

Verifying Website Visitors

Ensuring we are reaching the right people

Introduction

Companies invest significant resources into building their brand websites, and rightfully so! It's the centralized resource for customers to find information and detail about your product. As such, enormous amounts of funds are spent driving potential consumers to their web properties. But how do you know you're sending the right people?

Pulling the right audience to your website

There are multiple ways to ensure the right people are being targeted with media to reach the website. Targeting capabilities in the digital realm are numerous and very effective, but there are certain channels and behavioral traits that battle with precision and accuracy.

Let's use paid search as an example. Even though there are several ways to filter who you can reach (demographic, geographic, dayparting, etc.), the primary

source of understanding the audience is on what keywords they've searched. What if your target audience is a very specific group of people with similar search behavior and similar demo/geo traits to other? A perfect use case is targeting healthcare professionals (HCPs).

A challenge in misconception

Surprisingly, HCP search behavior is very similar to patient search behavior. And in our findings, the logical search behavior is counter intuitive. An HCP might be expected to search for technical terms related to a therapy or disease state. However, in most cases, patients are searching terms they were just given by a doctor on their diagnosis. Similarly, you might expect a patient to search for a disease treatment. But often times, HCPs are seeking the brand product page in the quickest way possible, and they've simply forgotten the name of the therapy or search is just easier.

A study by Google and Manhattan Research found interesting results. When looking at healthcare and pharmaceutical related campaigns, patients and HCPs had very similar searching behavior. 45% of patients search for the disease state, where a surprising 84% of HCPs do the same. 46% of both patients and HCPs search for symptoms. Only 11% of patients search for the brand name, but 50% of HCPs search for brand names.

PATIENTS	CATEGORY	HCPS
45%	Disease State	84%
46%	Symptoms	46%
11%	Brand Rx Team	50%

How do you ensure you're driving the right people to your content? Onsite surveys are a proven method to get high quality directional data to verify that your targeting and media channels are reaching the right people. It also provides the opportunity to ask questions that won't show up in quantitative data such as "do you plan to talk to your doctor?" or "what type of content do you expect to see on this website?"

Executing a visitor verification survey (VVS)

Using a quick 5 question survey provides extremely valuable data for your brand. Learn which specific placements and details in your media campaign are driving your highest qualified audience to your site. Additionally, build out models based on site behavior for continual strategic optimization. If executed optimally, our historical data shows that a survey with no more than

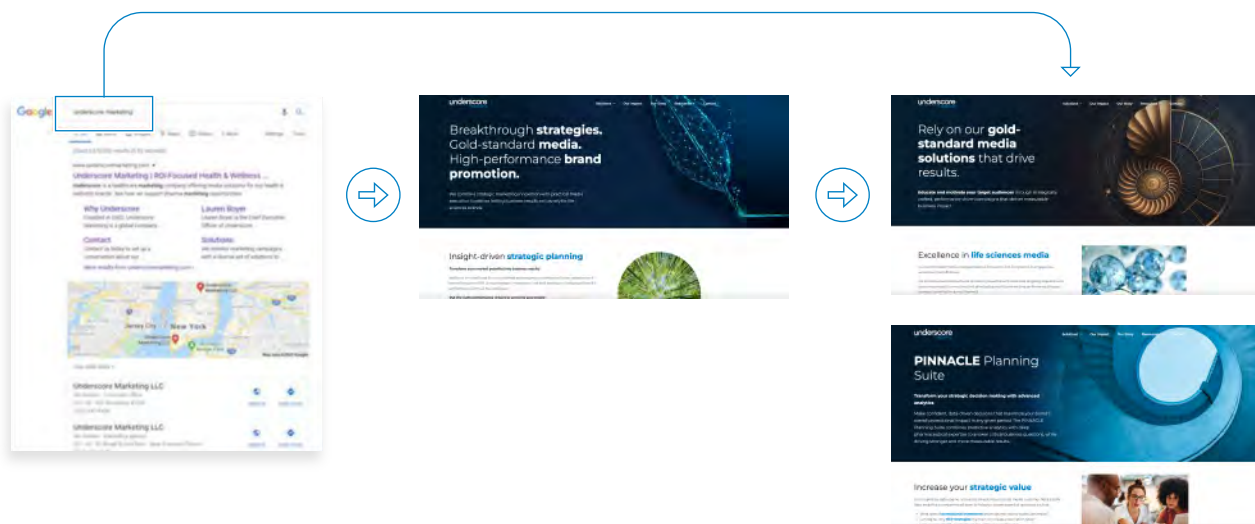
5 questions has minimal drop off and a high response rate. Drop off as a result of the survey is minimal (less than 5%) and take rates are on average 10%.

Use the first questions to gain the highest priority information. In the case of the sample below, the goal was to identify HCPs throughout a paid search campaign. Just looking at raw ratio, a campaign focused even on the largest specialty of HCPs is only 150k physicians. Given the ratio of overall search volume for patient, you would anticipate 2%-5% of your visitors to be HCPs.

Once audience qualification is obtained, use the remaining questions to further refine who your audience is and how they respond to your efforts. With a high response rate, you can turn qualitative responses into quantitative data to make decisions.

PAGE #	QUESTION #	ANSWER #	TEXT	TYPE	VISIBILITY	ANSWER REQUIRED	RANDOM -IZATION
1	1		Which of the following best describes you?	Single choice (radio button)	Always	Yes	No
		1	Oncologist/Hematologist				
		2	General Oncologist				
		3	Other Specialty Physician				
		4	Related healthcare field like Insurance or Hospital Administrator				
		5	Nurse Practitioner / Physician's Assistant				
		6	Person living with cancer seeking information				
		7	Caregiver seeking information to help a family member or friend				
		8	None of the above				
2	1		What is the setting in which you practice?	Single choice (radio button)	only if p1q1 = a1 to a5	Yes	No
		1	Academic/Teaching Hospital				
		2	Community Hospital Affiliated with Academic center				
		3	Community Hospital unaffiliated with Academic Center				
3	1		Have you referred or prescribed a patient for CAR T ther...?	Single choice (radio button)	only if p1q1 = a1 to a5	Yes	No
		1	Yes, I have referred a patient				
		2	Yes, I have patient treatment experience				
		3	No, but I am interested in referring or prescribing a patient				
		4	No, and I don't anticipate to				
3	2		Have you ever referred or prescribed a patient for YESCA...?	Single choice (radio button)	only if p1q1 = a1 to a2	Yes	No
		1	Yes, I have referred a patient				
		2	Yes, I have patient treatment experience				
		3	No, but I am interested in referring or treating a patient				
		4	No, and I don't anticipate to				
4	1		What is the primary purpose of your visit to the website t...?	Single choice (radio button)	only if p1q1 = a1 to a5	Yes	All except last
		1	Product's pharmacology/MOA				
		2	Product's efficacy				
		3	Product's safety				
		4	Product's manufacturing				
		5	Read clinical studies				
		6	Patient resources & financial assistance				
		7	Get information for a prior authorization				
		8	None of the above				
5	1		Thank you for your feedback!				

You can turn these qualitative responses into quantitative actionable data by linking the responses and onsite behavior to media tactic details. For example, someone who searched for “diabetes treatment” answered the survey that they are a PCP. They then went on to view two videos onsite and downloaded a “more information” packet. We then identify similar behaviors to help us attribute anyone taking these actions as likely being an HCP as outlined below.



Someone who searched for Underscore Marketing then answered the survey that they are a qualified user. They then visited our Solutions page and then went to our Pinnacle Planning Suite and Gold Standard Media pages.

With proper website structure, you can draw statistically significant correlations between site behavior and audience qualification. This leads to modeling and faster/more real time media channel/placement optimization.

In a past VVS execution, we identified a number of paid search keyword categories that were reaching HCPs at a significantly higher rate than others. We optimized out of the lower qualification keywords categories for the remainder of the campaign, and it shaped the paid search strategy moving forward.

This saved 40% annually on the paid search budget while still maintaining a similar level of qualified users visiting and interacting with the site.

CAMPAIGN	HCP RATE
FPG	45%
Brand CoPay and Support	58%
Pre-filled Insulin Pen	50%
Brand General	41%
Brand Dosage	40%
Insulin Dependent	33%
Mealtime Insulin	33%
Competitors	28%
Insulin Delivery	27%
Man Made Insulin	25%
Premix Insulin	24%
Insulin General	20%
PPG	19%
Rapid-Short Acting Insulin	16%
Basal Insulin	16%
A1C General	9%
HCP Specific Terms	9%
24 Hour Blood Sugar Control	7%
Insulin Analog	4%
Non-Insulin Dependent	0%

Build behavior models to maintain qualification rates

Not only does it allow you to optimize your campaign based on qualification rates, but by linking the survey results, media placement specifics, an onsite behavior, behavior models for future campaigns are established. This is extremely powerful because it tells us we are driving the right audience to the website and provides us data to understand typical qualified user behavior. What

actions they are taking on the website can inform us if they are a qualified user based on data instead of requiring a survey for every campaign.

In the same example as above, we found that users in the top qualified search categories took the below actions:

- View prescribing/dosing page OR
- View free samples page OR
- View homepage (campaigns were deep linked, so users would have had to back out to the homepage) OR
- 4+PVs

This knowledge allowed us to maintain the same high-quality users visiting the website, with the same reduced and efficient spend in future campaigns without needing a survey live at all times. It also informed the paid search strategy on other similar brands saving anywhere from 25-50% on each paid search budget while maintaining the high level of qualified users.



Summary

Running short qualification surveys to verify your visitors is a simple, effective, and efficient way to ensure you're reaching the correct audience. Whether you are targeting HCPs, patients, or caregivers, you can further understand who you are reaching with your media. It creates and informs the targeting strategy for many tactics by providing an optimization point. Once you've identified your highest qualified placements or campaign details, all other placements are wasteful and can be optimized out saving significant marketing dollars.



Click [**HERE**](#) to access the rest of our white paper resources.



DAVE MEVORAH

VP, Client Development

dave.mevorah@underscoremarketing.com

+1 (732) 407-0909

underscore
marketing