



Fifth Annual Online Marketing Effectiveness Benchmarks for the Pharmaceutical Industry

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Introducing the Fifth Annual Online Marketing Effectiveness Benchmarks for the Pharmaceutical Industry

As the Internet continues to provide newfound access to vast amounts of health resources, the US online audience has turned increasingly to health-related websites to research various conditions and prescription drugs. Ease of access, convenience and privacy are just a few of the important drivers behind the continual increase in this activity. The growth in this behavior presents a considerable opportunity for marketers to use the digital medium to develop brand awareness, drive online visitation, and increase sales. However, marketers are constantly challenged to validate their efforts through quantifying the effects of digital advertising in terms of brand awareness, favorability, intent to purchase, and return on investment. Not only must marketers validate their efforts, but they must also allocate funds proportionally across different types of offline and online advertising. To distribute these resources effectively, a strong understanding of the impacts of each channel is essential.

To provide insight into these metrics, comScore, Inc., in conjunction with Evolution Road, is releasing the fifth annual Online Marketing Effectiveness Benchmarks for the Pharmaceutical Industry. These benchmarks provide the scope and quantitative data to develop a more comprehensive understanding of the actual impacts of online marketing activities within the pharmaceutical industry. With this analysis, brands will be able to more effectively:

1. Measure the impacts and performance of their digital advertising compared to industry norms
2. Knowledgeably determine the appropriate allocation of resources between various types of digital DTC advertising
3. Take advantage of proven strategies to increase ROI and use the full body of knowledge to develop new strategies for maximizing ROI of future campaigns
4. Quantify how an individual campaign compares to the industry average

These benchmarks are based on both comScore's one million person US panel, from which online activity is passively measured, and survey data collected over the past several years through 77 pharmaceutical studies.

Evaluations in this analysis are conducted on audiences grouped by:

- Exposure-only to static/flash/interactive online banners
- Exposure and interaction with rich media banners
- Website visitation
 - Search-referred – referred by paid or natural search engine results
 - Media-referred – referred by banner, text ad or other campaign/link
 - Non-referred/Direct – traffic from typing the address directly into a browser or bookmarks

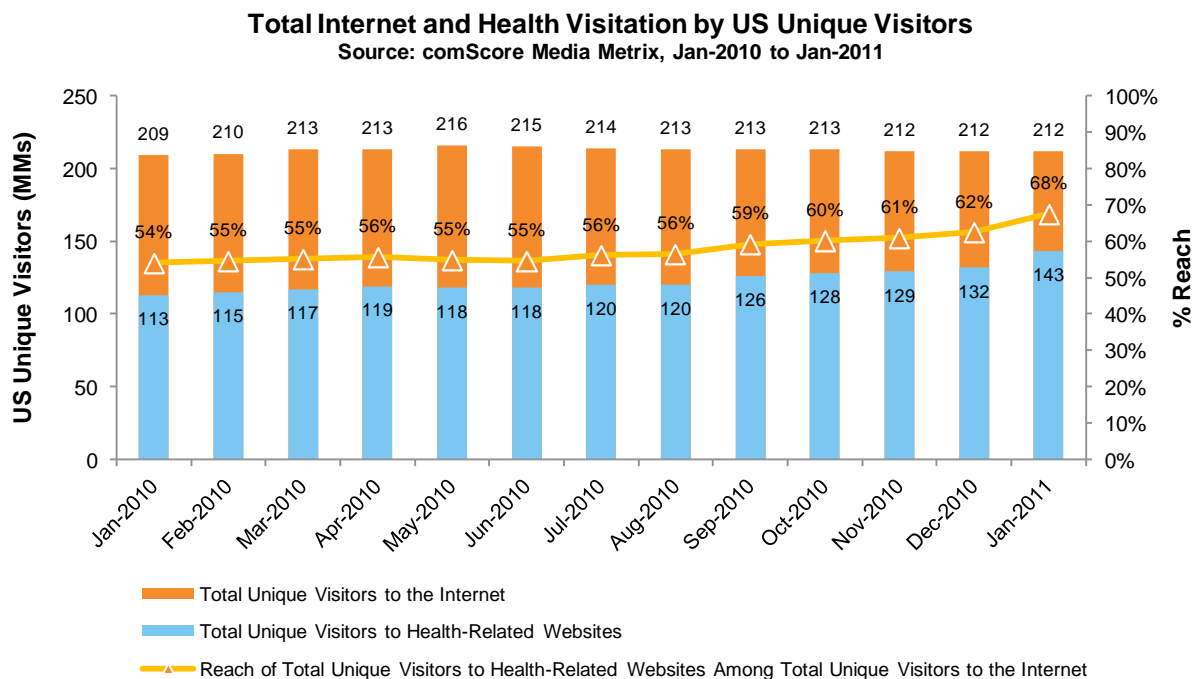
The online marketing effectiveness is defined as an increase in the following metrics:

- Brand Awareness (aided and unaided)
- Brand Favorability
- Offline Prescription Activity (conversion and adherence) – used to calculate incremental revenue generated by an online campaign

The benchmarks evaluate the impact on two distinct populations: prospects and patients. Patients are defined as consumers who have received treatment with the respective drug within 12 months prior to their exposure to the online marketing campaign, while prospects have not received treatment with the respective drug within 12 months prior to their exposure to the online marketing campaign.

Online Health Activity Continues to Grow

Visitation to US health resource sites continues to grow at a rapid pace, exceeding the growth of the Internet as a whole. In January 2011, 143 million people visited a health-related website, reaching 68 percent of Internet users in the US.



Visitation to health sites historically followed seasonal trends, peaking in the winter and increasing again in the spring. However, underlying these seasonal patterns, there is a gradual and steady growth of visitation to health sites. These trends indicate the continual growth of the market for health information online and the ever increasing opportunity for pharmaceutical online marketing.

Benchmarks

The Online Marketing Effectiveness Benchmarks aggregate the observed lifts associated with online advertising exposure as well as visitation to branded websites. Two of the most common and useful outcomes are increased brand awareness and favorability. Awareness is measured in two forms: aided and unaided. With aided awareness, a survey respondent is provided with a prompt or list of brands. In contrast, unaided awareness is measured by open ended questions, free of any prompt.

Banner Exposure Increases Brand Awareness by Approximately 2 Points

The benchmarks indicate that exposure-only of prospects to an online ad had a strong impact on brand awareness. Exposure-only created a 2.8-point lift in aided awareness and a 1.8-point lift for unaided awareness. While both lifts for exposure-only were nearly identical, exposure with interaction (rich media) achieved different lifts. Exposure with interaction caused a 3.1-point lift in aided awareness, but was more impactful in terms of unaided awareness with a 5.5-point lift. These data points suggest that conventional banners are useful in creating general brand awareness, but exposure with interaction (rich media) is strongest in creating brand awareness free of any prompt or repeated exposure.

| Incremental Effect on Awareness and Favorability Over Control | | | | |
|---|-----------------|-------------------|-----------------------------------|-----------------------------------|
| | Prospects | | | Patients |
| | Aided Awareness | Unaided Awareness | Favorability | Favorability |
| Exposed Only to Online Ads | +2.8 | +1.8 | No Statistically Significant Lift | No Statistically Significant Lift |
| Exposed & Interacted | +3.1 | +5.5 | No Statistically Significant Lift | +4.1 |
| Visited Branded Website | +14.1 | +13.4 | +16.9 | +15.6 |

Source: comScore, Inc. (U.S.) 2011

Pharma Brand Site Visitation Ranks as the Most Impactful Form of Online Marketing

According to the benchmarks, site visitation provided the greatest lifts for both brand awareness and favorability. Prospects who visited a branded website showed a 14.1-point lift in aided awareness and 13.4 in unaided awareness. These effects were more than double the greatest lift linked to online banners.

Awareness can be greatly increased by site visitation, with the greatest impacts experienced in terms of favorability. With the current strategies, offline advertising has been extremely successful in creating awareness and brand recognition, which helps drive further research online. A much greater volume of information is provided on a website versus a television commercial or a text ad, which lends itself towards driving favorability as opposed to awareness. The current model allows offline advertising to create strong awareness, while online advertising offers more depth and impacts favorability.

Pharma Brand Site Visitation Drives Incremental 9 Point Lift in New Patient Starts

The benchmarks also evaluated the impact of online marketing on offline prescription activity. For prospects, this refers to beginning treatment with the branded medication and becoming a patient. For those already classified as patients, impact indicates one extra refill (adherence) of the branded medication.

For prospects, site visitation drove an 8.8-point lift in new patient starts in comparison to those in the control group. This lift is extremely valuable, as it provides the input necessary to prove the return on investment of online

marketing. This impact was greater than exposure with interaction on awareness and favorability, indicating that using banners alone is not as valuable as leveraging them to drive qualified traffic to a branded website.

| Incremental Effect on New Patient Starts and Adherence/Next Fill Over Control | | |
|---|-----------------------------------|-----------------------------------|
| | Prospects | Patients |
| | New Patient Starts | Adherence/Next Fill |
| Exposed & Interacted (Rich Media) | No Statistically Significant Lift | No Statistically Significant Lift |
| Visited Branded Website | +8.8 | +15.5 |

Source: comScore, Inc. (U.S.) 2011

A 16-Point Lift in Adherence/Next Fill Driven by Pharma Brand Site Visitation Among Patients

Online marketing had an even greater impact on patients refilling their prescriptions. Adherence/next fill of patients after visiting a branded website showed strong impact with a 15.5-point lift. The results reinforce the importance of site visitation as an optimal vehicle for conveying relevant branded information and driving conversion, especially among those already taking the medication.

Online Banners Increase Intent to Ask Physician for Brand, but Do Not Increase Conversion or Favorability of Brand

Both exposure-only and exposure with interaction generated lifts in intent to ask one’s physician for a prescription for the brand, with the latter showing a higher lift. For prospects, exposure-only had a smaller impact with a 1.1-point lift compared to the 6.6-point lift from exposure with interaction.

Prospects, perhaps due to unfamiliarity with the drug or given the size and/or regulatory restrictions in messaging within banners, did not react strongly to banners or even interaction with banners, in terms of favorability, when compared to the control group, exhibiting an insignificant lift versus the control group. The positive information conveyed in the rich media may have been counteracted by the articulated negative side effects. At present, rich media is not the most impactful mode of communication with prospects, but as the industry tests varying sizes and methods of balancing positive and adverse effects, the results are likely to change. Patients, who might already be aware of the potential side effects, reacted more positively to exposure with interaction as indicated by the 4.1-point lift over control for favorability towards the brand.

For both patients and prospects, those who are only exposed to banners or those who are exposed to and interact are no more likely to receive a prescription from their doctor as the control group, as indicated by an insignificant lift in conversion. Exposure to an advertisement alone does not appear to have a significant impact on making the next step to make a special appointment with one’s doctor and ask for a prescription for the advertised brand. However, those who click on banner ads and visit the brand’s website are significantly more likely than the control group to receive a prescription, as indicated by a 5.1-point lift among media-referred prospects.

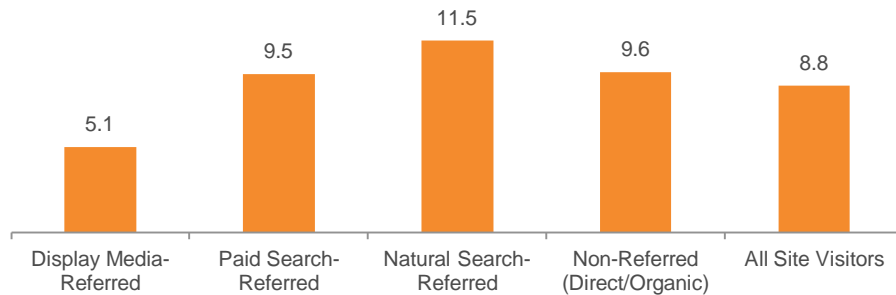
Natural Search-Referred Traffic Most Impactful in New Patient Starts

In order to analyze more granularly the lifts in conversion created by site visitation, the benchmarks also assessed the impact by the referral source of the visit to a branded website.

For prospects, there was a clear hierarchy in the lifts created among different referral types. While all drove significant lifts, natural search-referred traffic had the highest lift, with 11.5 points versus control. Non-referred organic visits provided a smaller yet substantial impact with a 9.6-point lift. Paid search-referred traffic provided a comparable effect, with a 9.5-point lift over control. Generally, display media that drove traffic to a branded website via a click-through was the least discerning referral type in terms of attracting qualified visitors.

Incremental Conversion for Prospect Site Visitors (Point Lift Over Control)

Source: comScore Marketing Solutions, 2011

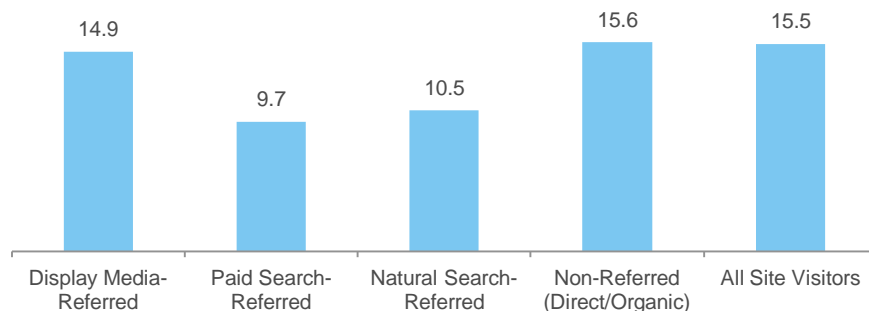


Pharma Brand Site Traffic Provides Significant Lifts in Prescription Adherence

For patients, the highest lift was seen in non-referred organic visits, with a substantial 15.6-point lift versus control. However, display media-referred visits exhibited a very similar effect with a 14.9-point lift, with natural search-referred visits at a 10.5-point lift. This relatively narrow range of lifts suggests that patients are more likely to visit a branded website with a particular research goal in mind compared to prospects that may simply be browsing medication options.

Incremental Conversion for Patient Site Visitors (Point Lift Over Control)

Source: comScore Marketing Solutions, 2011



Conclusions

- Online marketing has a positive and significant impact on brand awareness and favorability:
 - Prospects
 - Exposure-only showed a 2.8-point incremental lift versus control in aided awareness and a 1.8-point lift for unaided awareness.
 - Exposure with interaction produced a 3.1-point lift in aided awareness. There was a larger effect in unaided awareness, with a 5.5-point lift versus control.
 - Site visitation had the largest effect across most outcomes, with a 14.1-point lift in aided awareness, 13.4-point lift in unaided awareness, and 16.9-point lift for favorability.
 - Patients
 - When patients interacted with rich media online ads, there was a significant and positive 4.1-point lift for favorability.
 - Site visitation drove an impressive 15.6-point lift for favorability.
- Online marketing has a positive and significant impact on new patient starts and adherence:
 - Prospects who visited a branded website exhibited an 8.8-point lift versus control.
 - For patients, site visitation had a 15.5-point lift.
- Online marketing can be optimized to take full advantage of potential impact in order to maximize lifts on conversion and increase ROI. The lifts caused by site visitation vary when segmented by referral type.
 - Natural search-referred traffic had the strongest impact for prospects with an 11.5-point lift, and non-referred organic traffic had the strongest impact for patients with a 15.6-point lift.
 - Search had a consistent lift across both prospects and patients, shown by the 10.5 and 13.6-point lifts, respectively.
 - Display media-referred traffic had the greatest discrepancy between prospect and patient site visitors. While display media provided only a 5.1-point lift for prospect site visitors, it caused a 14.9-point lift versus control for patient site visitors.

About comScore Pharmaceutical and Healthcare Solutions

comScore Pharmaceutical Solutions delivers in-depth information needed to understand the impact that brand, condition-specific, and health Web sites have on consumers' brand awareness, conversion, and patient compliance as well as insights into health care professionals' online usage. comScore's products deliver actionable insight to help refine consumer profiles, identify key alliances, optimize interactive marketing initiatives, benchmark against the competition and accurately measure the ROI of Web site and online marketing programs. For more information, please visit: http://www.comscore.com/Industry_Solutions/Pharmaceutical

About comScore, Inc.

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. comScore helps its clients better understand, leverage and profit from the rapidly evolving digital marketing landscape by providing data, analytics and on-demand software solutions for the measurement of online

ads and audiences, media planning, website analytics, advertising effectiveness, copy-testing, social media, search, video, mobile, cross-media, e-commerce, and a broad variety of emerging forms of digital consumer behavior. comScore services, which now include the product suites of recent acquisitions Nedstat, Nexius XPlore, ARSGroup and Certifica, are used by more than 1,600 clients around the world, including global leaders such as AOL, Baidu, BBC, Best Buy, Carat, Deutsche Bank, ESPN, Facebook, France Telecom, Financial Times, Fox, Microsoft, MediaCorp, Nestle, Starcom, Terra Networks, Universal McCann, Verizon Services Group, ViaMichelin and Yahoo!. For more information, please visit www.comscore.com.

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About Evolution Road

Evolution Road is a marketing innovation consultancy focused on helping brands leverage digital channels to drive their business. Evolution Road is bringing its vision to life - that digital marketing will dramatically improve how pharmaceutical brands are marketed for the benefit of consumers, physicians and healthcare brands. To that end, Evolution Road has helped millions of consumers and healthcare professionals make more informed healthcare choices and has delivered over \$1 billion dollars in incremental top-line revenue for its clients at an ROI of over 4:1.

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