



Internet Marketing Operations Benchmark

Summary

TGaS Advisors focuses on providing clients with fact-based answers to the perennial question: "How do other Pharmaceutical Companies do 'it' "[®]

TGaS Advisors Internet Marketing Operations Practices solution provides a comprehensive method for optimizing online marketing efforts through collaborative benchmarking.

Background

The Internet Marketing Operations Practices (IMOPs) benchmark was launched in the spring of 2006 and currently includes data from 46 brands across 13 different pharmaceutical companies. The brands and companies range from the small to the very large, for a good comparative sampling of data. Prior to the IMOPs solution e-Marketing professionals lacked the outside-in perspective critical to optimizing their online efforts.

Area of Focus

The Internet Marketing Operations Practices (IMOPs) benchmark looks at the range of issues and tactics for Internet marketing across consumers and health care professionals including:

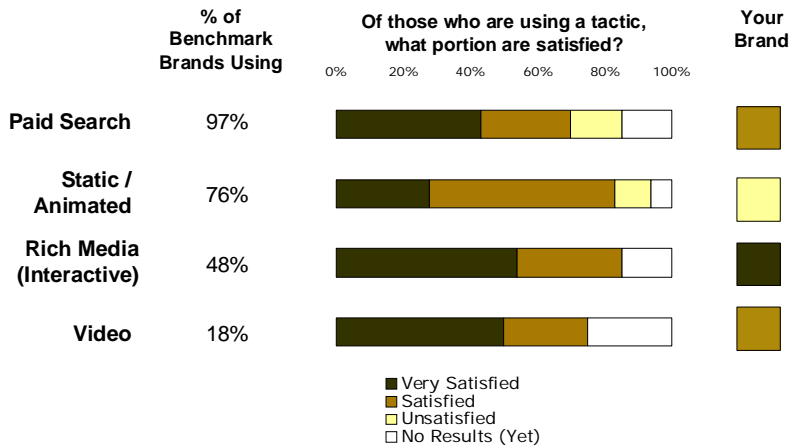
- Budgets and Marketing Mix
- Organizational Structure and Resources
- Relationship Marketing (see also our RMOPs solution)
- Media, Sponsorships
- Websites
- eDetailing
- Specialized Portals and Unbranded Initiatives
- ROI
- Performance Metrics (also available as a stand-alone service)

Deliverables

Full membership in the Internet Marketing Operations Practices (IMOPs) benchmark includes:

- Internet Performance Benchmark: quarterly reports on key performance metrics
- Comprehensive Benchmark: interviews and analysis of strategy, resources
- Invitation-Only Forums: meet your peers for live discussion
- Virtual How: ask members a question any time
- Deep Dive topical benchmarks: 20-30 questions deep into a hot tactic or issue

Sample Analysis: Prevalence, Satisfaction



Volume and efficiency measures of key metrics are compared against other benchmark brands to find opportunities for optimization

Sample Analysis: Resources

Specific comparisons of budgets, headcounts

	Benchmark Average	Your Brand
Site content, developments updates	\$500,000	\$200,000
Search Engine Optimization	\$80,000	\$70,000
Relationship Marketing	\$800,000	\$200,000
Paid Search	\$2,000,000	\$1,000,000
Media (static/rich/video)	\$600,000	\$200,000
Cost per Acquisition	\$800,000	\$200,000
eMail	\$100,000	\$200,000
3 rd -Party Sponsorship	\$ 1,000,000	\$200,000

All data for illustrative purposes only.

For more information about the Internet Marketing Operations benchmark, please contact Donna Wray at dwray@tgas.com or visit www.tgas.com.