About ALK & Klarify
ALK is a globally recognized pharmaceutical company dedicated to improving the lives of people suffering from asthma and allergies through innovative medicines. The company is focused on allergy and allergic asthma. It markets ALK as a global specialty pharmaceutical company.

ALK wanted to offer their audience value beyond just medication, and they believed it was crucial to better educate and engage end users.

Environmental Data Helps ALK Reduce Health App Churn by 50% - Case Study -

ALK wanted to highlight how unmanaged environmental conditions mean for the user, as well as actionable tips for today.

The Klarify app is beautifully designed and intuitive to use. The app saw app removals cut in half, and allergy log insights - based on quality information, and activity level recommendations.

\[41\%\] reduction in App Churn

**Actionable Tips for App Users**

- **Understanding of Their Personal Situation**
  - **Klara Air Today**
  - **Communication When to Take Precautions**
  - **Air Quality Forecast**
  - **Serving as a go-to resource for seasonal allergy sufferers.**

**Unmanaged Environmental Conditions Mean for the User**

- **Domesticated Air Topics**
  - **Klara Air Today**
- **In-Depth Air Pollution**
  - **Klara Air Today**
- **Alerts for Specific Pollen**
- **Autoimmune Triage**

**How Does ALK Benefit?**

ALK wanted to use their app, Klara, to better educate and engage end users. The app received excellent scores across digital platforms.

**Increased user engagement and loyalty**

**Environmental data helps ALK reduce health app churn by 50%**

**Actionable**

- **Tips for App Users**
  - **Understanding of Their Personal Situation**
  - **Communication When to Take Precautions**
  - **Air Quality Forecast**
  - **Serving as a go-to resource for seasonal allergy sufferers.**

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