

Digital insights for contact lens market growth



Alcon is a global medical company specializing in eye care products.

We helped Alcon optimize its digital communications strategies so that it could strengthen its position in a growing market for contact lenses.

Situation

- Alcon is a challenger brand in the competitive, fast-growing Russian contact lens market.
- To grow its share it needed actionable data about the customer decision journey.
- With digital marketing channels becoming more important than ever, it also wanted to optimize its digital targeting and communications.

Approach

- We ran an integrated research project using four different studies of online consumer behavior and attitudes, and competitor presence.
- Our social media intelligence enabled us to analyze the buzz, sentiments and themes relating to Alcon and its competitors.
- We also analyzed the content that users generated across social media, and the information gathered from forums, blogs, review sites and more.

Outcome

- Our study pointed out opportunities for Alcon to improve its digital marketing strategy and execution.
- We identified the types of benefits that matter most to potential contact lens users, which helped the company create relevant, impactful messaging.
- We assisted Alcon to optimize its search engine results, enhance the effectiveness of its website and improve its mobile user experience.
- We also suggested the client run educational programs in collaboration with ophthalmologists, optics stores and optics websites.