Digital Analytics for Pharma Marketing

eMetrics Stockholm, October 16th, 2012

Matthias Bettag, VP Analytics, Europe
About Semphonic

- Founded in 1997, Semphonic’s roots are in analysis of large scale data bases for:
  - Marketing
  - Customer servicing
  - Operational improvement

- Focused on enterprise-level clients in:
  - Financial Services
  - Health & Pharma,
  - B2B
  - E-Commerce
  - Media

- Trusted advisor to major brands, including:

- Host of the Web Analytics Conference *X Change*:
  - May 2012: First time in Europe (Berlin), 100 participants from 17 countries
  - Sep 2012: US conference sold out for the 6th time in a row
  - EU X Change 2013: 10-12 June 2013, again in Berlin

Headquarter in Novato (San Francisco)
Offices in:
Boston, Portland, Washington D.C., New York, Berlin

www.semphonic.com
Pharma E-Marketing

Marketing Channels
Matrix Organizations
Business/Marketing Goals
Pharma Marketing Channels

**Offline**
- Sales Reps visiting physicians on site – “calls”
- Conferences
- Brochures, Print
- Broadcast advertising (DTC only allowed in US, NZ, UY)
- Sponsorship/participation in NGOs

**Online**
- (different types of) Websites
- E-Detail (Tablet-PC presentations by sales-reps to physicians)
- Web-Detail / E-Learning
- Mobile Apps
- Social Media (either consumers or professionals)
- ...
Matrix Organizations + Channel Mix + Different Audiences

BU 1 | BU 2 | BU 3 | BU 4

EMEA1
EMEA2
USA
CN
AP
LA

Informational sites
Product sites
Professional services
Silos...
...and many Decision Makers
Common Marketing Goals

**Awareness**
Information about new product / therapy / treatment

**Engagement**
Communication with the target audience (complicated..)
Regularly engaging users by providing a beneficial service which meet the user’s interests and needs

**Advocacy / Adaptation / Brand Image Improvement**
Physicians or consumers recommend or explain product/treatment/therapy on their own
Optimally „owning an indication“ (Aspirin, Viagra, ..)
Challenges & Restrictions
No Online Sales

Challenges:

• RoI calculation
• Limited lead generation
• Conversions funnels
• Success measurement

Especially:

• Does target audience find the provided information?
• ... at all (SEO, SEA)?
• ... and valuable?
• How is the understanding and acceptance of a message?
• How is the impact on the business goals?
Legal Restrictions

Direct-to-consumer (DTC) marketing is not allowed

- Prescriptive drugs cannot be advertised in public
- Product branding only works for professional audiences after an authorization via registration & login

Legal restrictions differ from country to country which has an impact on global initiatives.

SEO and SEM restrictions

- Either finding a common denominator
- Or excluding some countries
- Or a global site only provides links to country sites

SEO and SEM have to follow approvals, too – potential delay for any (re)actions.
The Problem with Sales Data
Sales Data Integration?

- Sales data per product vs non-product websites (indication, treatment, education)
- Sales data on brick level per market (not necessarily aligned with website audience)
- Prescriptions vs Over-the-Counter vs E-Commerce
- Treatment requires one or multiple purchases (and can be quit)
Digital Analytics Strategies

Technical Infrastructure

Use Case Analysis

Segmentation

Dashboards
Digital Analytics Requirements

- Multi-content/device/channel Measurement (visitor segments, traffic sources)
- CRM- and Sales-data integration where applicable
- Cross-channel KPIs (web, mobile, social, eDetail, ...)
- Contribution of different channels to a business goal
- Offline activity integration (conferences, sales-rep calls, ...)

Sounds like...
Wait, isn’t Pharma already Multichannel?

Source: [http://linkd.in/NnEWND](http://linkd.in/NnEWND), Poll ran from July-August 2012, created by Len Starnes (Digital Healthcare Consultant)
Decision Points for the Right Technology

Data Collection
- Data Collection
- Tagging (TMS), Mobile, Social, Localization, Standardization

Data Integration and Customer Journey
- Attribution, Integration points, Latency, Sourcing the Warehouse
- Audiences, Centralization, Reporting

Customer and Digital Analytics
- Data enrichment (e.g., VoC), Visualization, Statistical Tools, Personalization

Content Control, Meta-Data, Testing
- New content and mobile/rich media (via CMS or 3rd parties), Taxonomy

Data Democratization
- Content Control, Meta-Data, Testing
- Audiences, Centralization, Reporting
Different Tools in a Hypothetical Online Ecosystem

Web Analytics

E-mail

Campaigns + Customer DB (CRM, KOL, ..)

TMS

Testing/ QA

Social

Mobile

eDetail

 Portal:
- Exclusive for healthcare professionals
- Personalized content
- Direct access to support / sales staff
- Administrative support
- Ordering materials
- Product information
- Educational materials
- Medical Libraries
- Research Databases
- Communities
- Ask an Expert
- CME courses
- ...

Pharma Portal
### Actionable Data: Use Case Analysis

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site related</strong></td>
<td>• What should users do?</td>
</tr>
<tr>
<td></td>
<td>• Walkthrough (not navigational)</td>
</tr>
<tr>
<td><strong>Anything left?</strong></td>
<td>• Beside major use cases also look at “long tail” use-cases, otherwise ~20-30% of all use cases are missing any optimization</td>
</tr>
<tr>
<td><strong>Search</strong></td>
<td>• External search (how do visitors find a site?)</td>
</tr>
<tr>
<td></td>
<td>• Internal search (what are they looking for once on the site?)</td>
</tr>
<tr>
<td><strong>Order</strong></td>
<td>• Which actions happen in which order during a visit?</td>
</tr>
<tr>
<td><strong>Less common cases</strong></td>
<td>• Less frequent cases must not be bad for a use case, depends on value of this group</td>
</tr>
</tbody>
</table>
Mutually Exclusive or Overlapping?

- It makes a big difference. Mutually Exclusive is generally much cleaner but can be challenging in many segmentation tools.

Visit or Visitor Segments?

- Use-Cases are almost always visit specific. However, visitor attributes sometimes help define visit intent.

Meeting multiple use cases?

- If you have mutually exclusive segments, it’s sometimes possible for a visitor to fall into multiple use-cases. You’ll need to define a priority ordering to prevent this and code the logic correctly.

Remainder Analysis

- What’s left after the initial segmentation: There’s nothing one can do with “one&done’s” (e.g. Bouncers). But can new use cases be identified for which the site was not designed for?
# Benchmarking: Success Analysis

## Functional measures for measuring engagement

<table>
<thead>
<tr>
<th>Method</th>
<th>Measures</th>
<th>Pro’s &amp; Con’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subjective Weighted</td>
<td>Which pages (content areas) are important and were they viewed?</td>
<td>Quickly done but subjective and not very impressive.</td>
</tr>
<tr>
<td>Cliffs</td>
<td>Identify cliffs in a curve, e.g. by visits of 1-2, 3-4, 5+ PVs. Set benchmark for success just behind the cliff.</td>
<td>Safe bet. Forces to push engagement, identifies most engaged population – but a cliff does not indicate a goal.</td>
</tr>
<tr>
<td>Correlation</td>
<td><em>This</em> content consumption (milestone, behavior, ..) leads to <em>that</em> success in the future.</td>
<td>Complicated, but most powerful method. High efforts needed before having an accurate model, if any applicable.</td>
</tr>
</tbody>
</table>
Use cases lead into a matrix of success definition for an enterprise report set. Very actionable for testing, too.

<table>
<thead>
<tr>
<th>Start with the “Who”</th>
<th>Product Information</th>
<th>Disease Management</th>
<th>Risk Awareness</th>
<th>Local support (HCP/Pharmacy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCPs</td>
<td>Product pages / Visit</td>
<td>Use of Benefit / Comparison tool</td>
<td>Views on risk factor pages</td>
<td>Applications to be listed in database</td>
</tr>
<tr>
<td>Patients / Consumers</td>
<td>Treatment pages / Visit</td>
<td>Disease management pages / Visit</td>
<td>Use of “Am I exposed to risks” tool</td>
<td>Uses of “find my next ...” tool</td>
</tr>
<tr>
<td>Press</td>
<td>Summary pages / Visit</td>
<td>Summary pages / Visit</td>
<td>Summary pages / Visit</td>
<td>-</td>
</tr>
<tr>
<td>Educators</td>
<td>Treatment print-outs / downloads</td>
<td>Disease print-outs / downloads</td>
<td>Risk print-outs / downloads</td>
<td>-</td>
</tr>
</tbody>
</table>

Nearly Every Meaningful Metric is a product of this Matrix produced by Two-Tiered Segmentation.
## Product Site Dashboard

### Overview

<table>
<thead>
<tr>
<th>Site</th>
<th>Tactic</th>
<th>Date Start</th>
<th>Date End</th>
</tr>
</thead>
<tbody>
<tr>
<td>(All)</td>
<td>(All)</td>
<td>January 2012</td>
<td>July 2012</td>
</tr>
</tbody>
</table>

### Impressions

- Mobile Website
- Website

<table>
<thead>
<tr>
<th>Impressions</th>
<th>39,021,156</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click Through Rate</td>
<td>0.42%</td>
</tr>
<tr>
<td>Cost per Click</td>
<td>$5.31</td>
</tr>
</tbody>
</table>

### Visit Goal

- Total Visits: 256,636
- Non-Bounce Visit: 132,707
- Non-Bounce Rate: 51.71%
- Cost per Non-Bounce: $7.21

### Engagement Goal

- Engaged Visits: 34,897
- Engaged Visit Rate (all visits): 13.60%
- Cost per Engaged Visit: $27.41

### Qualified Leads

- Net Leads: 6,718
- Qualified Leads: 6,718
- Qualified Lead Rate: 100.00%
- Cost Per Qualified Lead: $142.39

### Sum of Engaged Leads

- 1,615
- Engaged Lead Rate: 24.04%
- Cost Per Engaged Lead: $592.30
Visits Dashboard by Channel

Channel / Campaign Non-Bounce % by Cost

Visit Details

Channel | Campaign | Visits | Non Bounce Visits | Non Bounce Visit Rate | Avg. Cost Per Non-Bounce Visit | Total Cost
--- | --- | --- | --- | --- | --- | ---
PPC | 12,920 | 6,020 | 36.7% | $0.52 | $3,001
Display | 18,028 | 6,010 | 36.7% | $0.52 | $3,001
SEO | 46,331 | 17,900 | 36.7% | $0.61 | $9,369
Typed/Boo | 10,932 | 4,120 | 38.1% | $0.42 | $4,704
Social | 3,642 | 1,187 | 32.1% | $0.42 | $840
Brand Analysis: Engagement

Engagement Channels and MOC Performance

- Call Center
  - Open Rate: 30%
- Display
  - Open Rate: 30%
- Email
  - Open Rate: 30%
- PPC
  - Open Rate: 30%
- Web
  - Open Rate: 30%

Click Through Rate

- Leads: 1,000 5,000 10,000 15,000 20,000 25,000

Continued Engagement Performance over Time

- Open Rate
- Click Through Rate

Continued Engagement Emails

- Email 1: 29.57%
- Email 2: 28.52%
- Email 3: 28.56%
- Email 4: 23.51%
- Email 5: 28.94%
- Email 6: 15.93%
- Email 7: 26.33%
It’s hard, but nothing is impossible..
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Thank You!

..questions?

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