

DIGITAL PERFORMANCE TRACKER

Competitive benchmarking to measure the digital performance of your brands

DIGITAL INFORMATION JOURNEY FOR A CONSUMER

Do you know what consumers think about your brand? What they are saying about your brand and on what platform? Are you influencing the conversations around your brand online?

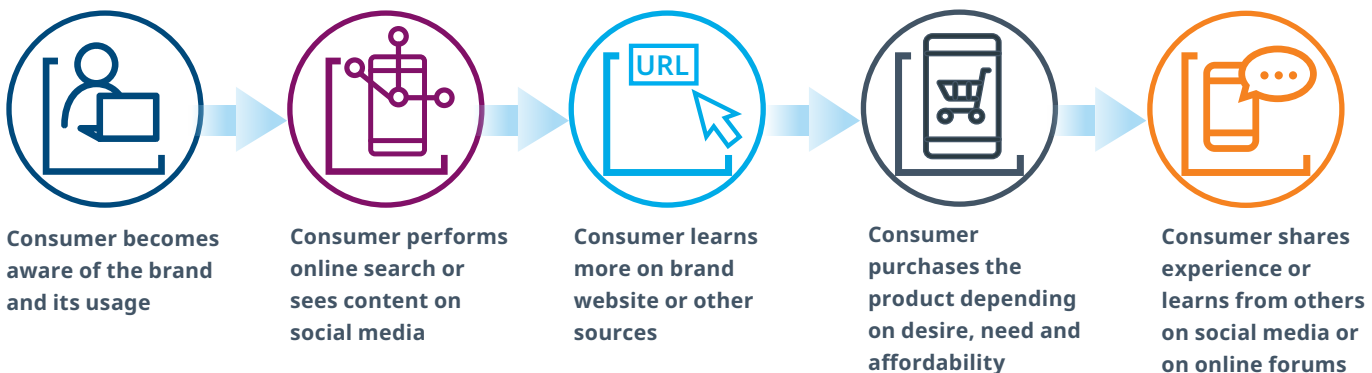
These questions have become even more important as the growth of social media platforms such as Facebook, WeChat, Instagram and Twitter increasingly influence the decisions made by billions of people around the world.

Increasingly, healthcare decisions made by consumers are influenced by ratings, reviews and experiences of fellow consumers found on online forums and in social

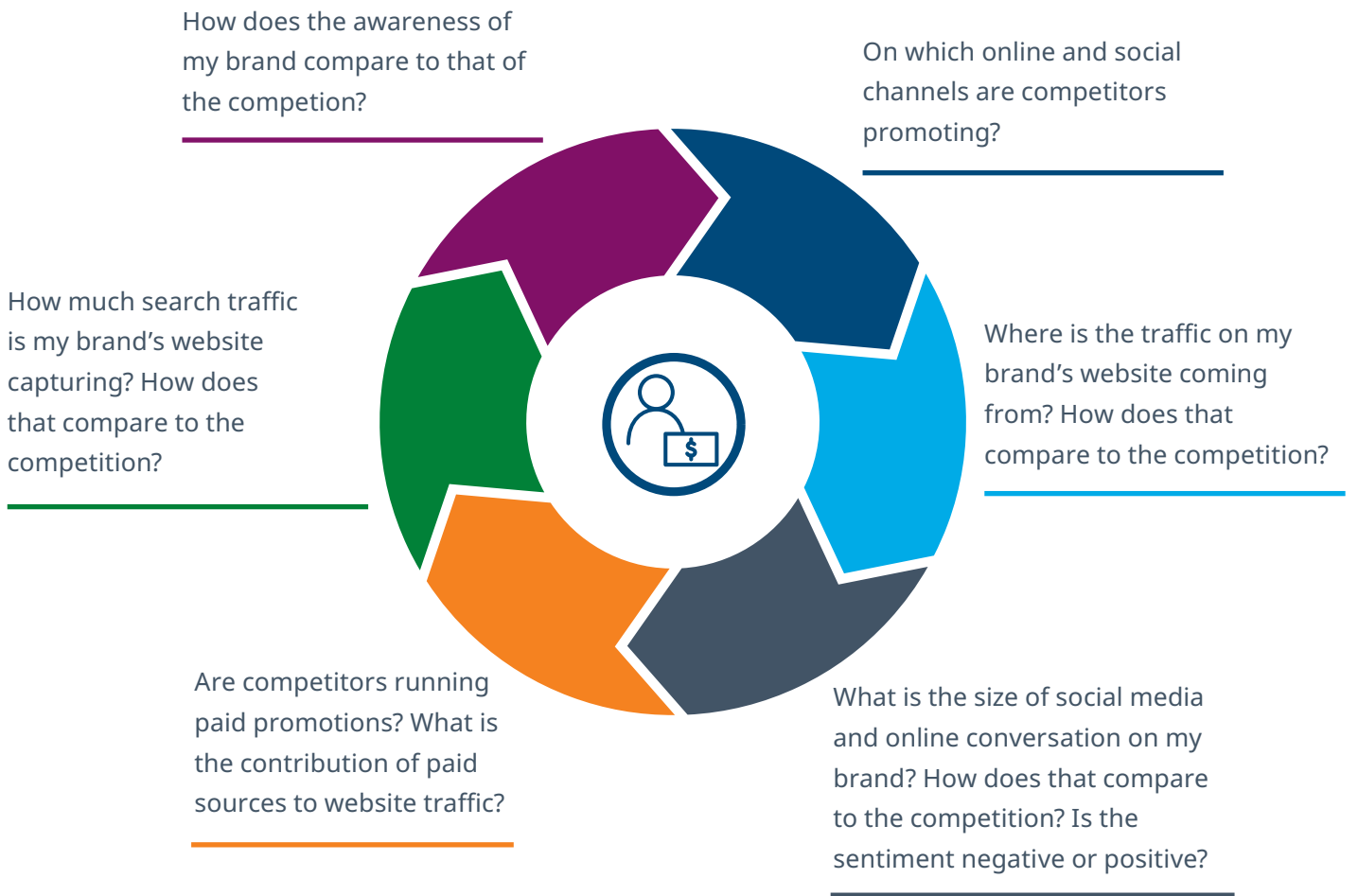
media, even before they consult with a pharmacist or other healthcare professionals in the real world.

Establishing a comprehensive online and social media presence is now a critical aspect of launch strategy and annual consumer healthcare brand planning.

Brand managers and digital marketers of consumer health products have a need to not only periodically assess the digital performance of their own brands but also benchmark it against the competition. In addition, investment decisions are better informed when digital performance KPIs are considered in relation to each other.



WHILE ESTABLISHING A COMPREHENSIVE AND DIFFERENTIATED WEB/SOCIAL MEDIA PRESENCE, BRAND MANAGERS ARE FACED WITH SEVERAL CRITICAL DECISIONS



DIGITAL PERFORMANCE TRACKER

MAKE INFORMED MARKETING INVESTMENTS BY TAKING A CONSOLIDATED VIEW OF YOUR BRAND'S DIGITAL PERFORMANCE

IQVIA's Digital Performance Tracker consolidates quantitative digital performance KPIs in one screen allowing competitive benchmarking on five critical parameters i.e. **Awareness, Active Interest, Acquisition, Activity** and **Attitude**. This enables informed decisions aimed at enhancing a brand's overall digital presence.

WHAT DOES THE DIGITAL PERFORMANCE TRACKER MEASURE?

AWARENESS



How many users are aware of my brand?

How many users are looking for it on Google using brand specific keywords?

How does that compare to the competition?

ACTIVE INTEREST



How many users are visiting my brand's website?

How many users are reading about and reviewing my brand on Social Media ?

How does that compare to the competition?

ACQUISITION



Where is the traffic to my brand's website coming from?

How does that compare to competitor brands?

Are competitors conducting campaigns or paying for online and social ads?

ACTIVITY



How much online and social media buzz is my brand generating?

How does that compare to the competition?

Which platforms have the most buzz? Is that different for competitors?

ATTITUDE



What does the user sentiment on my brand look like?

Is it predominantly positive, negative or neutral?

How does that compare to competitors?

DIGITAL PERFORMANCE TRACKER MAKES THE FOLLOWING KPIs READILY AVAILABLE FOR BRAND MANAGERS VIA A SECURE DASHBOARD

AWARENESS	ACTIVE INTEREST	ACQUISITION	ACTIVITY	ATTITUDE
Absolute average monthly searches on Google	Total monthly visits on brand website	Website traffic break-up by mobile and desktop	Social conversation volume for each brand	AI-based sentiment classification of brand-related social conversations - positive, negative and neutral
Brand name searches	Total page views for brand-related pages	Website traffic break-up by channel: <ul style="list-style-type: none"> • Direct traffic • Organic search • Paid search • Displays ads • Social media • Email • Others 	Social conversation volume break-up by platform: <ul style="list-style-type: none"> • Twitter • Facebook • Blogs • Forums • Instagram • Reddit • Tumblr • YouTube • Etc. 	Comparison of sentiment across competitor brands

BASED ON FINDINGS FROM THE DIGITAL PERFORMANCE TRACKER, IQVIA'S SOCIAL INTELLIGENCE TEAM CAN HELP WITH CUSTOM IN-DEPTH INVESTIGATIONS

SEARCH QUERY ANALYSIS



What are the top keywords driving traffic to my brand's website? How does that compare to competitor websites?

How does my brand's website rank against organic or paid searches in comparison with competitor websites?

WEBSITE CONTENT AND ENGAGEMENT BENCHMARKING



How does the content of my brand's website compare to that of the competition? Where are the gaps?

Are users spending more time on competitor websites? Why?

Are there any interactive features missing?

PROMOTIONAL INVESTMENT ON SOCIAL CHANNELS



Which channels are my competitors promoting on? Are these promotions paid or organic?

Which online or social media campaigns are being conducted by competitors? How are these campaigns resonating with audiences?

SOCIAL CONVERSATION ANALYSIS



What are patients/consumers saying in relation to my brand? How does that compare to competitor brands?

Are there any differences in sentiment and tonality?

Is there a potential risk to the reputation of my brand or company?

FOR MORE INFORMATION, PLEASE CONTACT YOUR ACCOUNT REPRESENTATIVE OR EMAIL CANADAINFO@IQVIA.COM