

Are Rx Marketers Effectively Leveraging the Internet?

A study conducted earlier this year showed that online display advertising and rich media interactions can drive lifts in awareness and favorability among Rx prospects. For those taking prescription drugs, the study found that rich media can help drive adherence.

BY DAVID LAIRD

In March, 192 million people went online in the United States, but pharmaceutical companies, on average, only reached less than 2 percent of those people through display advertising campaigns.²

In fact, few pharmaceutical companies ever reach more than 10 percent of Internet users in any given month.² They traditionally have used television as the main vehicle to build their overall brands, and used the Internet to drive more targeted campaigns. However, as more and more people turn online for everything from daily news happenings to updates on health information, pharmaceutical companies have a bigger opportunity than ever before to reach mass audiences.

Reach beyond health sites

There is no doubt that health-related Web sites are important places to reach consumers, but they're not the only places. Even the most passionate consumers of health-related information are spending the vast majority of their time online with non-health-related content. So why aren't drug companies taking advantage of this? If a pharmaceutical company were to advertise on the front page of one popular Web portal, for example, it could reach 2.5 million adults with insomnia or sleep disorder – which is more than five times the number of people who visit the top five health information sites combined.³

Also, at least one study has shown that many condition sufferers may not actively research their conditions online. For example, 85 percent of adults with asthma said they have not searched online for information or treatment options.⁴

Obviously, people who don't actively look for health content still use or need prescriptions. Did you know that more than one-half of all time spent online is with communication tools and entertainment content?¹ Did you also know that many of those people take prescription drugs? In fact, 47 million prescription drug users spend an average of six hours per month using e-mail, and nearly 40

percent of all adults engaging with entertainment content online are on a prescribed medication.⁵

Helping to drive adherence

Studies have shown online advertising to be an effective vehicle for pharmaceutical companies to drive prescription fills. Ad effectiveness benchmarks released this year by comScore showed online display advertising and rich media interactions can drive lifts in awareness and favorability among Rx prospects. And, for those currently on medication, the study showed that rich media can help drive adherence.⁶

One recent study, conducted by Yahoo!, comScore and Crossix, demonstrated that online display advertising campaigns can drive lifts in traffic to pharmaceutical advertisers' Web sites, searches for the brand itself, and ultimately new prescription fills. Three campaigns reaching nearly 73 million consumers were analyzed in this study, and shown to drive an 11 percent increase in visitors to the advertiser brand.com Web sites. Those exposed to the Yahoo! display campaigns were 160 percent more likely to visit the advertiser Web sites than those not exposed, and site visitors were nearly twice as likely to fill a new prescription compared to non-visitors. They either visited by clicking on the ad itself, saw the ad and then searched for

comScore/Crossix/Yahoo! Study Results

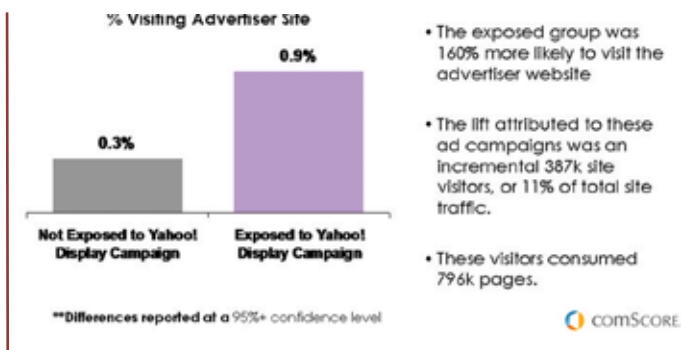
Performance Snapshot		
Brand.com Visitation	Incremental site visitors attributed to Yahoo! advertising campaign	387,159
	Percent of brand.com traffic attributed to Yahoo! advertising campaign	11%
Brand.com Engagement	Incremental minutes attributed to Yahoo! advertising campaign	767,013
	Incremental pages attributed to Yahoo! advertising campaign	795,233
Brand.com Category Share	Share of visits	69%
	Share of minutes	87%
Trademark Search	Incremental drug trademark searches attributed to Yahoo! advertising campaign	22,823
Campaign ROI	Incremental prescription fills attributed to Yahoo! advertising campaign	32,031
	Incremental prescription revenue attributed to Yahoo! advertising campaign	\$ 10,762,416
	Return On Media Investment (per dollar spent)	\$ 3

*ROI calculated based on 50% of actual retail cost of prescriptions of a new patient over first 12 months

CROSSIX

COMSCORE

comScore/Crossix/Yahoo! Study Results



the advertiser, or saw the ad and then typed in the advertiser's Web site. The incremental traffic to the brand.com Web sites resulted in 32,000 new prescriptions, a 3:1 return on media investment.

The Internet is proving to be an effective way for pharmaceutical companies to build awareness, change brand perceptions, and help consumers along of the path of making their healthcare decisions.

Content makes a difference

Pharmaceutical advertiser sites have consistently proven to be an important touch point for consumers making healthcare decisions.⁶ The path to a healthcare decision starts with symptoms or awareness, continues with education and information gathered through a variety of sources, and the decision is initiated through a doctor visit.

The Internet is proving to be an effective way for pharmaceutical companies to build awareness, change brand perceptions, and help consumers along of the path of making their healthcare decisions. And, the Yahoo!, comScore, Crossix study demonstrates that display advertising can play a critical role in driving traffic and engagement to pharmaceutical Web sites. Remember, the more information the advertiser shares with consumers – both in their display ads and on their respective Web sites – the better. Consumers should be well-informed – especially when it comes to their health.



Study Sponsors & Consumer Behavior Analysis References

comScore

comScore passively observes the Internet behavior of ~1 million panel members who have agreed to be continuously observed. All Internet activity – display exposure & interaction, search behavior, Web site visitation, and ad exposure is captured. Panelists have agreed to be matched to third-party databases such as Crossix, and the match is done with strict adherence to the HIPAA standards.

Crossix

The Crossix database was leveraged for analysis of prescription therapy behavior. Crossix is an analytics company focused on consumer marketing. Their data network includes retail pharmacies, health plans, Pharmacy Benefits Management sources, and other sources. Results are reported from longitudinal patient data and Crossix can segment consumers based on therapy history. **DTC**

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