

Alcon is N°1 in the world

Alcon is the world's largest manufacturer
of contact lenses, care products
and moisturizing eye drops

**140 countries
of presence**

**More than 25
years in Russia**

**#1 in Russian Pharma
Awards 2021**



Lens subscription service based on «MoiGlaza» platform

«MoiGlaza» is a digital platform for three Alcon's target audiences: consumers, ophthalmologists and distributors



Alcon Alcon® — №1 в офтальмологии* Ирина Трохина

Продукты | **Клуб «MoiGlaza»** | Подписка | Подобрать и купить | Всё о глазах и зрении | Специалистам | О нас | Москва | 8 (495) 481-43-56

Моя подписка на линзы

№ подписки 657, 12 месяцев
доставляем единовременно
оформлена 21 декабря 2022 г. | выполнено доставок: 0
действует до 21 декабря 2023 г. | осталось доставок: 1

Текущая доставка | Активная подписка

- 1 Доставка оформлена
- 2 Вы подтвердили доставку
- 3 Подтверждено
- 4 Ожидает передачи в доставку
- 5 Доставляется

Параметры доставки и оплаты:

Тип оплаты:
При получении наличными


Дата доставки:
09 января 2023 г.

Доставка курьером по адресу:
125315, г Москва, пр-кт Ленинградский, 80, кор/ст. 16

Номер заказа:
31500

Получатель:
Трохина Ирина Алексеевна
+7 985 971-26-47

Товары в доставке:

 Линзы контактные мягкие ежедневной замены
PRECISION1® FOR ASTIGMATISM
30 шт. в упаковке x 12 уп.

Сфера/оптическая сила: -1.75; Ось: 90;
Цилиндр: -1.25;

Target audience



Consumers

Consumers of lenses for the correction of nearsightedness and farsightedness

Consumers of astigmatic and multifocal lenses

Project goals

Increase market share in Russia with digital solutions for consumers, doctors and optical distributors

→ **Ensure** regular delivery of custom-made lenses to consumers

→ **Boost the loyalty of all target audiences of the business**

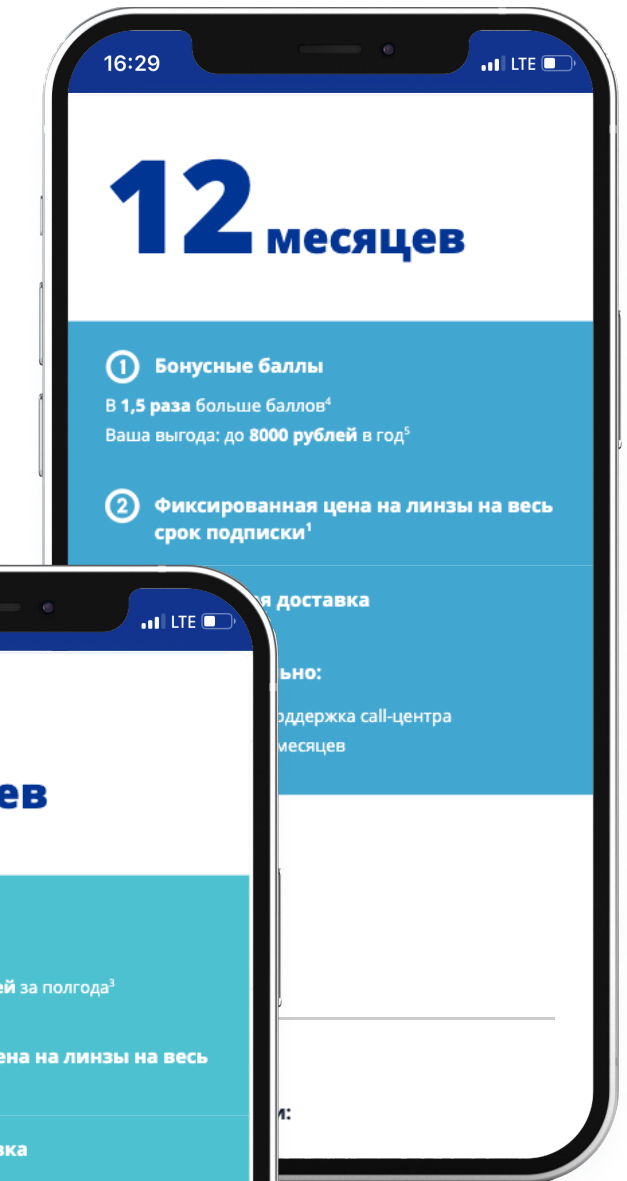
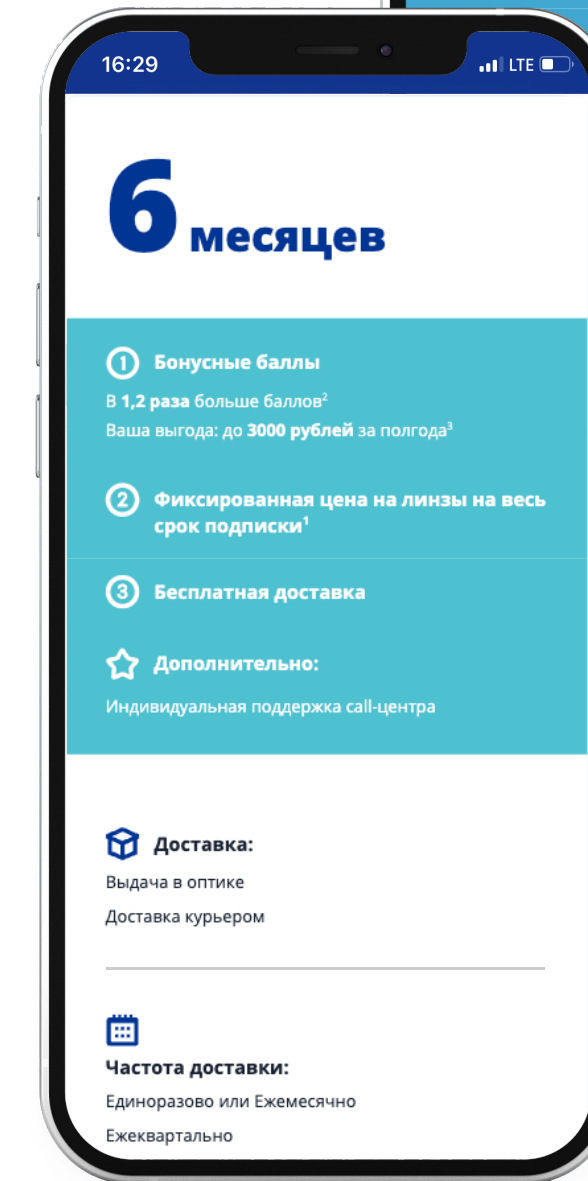
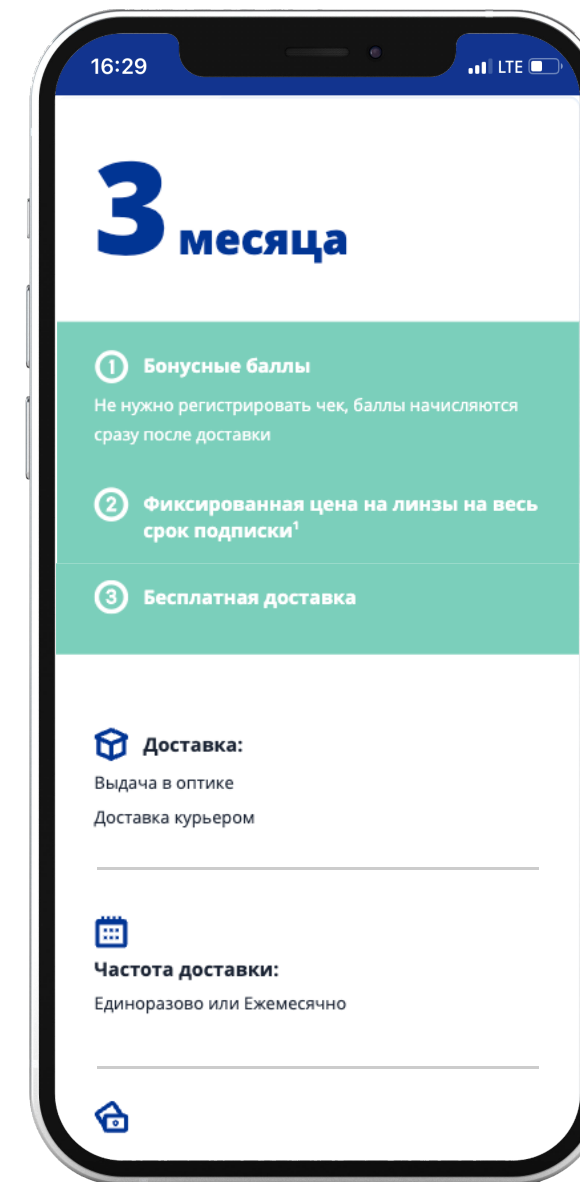
→ **Increase sales conversion** by introducing new tools and services

→ **Integrate offline sales channels** to attract new consumers

Product availability = consumer growth

The audience of consumers can be divided into two main ones - consumers of lenses for the correction of myopia/farsightedness and astigmatic and multifocal contact lenses

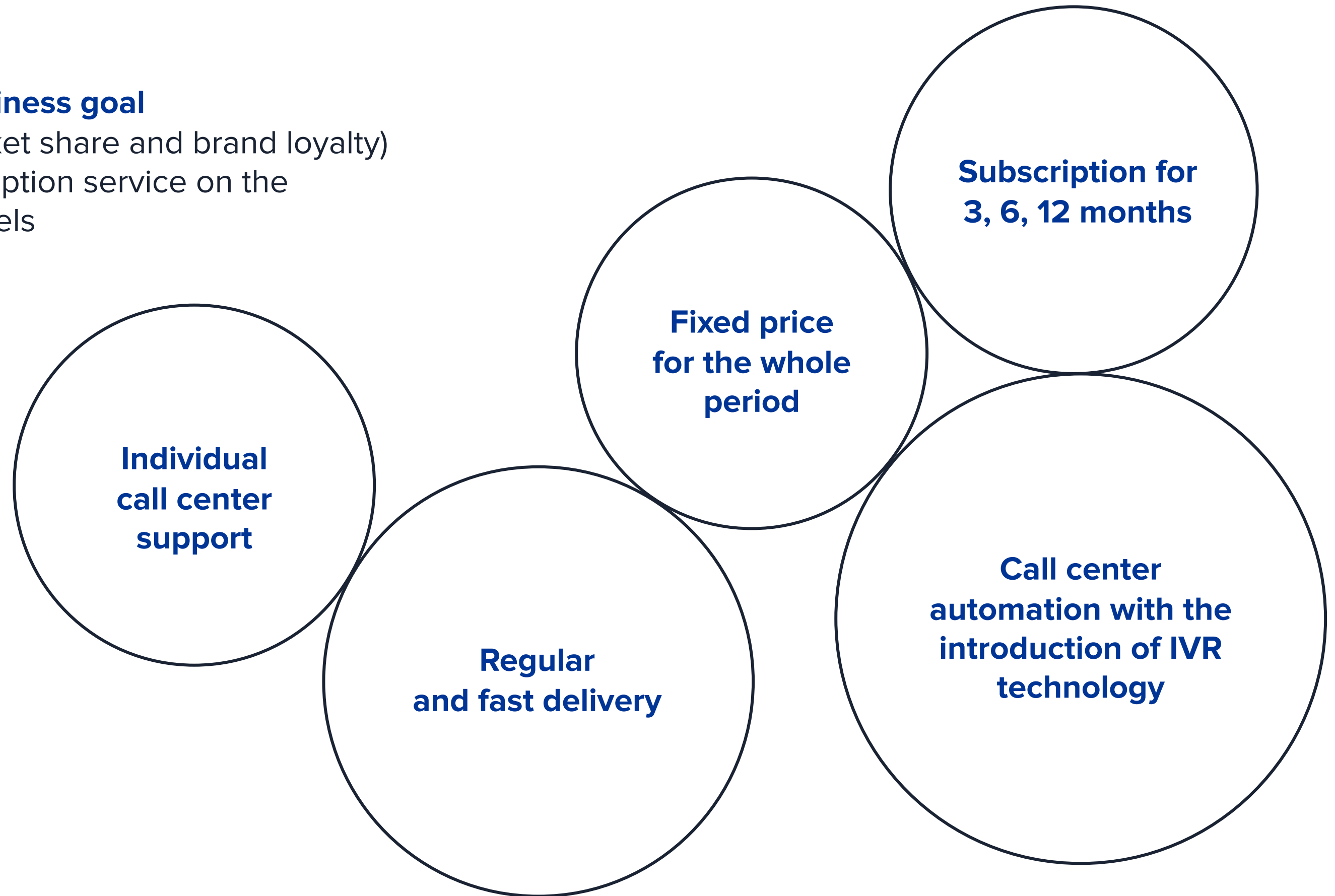
We analyzed both audiences and identified the "pain" of a narrower group - consumers of astigmatic and multifocal lenses. Such products are not available in optics and are made to order, and the waiting time for an order can reach 30 days or more, which reduces sales conversion



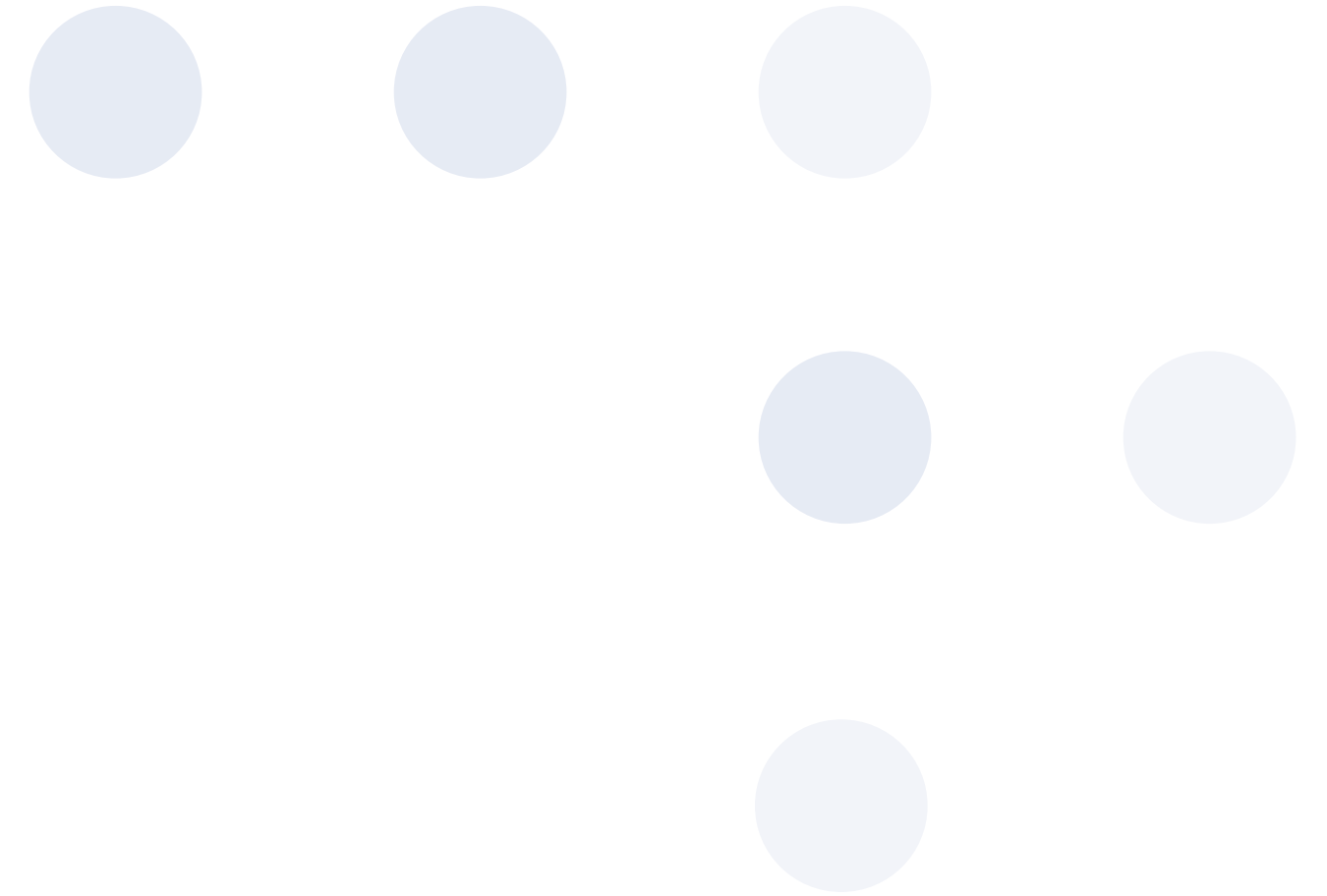
Strategy

A strategy to achieve a business goal

(increasing the Russian market share and brand loyalty)
is to create a Lenses Subscription service on the
website and in offline channels



Creative



**When it's
convenient and
where it's convenient**

Digital solutions for the consumers

Implemented the Lens Subscription service. Consumers can subscribe through both online and offline channels

Delivery

**Postamat, point of issue
of orders, courier**

Delivery frequency

**One time, monthly
or quarterly**

Payment

**Payment by card on the
site, or upon receipt in cash
or by card**

Results

The launch of the Lens Subscription service increased the market share in the segment of astigmatic and multifocal lenses from 10% to 15%

85% new customers

38% of consumers renew their subscription

25% of subscriptions are made for a year

91% of subscriptions for rare and complex lenses

Results

By staying in Russia in 2022, Alcon has demonstrated that in times of crisis, it is possible not only to support its consumers at a level sufficient to use the product, but also to launch new innovative services

Lens Subscription service, launched for the first time on the Russian market, has become a real salvation for consumers of astigmatic and multifocal lenses due to the breakdown of all logistics routes and gave certainty to this group of consumers