

CASE STUDY

Online Pharmacy Apo.com 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.

Company Overview

Apo.com 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

- 1 Highly competitive, fast changing environment.
- 2 Reduce effort for price management.
- 3 Increase profitability while maintaining high revenue growth.

Benefits

- 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 Apo.com in translating their overarching strategy into its operational pricing process.

Results

> €€%
double digit
profit uplift

> €%
single digit
revenue uplift



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Schedule a Demo and see first hand the insights that our leading clients are leveraging with 7Learnings.



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