build audiences in every system separately, which was time-consuming and resource-intensive given the hundreds of campaigns Chemist ran each month.

Lack of a holistic view of customer data

It was virtually impossible to understand how customers interacted with the brand without a unified data platform.

Inefficient retail media

The lack of centralized historical customer data, rich insights, and a single platform for audience segmentation and activation made retail media efforts ineffective, making it difficult to access additional incremental value and revenues for this use case.



Objectives

- Chemist Warehouse needed a CDP solution that offered high level of access and support, flexibility in terms of customization options and seamless integration capabilities.
- Chemist required the ability to aggregate data from various sources to create comprehensive customer identity with ID graph feature.
- User-friendly and detailed segmentation tools were essential, along with compatibility with existing marketing channels (such as social media, Google stack, Klaviyo, or Criteo), in order to effectively activate audiences across these channels.
- Lastly, it was crucial that the data storage complied with Australia's regulatory requirements to ensure a secure and compliant solution.






Solution: Solving identity management challenges

Meiro CDP resolved Chemist Warehouse's data management challenges by implementing a complex identity resolution which in turn enabled the consolidation of a holistic customer view and comprehensive customer profiling. With precise first-party data available in Meiro, Chemist can now see the complete history of users across devices and platforms, encompassing both known and anonymous interactions.

These features enabled Chemist Warehouse to centralize data points, gain better insights into customer behavior, and unlock numerous opportunities for growth while ensuring a gradual and solid progression.

Impact:

+10.9M of anonymous users became addressable with 1pt tracking.



Arya Logan

Gender **Female**
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Interest **Skincare, Beauty**
Customer loyalty **Loyal**
Average weekly spend **CZK 600**
Location **Prague, CZ**

ACTIVATION CHANNELS:

Email Push notifications SMS

LAST ACTIVITY:

- Website: Browsing: Hair masks
- Store: Order pick up
- Website: Ordered: Face mask
- Email: Opened: Summer sale campaign
- Website: Added to cart: Face cream

Recent purchases:

- BIO Shampoo
- Skin Oil
- Bamboo Shampoo
- Face Cleanse
- Vitamin C
- Natural Peeling
- Q10 Oil





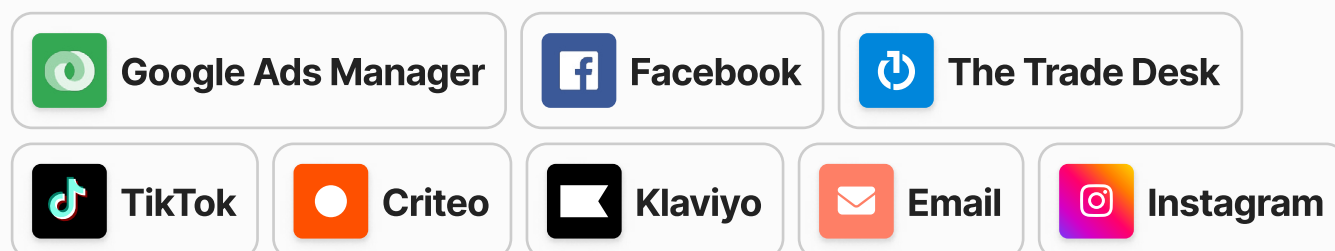
Solution: Enrichment of customer data

The CDP enriched segments with smart attributes using custom predictive models, which offered granular customer insights and hyper-targeting capabilities across various product categories. Besides, probability scoring, predictive segments, and custom algorithms were implemented and used for audience expansion.



Solution: Data activation across 13+ channels

Meiro enabled Chemist's team with simple segment building and the capacity to export audiences across various destinations and marketing channels, streamlining Chemist's processes and saving time.



Solution: Dedicated customer support

Another notable benefit was the exceptional customer support provided by the Meiro team, who guided Chemist Warehouse, educated their team and business, and helped them maximize the potential of the platform. This dedicated customer support has proven invaluable in facilitating their business growth and enhancing their marketing automation and campaign efficiency.

These features enabled Chemist Warehouse to centralize data points, gain better insights into customer behavior, and unlock numerous opportunities for growth while ensuring a gradual and solid progression.



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Solution: streamlining retail media use case:



Implementation of audience segment gallery

Additionally, Chemist Warehouse's suppliers can explore audiences and self-serve through a segment gallery, allowing them to examine Chemist Warehouse's audiences and build media plans independently, allowing them to tap into brand media budgets never before allocated to retail partnerships. This added automation streamlines the process of media planning and campaign execution for their partners, media agencies, and brand managers, further enhancing the overall win-win which is achieved for both retailer and brand.

Impact:

+200 audience segments created with Meiro CDP



Campaign efficiency and personalization

Meiro CDP's rich data sets have generated significant incremental value for Chemist Warehouse's retail media business. By leveraging customer data collected with Meiro CDP, Chemist Warehouse has been able to monetize more of its digital audience than ever and allow its retail partners to deliver 1:1 messages against both loyal brand customers and competitor brand customers. Leveraging Meiro's native audience integrations, Chemist Warehouse has expanded audiences for partners across multiple platforms and created custom segments tailored to each brand. This approach enhances the effectiveness of campaigns, promotes long-term collaboration, and strengthens loyalty with their partners.

Impact:

+25% in Retail Media Growth contributed by Meiro



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Understanding the media value of a single customer

The ability to give brands access to real-time insight into their customer base and transactional feedback on the influence of their marketing dollars has ingrained Meiro's CDP as a core component of its digital growth.

Understanding the media value of a single customer allowed retail brands to invest in extended marketing. Besides, Meiro helped expand the monetization opportunities and placement of their omnichannel customers to CMOs, Media Agencies, Brand Managers, and Social Media Managers.

Impact:

Enablement of customer-level monetization measurement

In conclusion, Chemist Warehouse's adoption of Meiro CDP has led to improved marketing efficiency, stronger partnerships, and increased budgets for its digital retail media program. By showcasing its added value and leveraging the power of data, Chemist Warehouse continues to attract potential customers and thrive in the competitive retail pharmacy industry.





Kent Len

Head of Performance Marketing, Chemist Warehouse

"Meiro has streamlined our processes, enriched our data, and provided invaluable customer insights that have improved our approach and efficiency to campaigns. The exceptional support we've received from the Meiro team has been instrumental in our success, and I would recommend Meiro CDP to businesses seeking to enhance their marketing efforts and drive growth. As we look ahead, I am excited about the potential of Meiro CDP in further optimizing our marketing strategies and driving growth for our business."





Tried and trusted by e-commerce brands worldwide



According to [CDP Institute](#), Meiro is the top-performing Customer Data Platform (CDP) for security-driven enterprises operating in regulated industries to collect, clean, enrich & activate your customer data. Our flexible delivery model supports hosting in any cloud provider and on-premise, anywhere in the world enabling Meiro to comply with any regulations and data residency requirements.



Wall to wall CDP

From data integration, cleaning, and management to data activation. Get all in one without rebuilding your marketing stack.



Compliant by default

Single-tenant solution for private hosting in any cloud or on-premise anywhere in the world to meet local data residency requirements.



Interoperability

Built to be flexible, scalable, and to seamlessly integrate with client's existing internal systems promoting efficiency, security and data control.



Top-notch identity resolution

Enabling customer recognition across different devices, touchpoints, online & offline to increase addressability and targeting precision.



Omnichannel marketing

Native channels for instant activation of customer data — email, mobile and web push, as well as direct integrations with advertising & programmatic platforms.



Ease-of-use

Enables business users with no-code audience segmentation and insights for immediate marketing activation and analytics.

For more information visit meiro.io