

Case Study

# Online Pharmacy Apologistics with Significant Profit and Revenue Uplift Despite Highly Competitive Market

Read about how 7Learnings helped one of Europe's fastest growing online pharmacies to significantly increase its profitability and revenue by implementing advanced machine-learning based pricing.



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# Company Overview apo.com Group

Apologistics is one of the fastest growing online pharmacies in Europe and offers more than 100.000 different products to over 4 million customers. Their brands include apo-discounter.de, apo.com, apotheke.de and many more.



"The 7Learnings solution has significantly increased our profitability and greatly simplified the pricing process."

**Dirk Wappler,**  
CEO & Co-founder,  
Apo.com

## Challenges

Highly competitive,  
fast changing  
environment

Need to reduce effort  
for price  
management

Increase profitability  
while maintaining  
high revenue growth

## Results



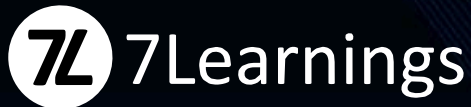
# Solution

Achieved double-digit increase in profitability with a simultaneous uplift in revenue.

Greatly simplified the pricing process by automating price optimization and demand forecasting.

Supported Apologistics in translating their overarching strategy into its operational pricing process.





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