

NIQ Activate
Case Study

Engage. Redeem. Grow: Super-Pharm's Journey to Strategic Personalization and Higher ROI

*Unlocking retail potential with NIQ
Activate and data-driven strategy that
delivers measurable growth*

NIQ

SUPER-PHARM  סופר-פארם

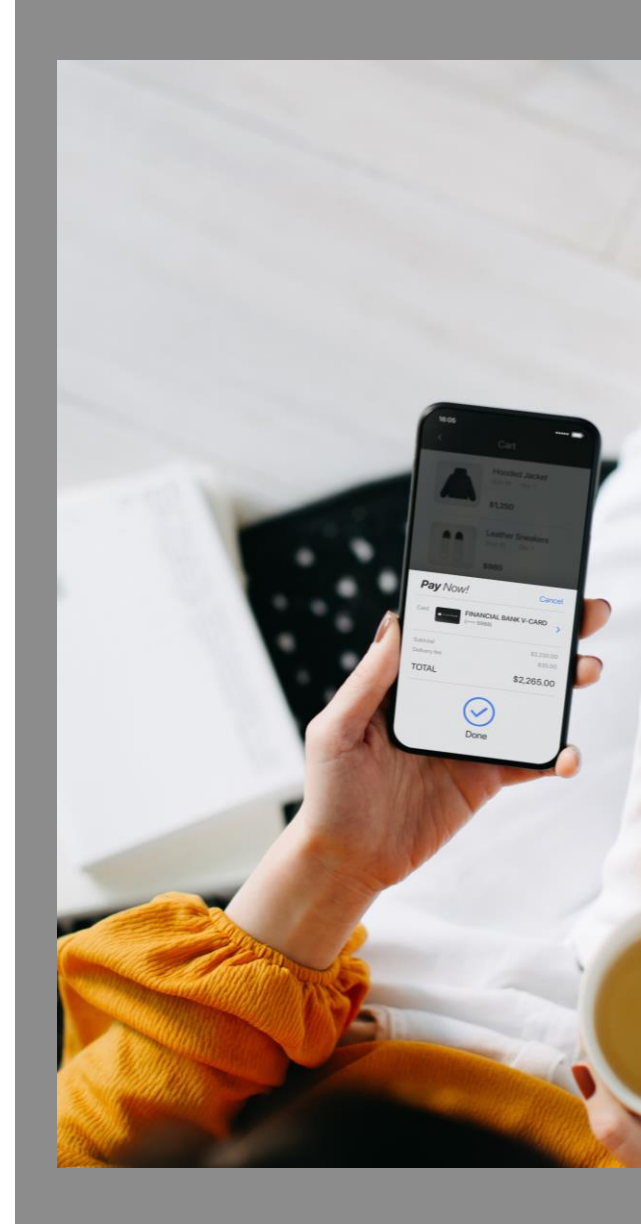


Super-Pharm's Goal: Increase engagement, redemption and optimize the existing personalization strategy

[Super-Pharm](#), Israel's leading drugstore chain, faced a familiar challenge in modern retail: *How to maximize the impact of personalized offers in a saturated promotional environment*. Despite a robust loyalty program and a large base of app users, the brand saw diminishing returns from its existing coupon strategy.

Key Challenges:

- **Coupon impact:** Shoppers were receiving **too many offers**, reducing perceived value and engagement.
- **Low redemption** rate: A significant portion of coupons went unused, impacting ROI.
- **Limited personalization depth:** Offers were not always aligned with shopper behavior or lifecycle stage.
- **Need for measurable impact:** Super-Pharm required a data-driven approach to prove ROI and optimize spend to key stakeholders.



Strategic Shifts Powered by NIQ Activate

Super-Pharm reimagined its coupon strategy to maximize shopper engagement and ROI. By leveraging NIQ's expertise and the NIQ Activate platform, they developed a refreshed personalization approach tailored to modern shopper behavior.

The strategy began with **reducing coupon clutter**, which increased the perceived value of each offer. The **Coupon Bank was expanded** to enable more flexible, behavior-based allocation. A retention-first mindset prioritized offers that deepened loyalty and minimized churn.

The personalization strategy was further enhanced by **segmenting shoppers into different tiers**—such as new, high-risk shoppers, and high-frequency—and tailoring offers accordingly.

One of the key components for the success of the strategy was **continuous optimization**, powered by real-time engagement data, that ensured campaigns remained relevant, effective, and performance-driven.

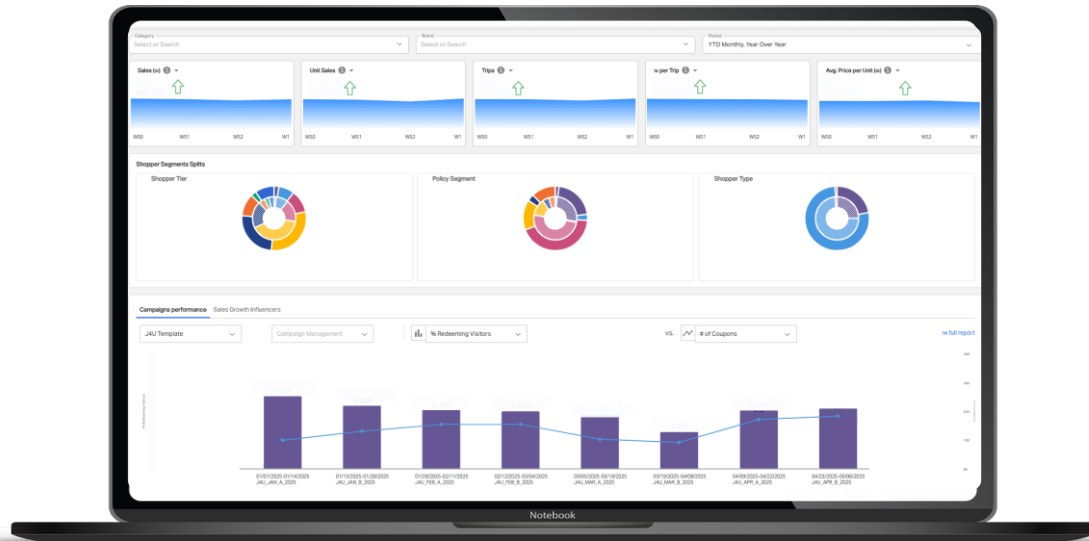


“

Partnering with NIQ and leveraging the Activate platform allowed us to rethink how we engage our shoppers. By focusing on relevance and retention, we've seen measurable improvements in both loyalty and sales.”

—Shani Tamam, Head of Personalization, Super-Pharm

From Actionable Insights to Measurable Value: Empowering Strategic Personalization for a Win-Win



Super-Pharms Dashboard

NIQ Activate served as the engine behind Super-Pharm's strategic shifts.

This collaborative platform empowered Super-Pharm to implement a smarter, more tailored personalization strategy, proving value, not just for them but also for their shoppers and suppliers.

With fast time-to-value NIQ Activate leverage first-party data to provide deeper actionable insights, that drives actual value.

Real-time campaign optimization allows for continuous improvement, driving incremental sales and shopper engagement. Proven to deliver measurable growth, unlocking new revenue streams.

Crucially, NIQ Activate also empowers suppliers' collaboration, gaining visibility into campaign performance and shopper behavior, enabling them to co-create more relevant, high-performing offers. This transparency and shared success model strengthens retailer-supplier collaboration and uncovers new opportunities for both sides.

Stronger Shopper Spend & Incremental Sales Growth

The shift to a more focused, data-driven personalization strategy has translated into tangible business outcomes.

Following its implementation, Super-Pharm saw significant change in shopper behavior and program performance — validating the power of personalization done right.

>20%

Increase in
incremental turnover
per shopper

Increase in
shopper average
spent

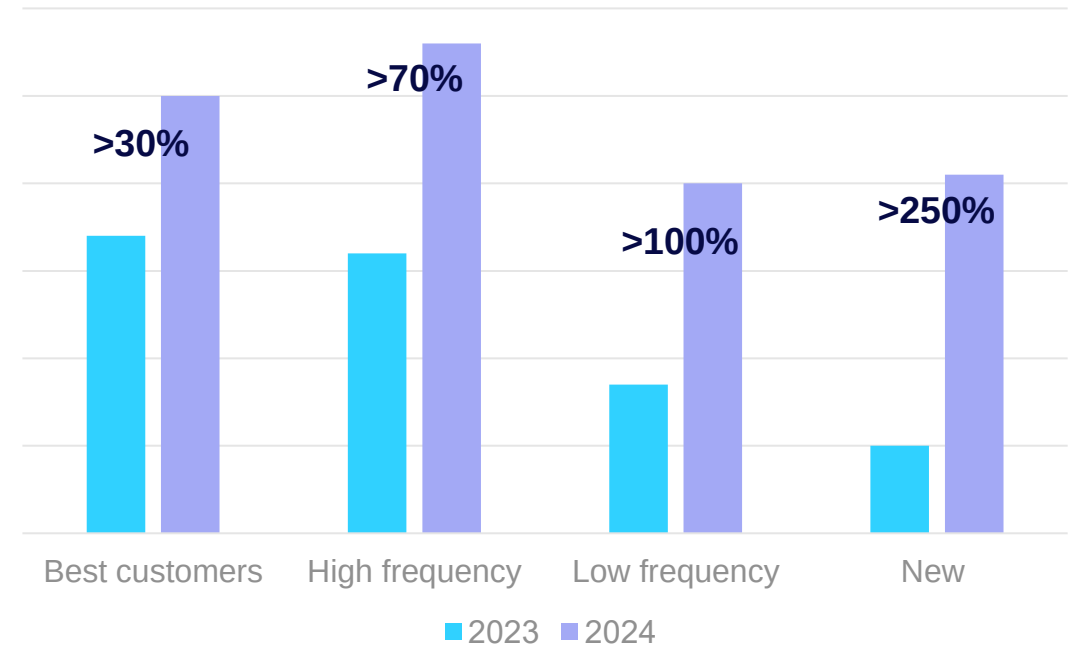
>7.5%

Growth in
incremental sales

Increase in
weekly visits per
shopper

Redeeming visitors rate by marketing tiers

The increase in %redeeming visitors was across all tiers



Stronger Together

Super-Pharm's shift to a more personalized, data-driven personalized strategy didn't just boost shopper engagement — it also created significant value for its supplier partners.

By leveraging NIQ Activate, Super-Pharm enabled its suppliers to achieve higher coupon redemption rates across key categories.

These results demonstrate how personalization drives **brand visibility, trial, and repeat purchases** — all while providing suppliers with **clear ROI** on their promotional investments.

Shoppers redemption of most of the supplier's coupons have increased significantly.

For example, consumer goods and personal care brand saw a *triple increase* in redeemers, while a food brand experienced even a bigger *surge*.





*“The results we’ve seen are a clear validation of our new approach. We’re not just reaching more shoppers — we’re reaching them more meaningfully. A **program lift of more than 25%** proves that personalization, when done right, delivers real **value to our shoppers.**”*

—Ofer Cohen - Head of Research & Strategic department, Super-Pharm

*Ready to Activate Growth and
Transform your Personalization
Strategy?*

Contact us today to schedule a demo



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About NielsenIQ

NielsenIQ (NIQ) delivers the Full View™ for Retail, powered by the most complete data and advanced technology. With a suite of tools designed for a new era of intelligence, you can translate insights into powerful, profitable action and stay ahead of the competition. Keep up with rapidly changing market dynamics and consumer behavior while collaborating with suppliers to make smart, fast decisions.

NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. NIQ combined with GfK in 2023, bringing together the two industry leaders with unparalleled global reach. Today NIQ has operations in more than 95 countries covering 97% of GDP. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

For more information, please visit www.niq.com