

CASE *Study*

Domination Mode: Scaling SANTEPARA's Revenue by: *39%*

Santepara *is a Moroccan online parapharmacie, where you can shop health, beauty, skincare, bodycare, and wellness products online (over 15 000 product & +1 000 brands). It's not a prescription pharmacy, but it sells a wide range of parapharmaceutical products (like skincare creams, sunscreens, baby care items, supplements, etc.) that you can order online and have delivered in Morocco.*

- Client: *SANTEPARA*
- Period: April 1, 2024 to September 30, 2025
- Sector: Online Para-Pharmaceutical Retail
- Agency: *UPIMPACT*

The Challenge: *Scaling to Market Leadership*

By April 2024, the online para-pharmaceutical landscape in Morocco had become saturated with competitors. The challenge for SANTEPARA was no longer about simple market entry, but about market dominance.
The objective was clear: To aggressively scale revenue and capture a larger share of voice without compromising profitability. UPIMPACT was tasked with driving high-volume sales while managing the complex logistics of thousands of customer interactions.

UPIMPACT engineered a "Scale-Up" strategy focused on three pillars:

1. Massive Reach Acquisition: We deployed a high-frequency content strategy across Facebook and Instagram, leveraging algorithmic trends to push the brand in front of millions of new users.
2. Conversational Commerce: With a high volume of traffic comes a high volume of questions. We implemented a robust community management protocol to handle over 30,000 inquiries, turning simple questions into confirmed orders.
3. Conversion-Centric Ads: Our paid campaigns were optimized strictly for Return on Ad Spend (ROAS), focusing on best-selling bundles to increase the average basket size.

The Solution: *A High-Velocity Growth Engine*

The Results

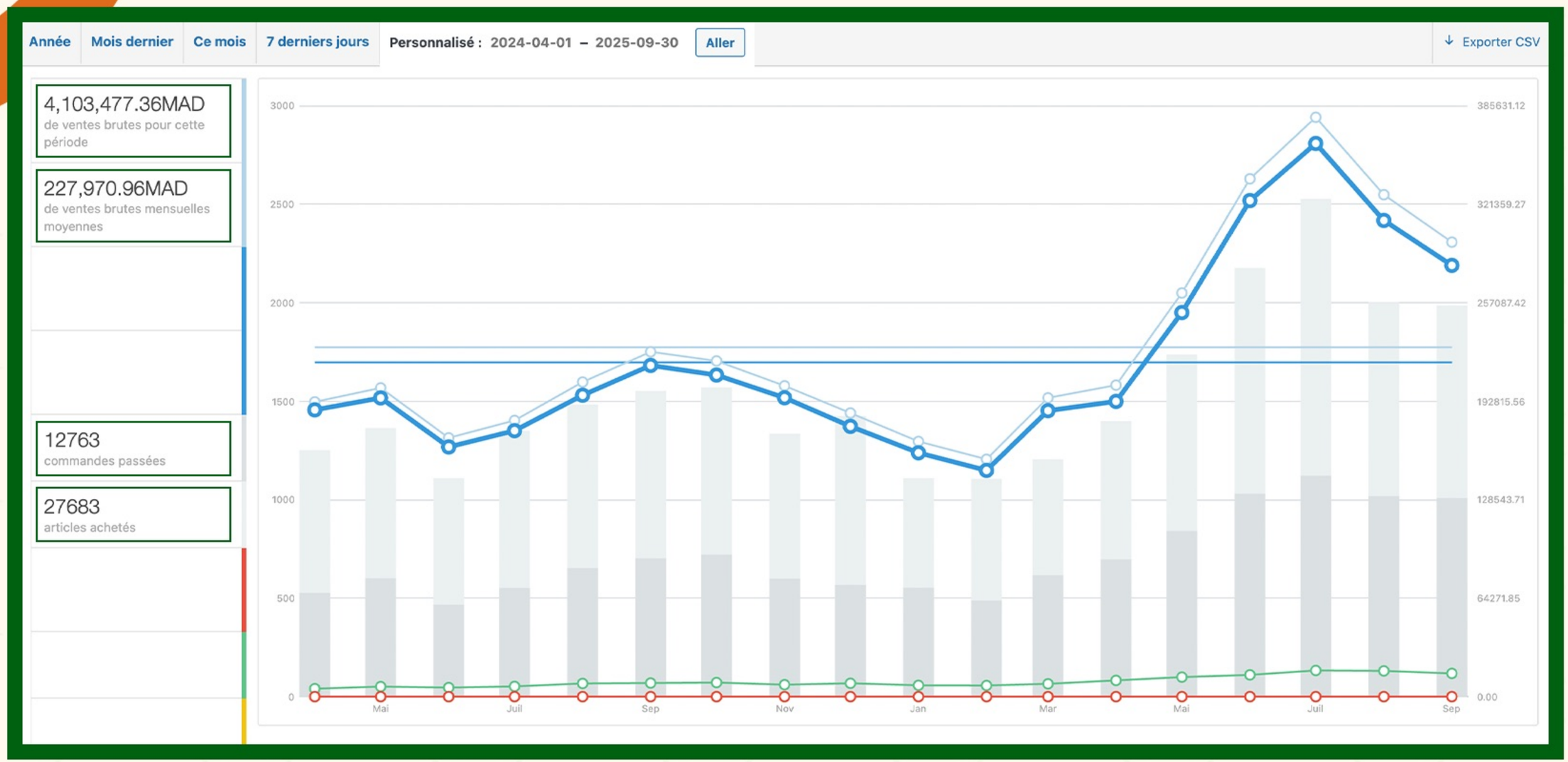
During this **18-month** period, **SANTEPARA** cemented its status as a top-tier retailer. The data below illustrates the sheer volume of business generated through our digital channels.

1. Commercial Performance (Sales & Revenue)

Our strategies drove consistent, high-value traffic to the website, resulting in over **4 Million MAD** in gross sales.

Total Gross Sales	Avg. Monthly Revenue	Items Sold	Total Orders
4 103 477 MAD	227 970 MAD	27 683	12 763

Key Insight: The ratio of items to orders **(2.17)** indicates strong cross-selling performance, with customers purchasing multiple products per transaction.



During the reported period, the business generated a total gross sales revenue of 4,103,477 MAD, completing 12,763 orders and successfully selling 27,683 items. On average, the company achieved a steady monthly revenue of approximately 227,970 MAD, reflecting consistent sales performance and strong market demand.

2. Brand Awareness (Reach)

We achieved viral levels of visibility, ensuring SANTEPARA remained **top-of-mind** for **Moroccan** consumers.

Facebook Reach	Instagram Reach	Total Impressions
5 182 700	1 951 800	7 134 500

This massive reach represents over 7 million unique account impressions across both platforms, establishing SANTEPARA as one of the most visible para-pharmaceutical brands in Morocco.

3. Community Growth & Engagement

Beyond passive views, we built active relationships. The direct message volume highlights the trust customers place in the brand.

Facebook new followers	Instagram new followers	Total New Followers Gained	Customer Messages Handled
6 446	6 867	13 313	31 772

We generated over **60 daily messages** and supported the client's internal team with a structured response and follow-up process to effectively handle inquiries and guide prospects toward purchase—resulting in the successful conversion of conversations into confirmed orders and measurable revenue.

	Reach	Impressions	Messaging conversations started	Cost per messaging conversation started	Amount spent
	34,278	65,957	211	$0.20	$42.39
	20,066	27,840	206	$0.17	$34.79
	40,871	60,249	204	$0.18	$36.15
	45,761	66,085	196	$0.18	$35.97
	140,667	403,806	183	$1.45	$264.78
	26,970	53,400	181	$0.27	$49.75
	22,289	31,328	179	$0.19	$34.84
	15,631	19,919	143	$0.12	$17.42
	15,426	20,371	142	$0.12	$17.43
	26,556	44,610	139	$0.25	$35.24
	34,936	49,032	106	$0.43	$45.45
	2,976,333 Accounts Center accounts	8,832,209 Total	31,772 Total	$0.15 Per Action	$4,751.26 Total spent

During the reported period, the brand gained a total of 13,313 new followers across its social media platforms, with 6,867 new followers on Instagram and 6,446 new followers on Facebook. In addition to audience growth, the team actively managed and responded to 31,772 customer messages, demonstrating strong engagement and consistent communication with the community.

The Process in Detail

Content Strategy & Execution

Our content approach was built on creating value-driven, educational material that resonated with health-conscious Moroccan consumers. We focused on:

- *Product education posts explaining benefits and usage*
- *Health tips and skincare routines*
- *Promotional campaigns highlighting competitive pricing*
- *Short-form video content optimized for algorithmic reach*

Paid Advertising Campaigns

We implemented a sophisticated paid advertising strategy across Facebook and Instagram, with campaigns segmented by:

- *Product Category: Skincare, haircare, supplements, wellness products*
- *Customer Journey Stage: Awareness, consideration, conversion, retention*
- *Geographic Targeting: Major Moroccan cities with delivery coverage*
- *Creative Testing: Continuous A/B testing of visuals, copy, and CTAs*

Community Management Excellence

A total of 31,772 messages were handled during this period “averaging 60+ inbound messages per day” all efficiently oriented to the relevant internal teams and managed through a structured follow-up process to drive measurable business impact:

- *Seamless coordination with internal sales teams*
- *Clear qualification and response framework*
- *Structured follow-up system to nurture prospects*
- *Personalized guidance throughout the purchase journey*
- *Conversion of daily inquiries into confirmed orders*

1

Data-Driven Optimization: Continuous monitoring of campaign performance metrics allowed us to reallocate budget to top-performing content andaudiences.

2

Customer-First Approach: By prioritizing customer inquiries and providing consultative support, we built trust that translated into repeat purchases.

Key Success Factors

Platform Expertise: Understanding the unique algorithmic behaviors of Facebook and Instagram enabled us to maximize organic reach while optimizing paid spend.

3

Product Mix Strategy: Focus on bundled offers and complementary products drove the high items-per-order ratio, increasing transaction value.

4

Conclusion

Between **April 2024** and **September 2025**, **UPIMPACT** successfully transformed **SANTEPARA**'s digital presence into a high-performance sales machine. By generating **4.1 million MAD** in sales and reaching over **7 million** accounts, we demonstrated that a data-driven, content-first approach delivers exceptional **ROI** in the competitive e-commerce sector.

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