

CUSTOMER STORY · DR.MAX · PHARMACY & HEALTH RETAIL

Dr.Max Turned Web Personalization Into a Margin-Printing Engine

5-6x

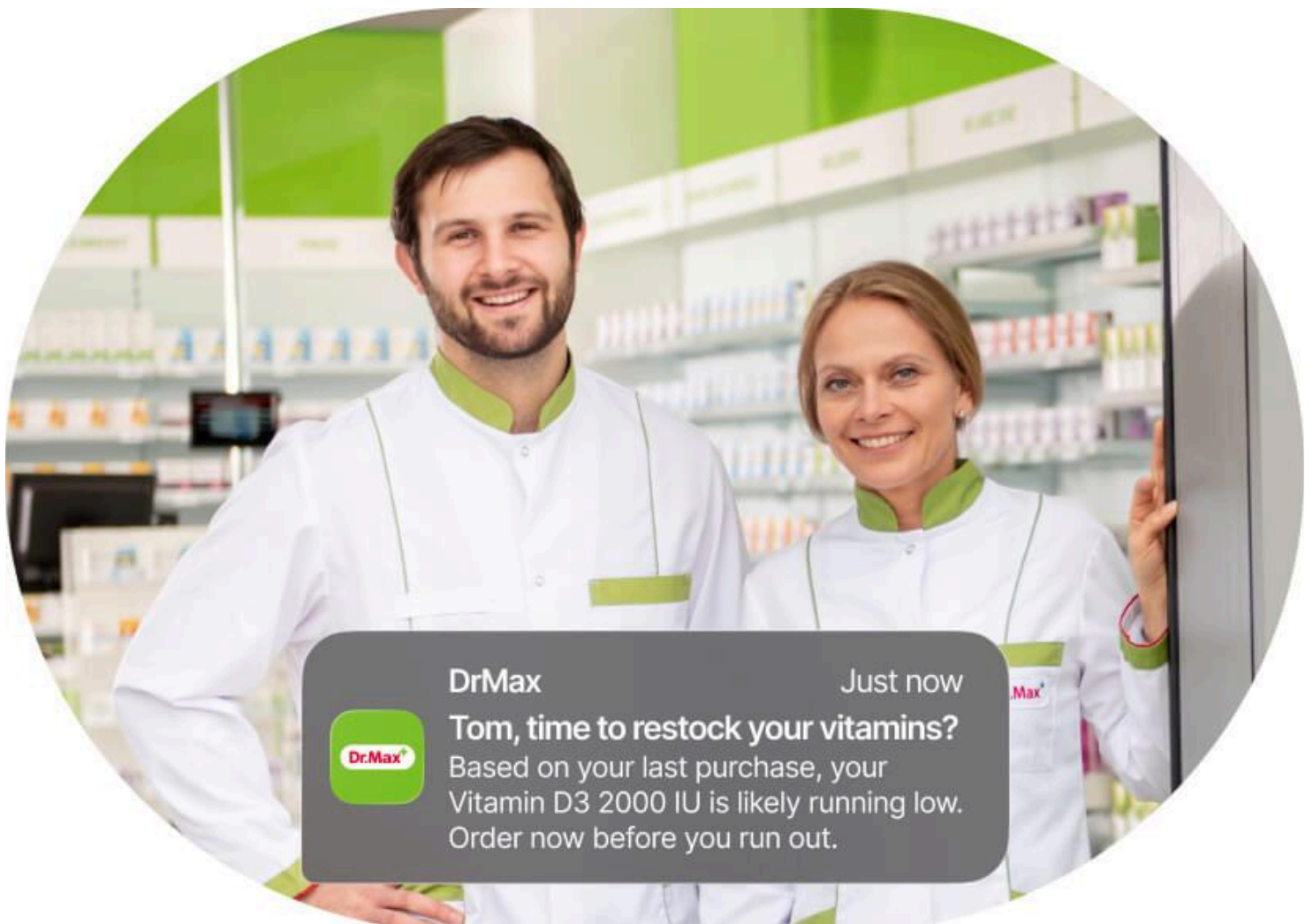
Higher conversion on fully personalized web layers vs. site average.

20x

ROI on web personalization.
Every euro in web layers returns twenty in margin.

2.59x

Conversion uplift on Dr.Max private-brand recommendations vs. baseline.



THE CHALLENGE

A Growing Business With Untapped Customer Data

Pharmacy & health retail



Regulated environment

Catalog Scale
100,000+ active SKUs (Czech market), grown from ~30,000, including a portfolio of private-label brands

Channels on Meiro
Web layers, email triggers, paid media segmentation, product feed listing

The business case

Dr.Max is one of Europe's largest pharmacy retail chains. By the time the personalization program launched, the business had built something valuable: years of transaction history and a loyal registered customer base. But most web visitors arrive anonymously. Without the infrastructure to recognize behavioral signals in real time, that historical data couldn't influence the live experience and every visitor got the same page.

The Starting Point: When Basic Personalization Was No Longer Enough

Before Meiro, personalization on the Dr.Max website was limited to what traditional vendors offer: last-viewed items, generic recommendations, static widgets. Valuable behavioral signals from the marketing stack were not yet shaping the customer experience.

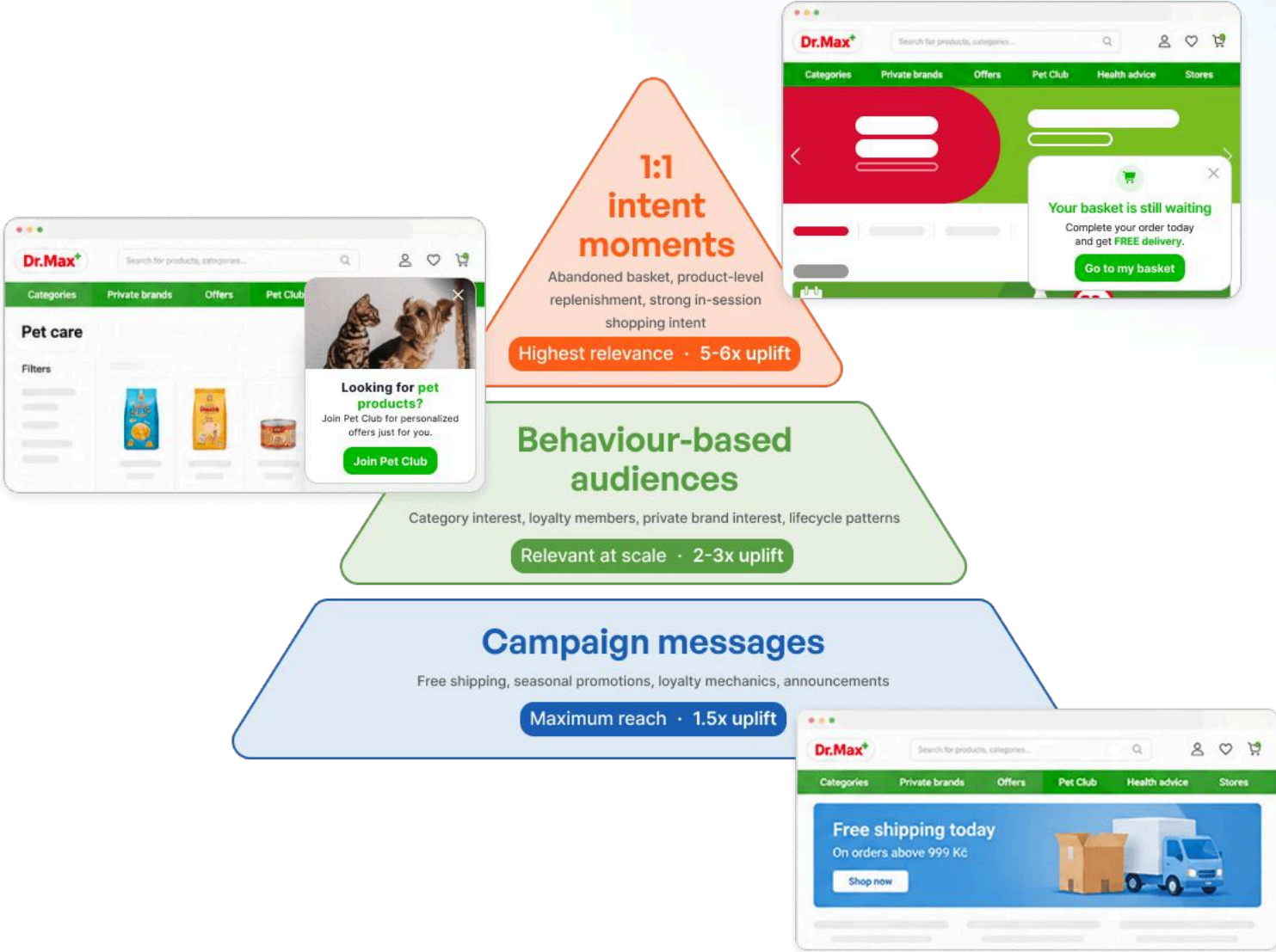
Category pages were still managed manually, often reflecting vendor partnerships and commercial priorities. That worked when the catalog was smaller. But as it grew, it became harder to surface the right products for the right customer at the right moment.

What Dr.Max needed was the infrastructure to make it work at scale.

A Three-Tier Personalization Model Built for Regulated Retail

Dr.Max needed a personalization model that balanced customer relevance, commercial priorities, and the realities of regulated retail. The web layer portfolio was therefore built around three levels of intent: true 1:1 moments like abandoned baskets and replenishment reminders, smaller behavioral segments, and broader campaigns that still needed reach.

Together, these tiers helped Dr.Max personalize across the customer journey without overwhelming customers, wasting impressions, or letting campaigns compete for the same website space.



The result is not more personalization for the sake of it. It is a controlled system: one CDP, one identity layer, and one execution layer across five markets. The same customer signals that trigger a web layer can also power email triggers and paid media segmentation, keeping the experience consistent across channels.

What the Uplift Actually Means in Numbers

In health and beauty e-commerce, a 3% conversion rate means roughly one buyer in every 33 visitors. Dr.Max used that as a simple baseline: if a standard website experience converts at around 3%, what happens when the message is matched to real customer intent? The answer depends on the strength of the signal. The more specific the customer moment, the higher the uplift.

Data source: Czech instance, 30-day window ending May 2026. Revenue attributed under Dr.Max's same-session, same-product attribution model. Industry baseline from 2025-26 benchmarks.

Personalization tier	Use cases	Uplift	Modeled CVR	Buyers / visitors
Fully personalized 1:1	Abandoned basket, replenishment, shopping intent	5-6x	~15-18%	1 in ~6
Replenishment specific	Product-level timing based on when a customer is likely to need the same item again	4-5x	~12-15%	1 in ~7
Micro-segmented	Pet Club join, vendor promos, lifecycle nudges	2-3x	~6-9%	1 in ~14
Broad-reach	Free shipping, seasonal promos, lotteries	1.5x	~4,5%	1 in ~22
Industry baseline	Untargeted, no personalization	—	~3%	1 in ~33

The real value is the combination of performance and speed. We can identify a new opportunity, build the right attribute or audience, and have it live within days. Speed is what turns a strategy into something live. You don't need a sprint, a dev ticket, or a sign-off meeting. You just build and ship.



Michal Cerman
Group Product Owner — Personalization, Dr.Max BDC

What this looked like in practice:

Sessions with a personalized recommendation impression converted at 23.5%, compared with 12.5% without one. Private-brand recommendation sessions reached 34.2% — 2.59× the 13.2% baseline.

The Strictest Attribution in the Category. Controlled Impressions. No Inflated Numbers.

Attribution that earns trust

Most CDP implementations claim attribution. Dr.Max applies it in the strictest form in the category. A Meiro-attributed sale is counted only when all three conditions are met simultaneously:

Click-in-session: The recommended product was clicked in the same session as the impression. No multi-day windows.

Purchase-in-session: The purchase was completed in the same session as the click. No attribution across visits.

Same product: Only the exact product clicked is counted. Cross-sells and add-ons are excluded entirely.

Most CDPs would attribute the entire cart. Dr.Max attributes one line item. The 5–6× uplift is measured against that standard. It is the floor, not the ceiling.

Governance that protects the experience

A common failure mode in CDP-driven personalization is that every team competes for impression real estate, the site fills with pop-ups, and the experience degrades. Michal and his group HQ team built the governance rule directly into the reporting layer:

One web layer per five page views:

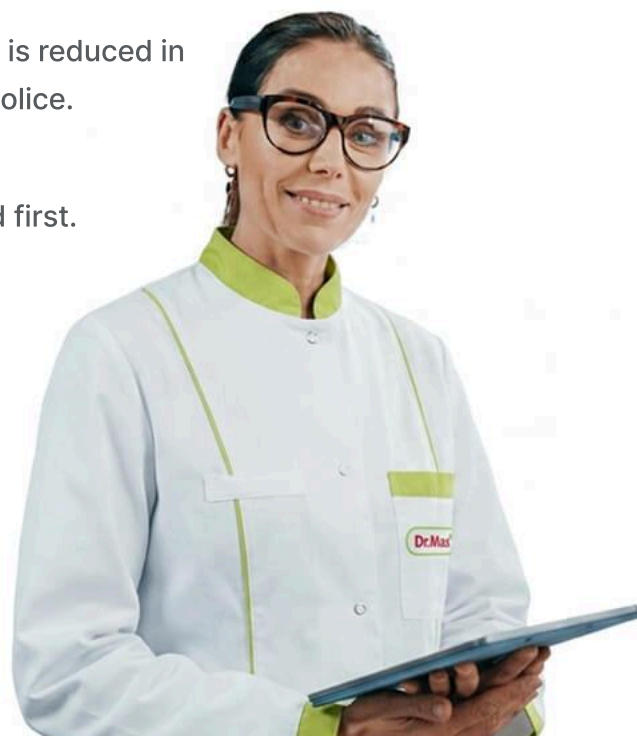
A 20% impression-rate ceiling keeps personalization useful, not overwhelming.

Overexposure is penalized:

If a campaign exceeds the cap, attributed revenue is reduced in reporting. The system encourages teams to self-police.

Personalized formats get priority:

Higher-converting, higher-AOV formats are served first. Broad-reach campaigns fill only the remaining inventory.



The Shortest Distance Between Intent and Purchase: 5–6× Higher Conversion

Description

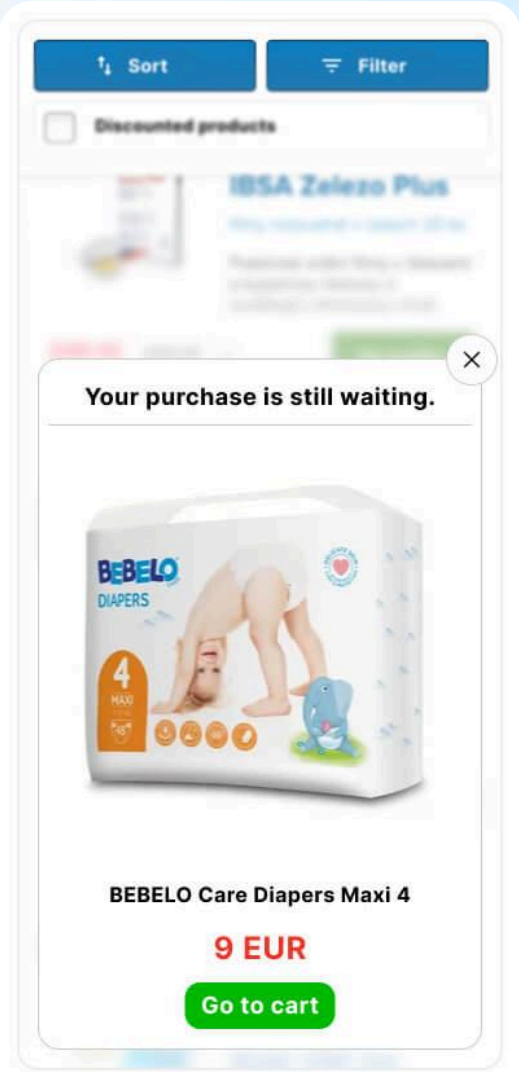
A returning customer with products still in their basket is one of the clearest signals of purchase intent. Dr.Max used that moment to bring customers back to the purchase path before the intent faded.

Why it mattered

When a returning customer visited the site, added products to their basket, and left without completing the purchase, Dr.Max had a short window to act. The objective was to recognize returning customers immediately and remind them of the products they had already selected, while offering a relevant incentive to complete their order.

How it works

Meiro CDP identifies the customer when they return to the website, matches them to their pending basket, and triggers a personalized web layer in real time. The message is simple and specific: the basket is still waiting, supported by a time-limited free delivery offer. Once the basket is completed or cleared, the trigger stops automatically.



ABANDONED BASKET

Results

1 716

Transactions in 30 days — Czech mobile variant, May 2026

3x

Revenue vs. the email channel. Same-session, same-product attribution.

Replacing Guesswork With Product-Level Replenishment Signals

Description

In pharmacy retail, repeat purchases are predictable only when timing is precise. Dr.Max moved from generic post-purchase reminders to product-level replenishment signals based on when each customer was likely to need the same item again.

Why it mattered

The objective was to reach customers at the moment replenishment became relevant — not too early, when the message would be ignored, and not too late, when the purchase may have already happened elsewhere. Instead of relying on a fixed “30 days after purchase” rule, Dr.Max needed timing that reflected the actual product and customer behavior.

How it works

Replenishment windows are calculated per SKU using a consumption model built in Azure Databricks and activated through Meiro CDP. When a customer enters the replenishment window for a product they previously purchased and visits the website, that exact product is surfaced through a web layer. If the customer is outside the window, nothing appears — keeping impressions low and relevance high.

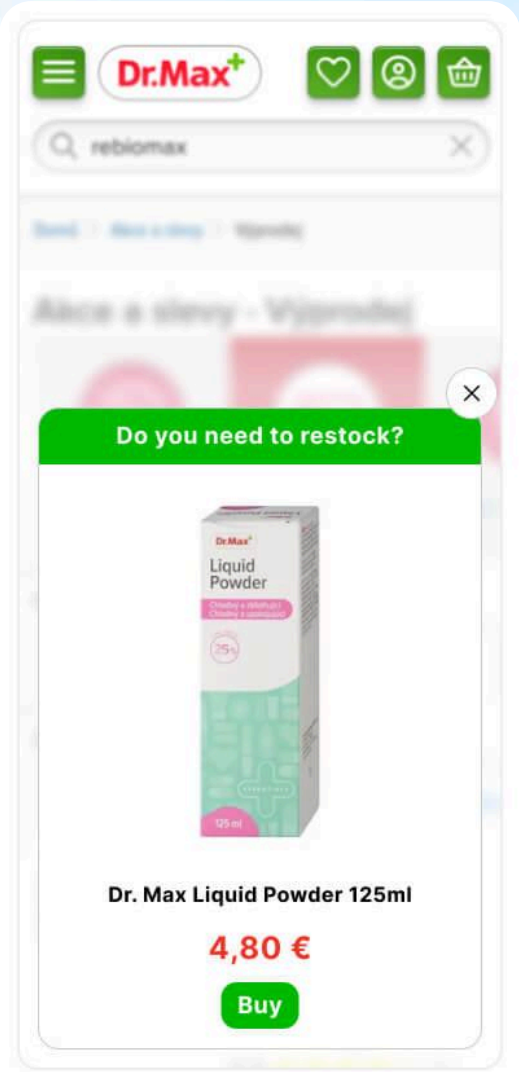
Results

4–5x

Conversion uplift vs. site average

Highest

Conversion-per-impression ratio in the portfolio. Lower volume, maximum relevance.



REPLENISHMENT WEB LAYER ON
PRODUCT PAGE

The Recommendation That Arrives Before the Decision Is Made

Description

Not every customer arrives ready to buy. Some are still exploring. Dr.Max used in-session behavior to identify category interest early and guide customers toward relevant products before they made a final decision.

Why it mattered

Most personalization reacts after a customer has made their intent obvious: a search, a product view, or an item added to the basket. Dr.Max wanted to act earlier in the journey by detecting meaningful browsing behavior while the customer was still comparing options and discovering products.

How it works

Meiro CDP monitors real-time behavioral signals such as browsing patterns, search queries, and category dwell time. When a customer shows strong interest in a category — such as sun care, cold remedies, or dermocosmetics — a contextual web layer surfaces relevant product recommendations during the same session. This helps turn early discovery behavior into a more guided shopping experience.

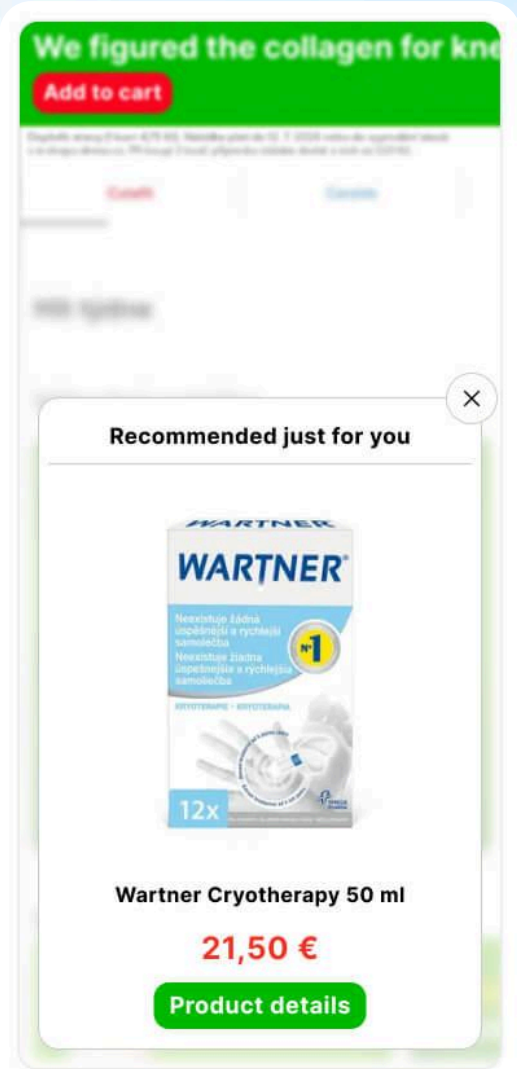
Results

+212k

Impressions on Czech mobile in 30 days.
Highest impression volume in the portfolio.

2–3x

Conversion uplift vs. site average for micro-segmented formats. Scale play.



THE RECOMMENDATION

Matching Customer Intent With Higher-Margin Private-Brand Recommendations

Description

Dr.Max private-brand products create value for both sides: customers get relevant alternatives at a lower price, while the business improves margin on high-priority SKUs. The key was to recommend them only when the customer was already showing relevant category intent.

Why it mattered

The objective was not to push private-brand products broadly. It was to surface them at the right moment, when a customer was already browsing a category where a Dr.Max private-brand alternative was relevant and commercially meaningful.

How it works

Category affinity signals trigger a web layer promoting a relevant Dr.Max private-brand equivalent when a customer is browsing a category where own-label products compete. The logic runs across all five markets and is based on customer behavior, not manual campaign selection. This makes the recommendation timely, scalable, and aligned with both customer intent and business margin.

Results

34.2%

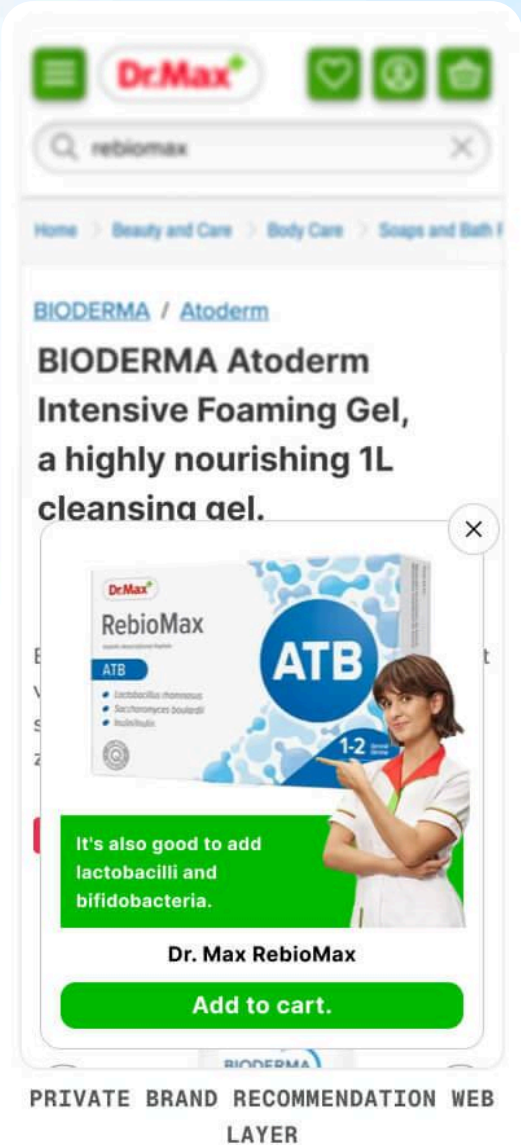
CVR on sessions with a private-brand recommendation

13.2%

Baseline CVR — sessions without a recommendation

2.59x

Uplift on highest-margin SKUs in the catalog. Most commercially significant use case.



Four Structural Reasons the Program Scaled

Compliance-first data foundation

Dr.Max operates in a regulated category where consent, promotion rules, and product restrictions vary by market. Meiro handled these requirements at the data level, giving teams a safe foundation for personalization across CZ, SK, PL, RO, and IT.

Product-level intelligence

The program did not rely on generic customer segments. Replenishment was modeled per SKU, shopping intent was detected in-session, and recommendations were based on what the customer was most likely to need next.

Governed activation

Personalization was managed as a controlled channel, not a collection of competing pop-ups. Impression caps, format prioritization, and performance reporting helped protect the customer experience while keeping the channel commercially focused.

Speed from idea to live campaign

New attributes and audiences could move from concept to activation in days. That execution speed allowed Dr.Max to keep testing, improving, and scaling the program without waiting months for every new use case.

Want this on your e-commerce site?

Meiro CDP runs the personalization, identity, and attribution layer powering Dr.Max across five markets and dozens of other category leaders in regulated and complex retail environments. Same data sovereignty. Same execution speed. Same kind of numbers.

If your market is regulated, your measurement bar is high, and generic CDPs keep falling short — this is the conversation worth having.

[Talk to us at meiro.io/contact-us →](https://meiro.io/contact-us)