

API INTEGRATION

Pharmacy Franchise



KEY

OBJECTIVE

GET ALL LOCATIONS LISTED WITH A SEAMLESSLY AUTOMATED PROCESS WHILE GROWING ONLINE PRESENCE.



350+ FRANCHISE LOCATIONS

A Canadian Pharmacy Franchise came to SweetIQ looking for an efficient way to create and centralize their listings for all their pharmacies. Like many franchises, each location has a slightly different name - in this case, each store includes the pharmacist's name.

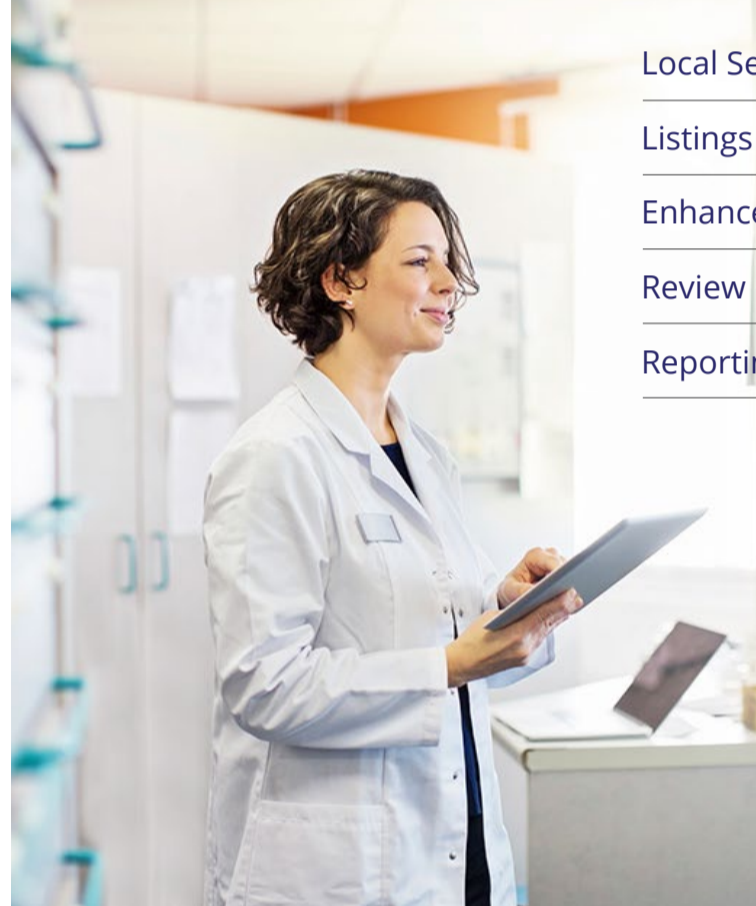
This logistical nightmare was preventing them from having a local presence online and from developing a strong Local Marketing Strategy.

“Having tried more traditional approaches like Yellow Pages, what really augmented our online local presence was our integration with SweetIQ.”

Project manager for Web Marketing at Canadian Pharmacy Franchise



CAMPAIGN PARAMETERS



- Local Search Analytics: **Yes**
- Listings Management: **Core 15**
- Enhanced Listings: **Google and Foursquare**
- Review Monitoring: **Weekly**
- Reporting: **Monthly**

SOLUTION

SweetIQ delivered an API integration that allowed each pharmacist to update their listing on a custom-built database. All information entered on the franchise's platform was immediately updated on the SweetIQ database, and then pushed to their listings on all directories. The logistical nightmare was over.

SweetIQ successfully populated listings' data from more than 350 pharmacists to 15 major directories for a total of 5,250 listings by automating a process that otherwise would have been manual, painstakingly detailed and time consuming.



TRIPLED TO

2,123



320%

RESULTS

“After one year with SweetIQ and thanks to monthly reports with our Local Marketing Expert, we have measured great results to-date.

The response from our franchisees has been positive as they don't have to list, correct or update their own location manually on each directory site.”

Project manager for Web Marketing at Canadian Pharmacy Franchise

- ✔ Seamless Integration With SweetIQ's API
 - ✔ Hands-free Data Compilation
- ✔ Immediate Improvement In Brand Visibility
 - ✔ In-depth Analytics On Key Directories Like Google And Foursquare
- ✔ Brand Consistency Across All Listings



SweetIQ's API gives this Canadian Pharmacy Franchise a hands-free solution for their location management, saving them hundreds of hours of labour, coordination and hassle.