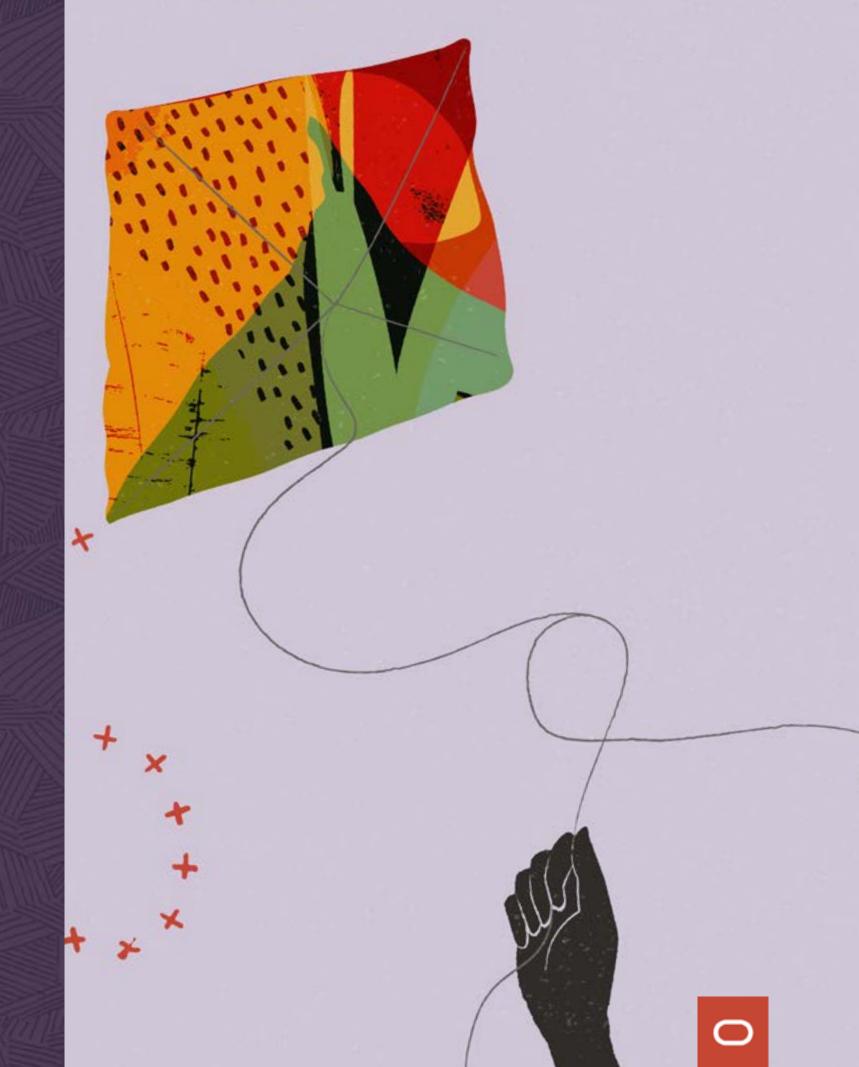
Ad erti in nd CX

BAUSCH + LOMB
See better Li e better

MARKETING REIMAGINED

How Bausch+Lomb is acquiring and delighting their next million consumers



Changing market conditions

Changes in the macro-economic environment were going to have a long-term impact on consumer behaviour and buying habits, denting an already declining contact lenses market.

Bausch + Lomb, the market leader in contact lenses and lens care solutions in India, needed a plan to increase penetration, grow the market, and adapt to the new normal. And it needed it fast.



Low penetration

Contact lenses account for about 6% of the entire eye care market in India. A majority of consumers prefer traditional spectacles for a variety of reasons.



Nibbling competition

With competitors focused on fighting for market share from entrenched players, Bausch + Lomb chose to strategically invest in growing the overall market.



Sanjay Bhutani Country Manager, Bausch + Lomb India

THE HEADWINDS

Converting adversity to opportunity

Changing market conditions challenged Bausch + Lomb to find new and innovative ways to stay relevant in a digital-first world. Here's how they turned it into an opportunity.



The shift towards digital channels
presented Bausch + Lomb with the perfect
opportunity to redefine marketing and deliver
exceptional customer experiences by
seamlessly integrating operational, customer,
distribution, and supply chain data.



Online, offline, and everything in between

At the center of Bausch + Lomb's transformation strategy was its timely move from—and convergence of—Offline to Online (O2O). It drove demand and expanded market size by significantly ramping up the number of product trials.



Delivering an omni-channel experience

Bausch + Lomb simplified the consumer journey from discovery to purchase by digitally creating awareness, interest and intent. Fulfilling the product evaluation needs with its offline capabilities was done seamlessly, converging online and offline and providing an omnichannel experience.



Personalized and targeted marketing

Contextual targeting and look-alike models were used to identify relevant audience sets across digital platforms. Based on interest, behavior and customer signals, customers were provided with personalized offers.



Empowering offline retailers

The company's offline retail channel partners engaged with digitally-savvy consumers, introducing new ways of working for offline retailers amid the pandemic.



Co-opting online resellers and channel partners

The company enabled and empowered online resellers of Bausch + Lomb products, while thwarting the threat posed by private labels.

"We used to give out about 20,000 trials to consumers. But we had no clue who these consumers were and no way to influence their actions. We took on the audacious goal of sending out a million trials over the next three years. This new approach required an entirely new way of thinking."

Rohan Arora

Head of Marketing, Bausch + Lomb India



From creating demand to converting consumers

Capturing consumer intent

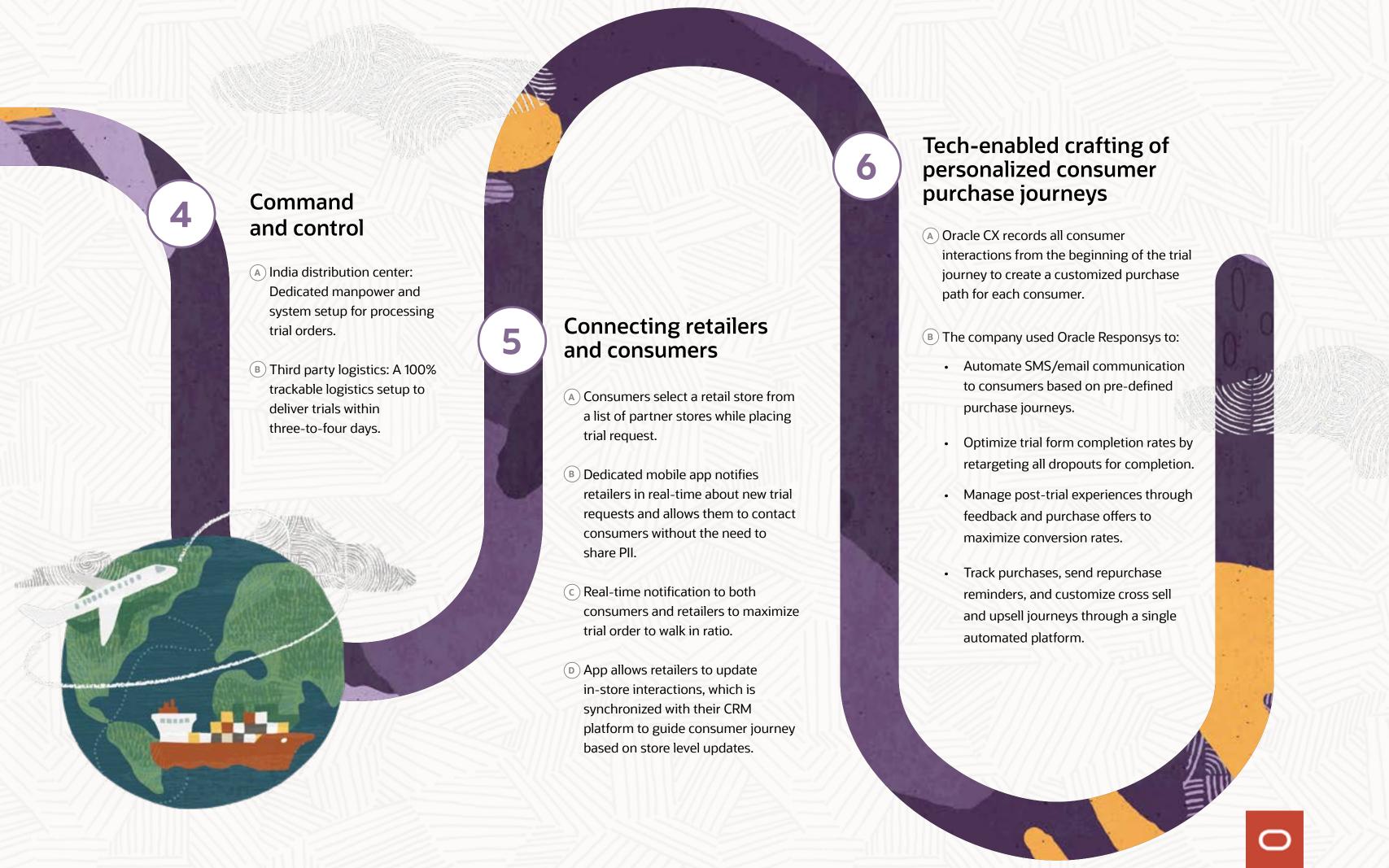
Bausch + Lomb captured consumer intent via search, website visits, and store walk-ins to initiate a contact lens trial. In addition, the company collected consumer contact and profiling information in a secure and compliant manner through web and social lead generation forms. The free trials were validated through a one-time password on SMS/email to limit the number a customer could receive.

"The challenge with intent is the gap between creation and action. Modern marketers need to focus on conversion too and that typically goes beyond the remit of conventional marketing. That was our bedrock."

Rohan Arora

Head of Marketing, Bausch + Lomb India





Metrics of the marketing transformation

Some of the quantifiable benefits of using Oracle Advertising and CX were:

80%

Reduction in cost per trial with intelligent targeting

20%

Increase in trial to order

1500x ↑ 2.5x ↑

Increase in number of trials.

Better conversions with re-targeting

Months to recover RO

Some of the qualitative benefits included:



Increased cross sell

Bausch + Lomb can now better promote its lens care solution, specifically among frequent replacement users, thus arresting a three-year trend of declining market share.



Enhanced experience

Bausch + Lomb enhanced its consumer experience by connecting consumers in real-time with service representatives or the in-house team of optometrists in case of support requirements or poor experience or routing them to retail partners for purchase.



Increased campaign effectiveness

The company leveraged Oracle data to evaluate full-funnel performance of every campaign, which goes as input into subsequent campaigns, resulting in significant, continuous improvement on all campaign metrics.



Retaining and rewarding customers

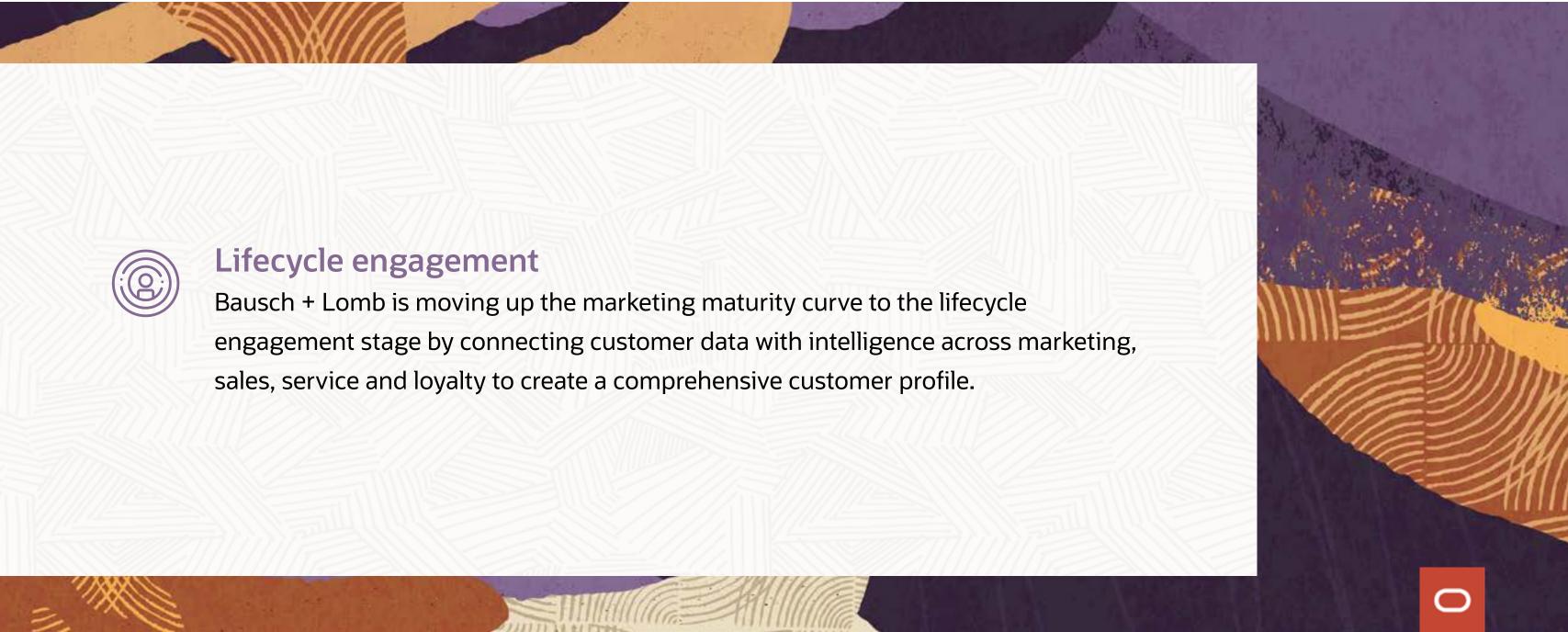
Bausch + Lomb is leveraging operational data derived from the barcodes and combining them with consumer data to run up-sell/crosssell programs offering targeted purchase incentives to consumers who have taken a trial. They are also building towards a loyalty program to keep consumers highly engaged and active.



Moving up the marketing maturity curve

Oracle's Marketing Maturity Model looks at the different stages of an organization's marketing journey and showcases the objectives, strategies, and the marketing tools and technologies that determine success at each stage. It is important to note that not all marketing campaigns and strategies follow a linear path.

Bausch + Lomb's marketing strategies cut across different stages of marketing maturity. It leveraged components from Responsive Marketing and Relationship Marketing in varying degrees and is moving towards Lifecycle Engagement.



Oracle marketing maturity model



Oracle Marketing

Best-in-class marketing automation solution to drive more leads and revenue

Deliver automated, data-driven, hyper-personalized customer experiences at scale, with advanced sales and marketing tools for unified buyer intelligence to help you identify, prioritize, and track opportunities across the sales cycle.

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