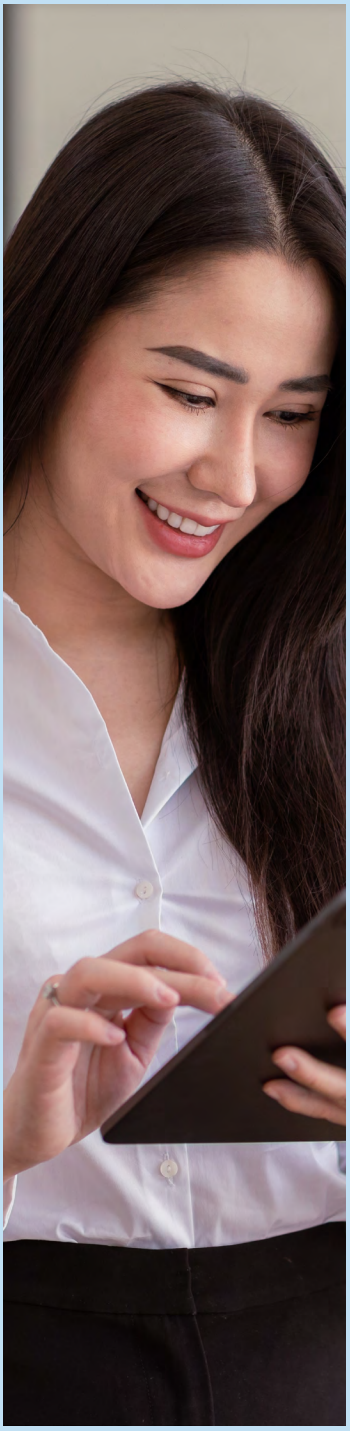
VIEW POINT



RELEVANCE OF GOOGLE ANALYTICS FOR DIGITAL MARKETING CAMPAIGNS

Abstract

In this digitally driven business era, it is important for pharmaceutical companies to stay ahead of the curve. Pharma companies need to be innovative and embrace digital transformation early to maximize the benefits of technology. Google Analytics (GA) is a leading web analytics tool that tracks website performance and provides a detailed analysis for actionable insights. GA includes multiple options that help organizations monitor key metrics that are relevant to their business and help track business goals. In this paper, we will discuss the key features of GA, case studies of GA usage in the pharma industry, and how Infosys can help your organization achieve a data-driven marketing experience using GA.

Infosys®
Navigate your next

Contents

Introduction

Digital analytics or web analytics analyzes digital data from various sources such as websites and mobile applications. Such tools quantitatively measure the performance of online content such as advertising campaigns, social media, and websites. This gives pharma companies a clear idea of how healthcare professionals, organizations or patients respond to their content and campaigns. The analysis provides companies insight into areas that need improvement.

By implementing Google Analytics (GA), a top analytics platform, pharma companies can get various metrics on how their campaigns are performing, and align their strategies based on data-driven insights.

How Google Analytics Works

GA is a platform that collects valuable usage data from websites and provides reports that can be used by businesses to re-align their business strategies.

To implement GA on any website, a JavaScript called tracking code must be inserted in each page of the portal. Each time a visitor interacts with any of the web pages, the tracking code collects data about the interaction and sends information back to the GA server. This data is compiled into reports. There are several default reports available, and businesses can also configure custom reports based on the specific parameters they want to track.

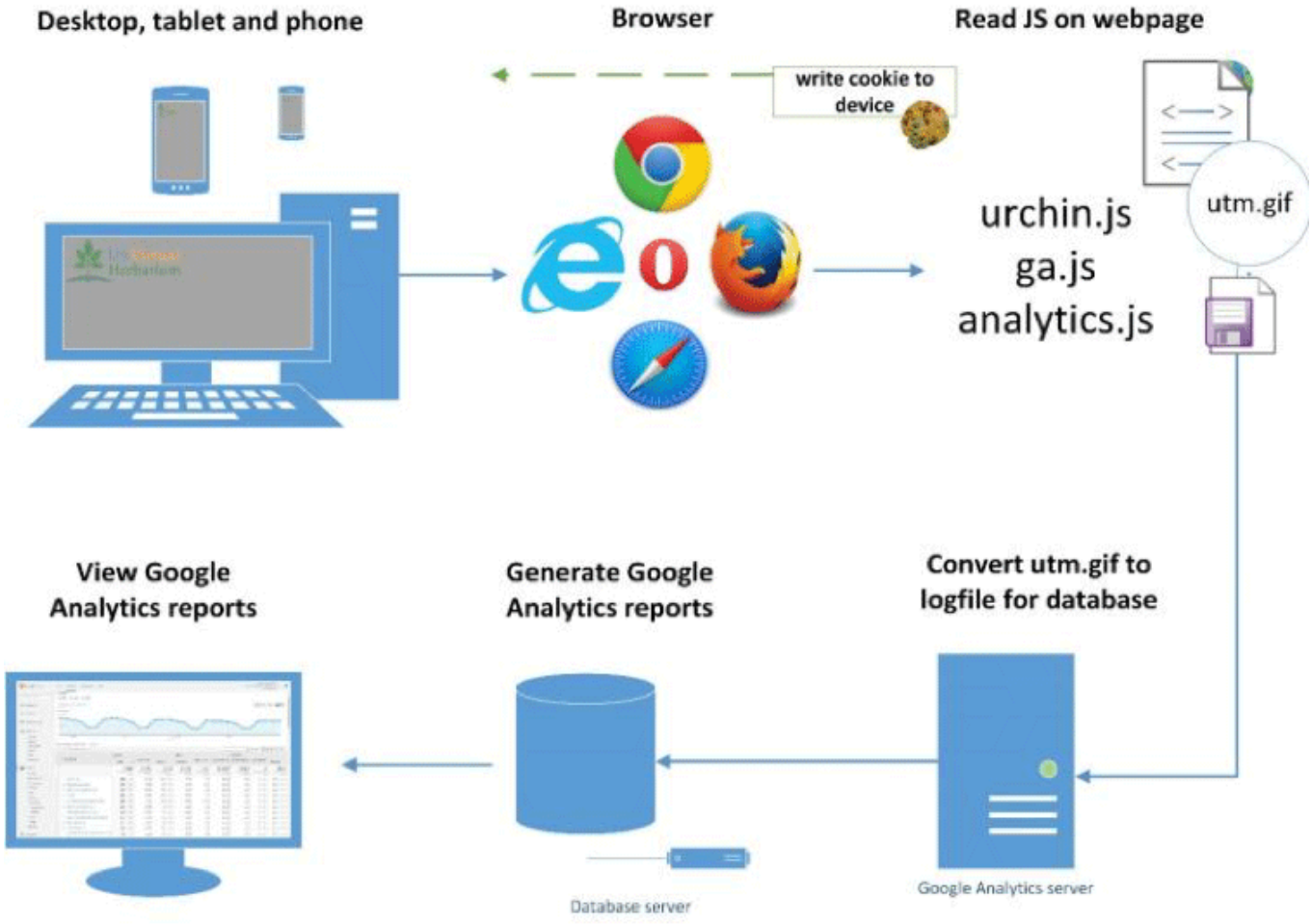


Fig 1: From tracking code to generation of reports

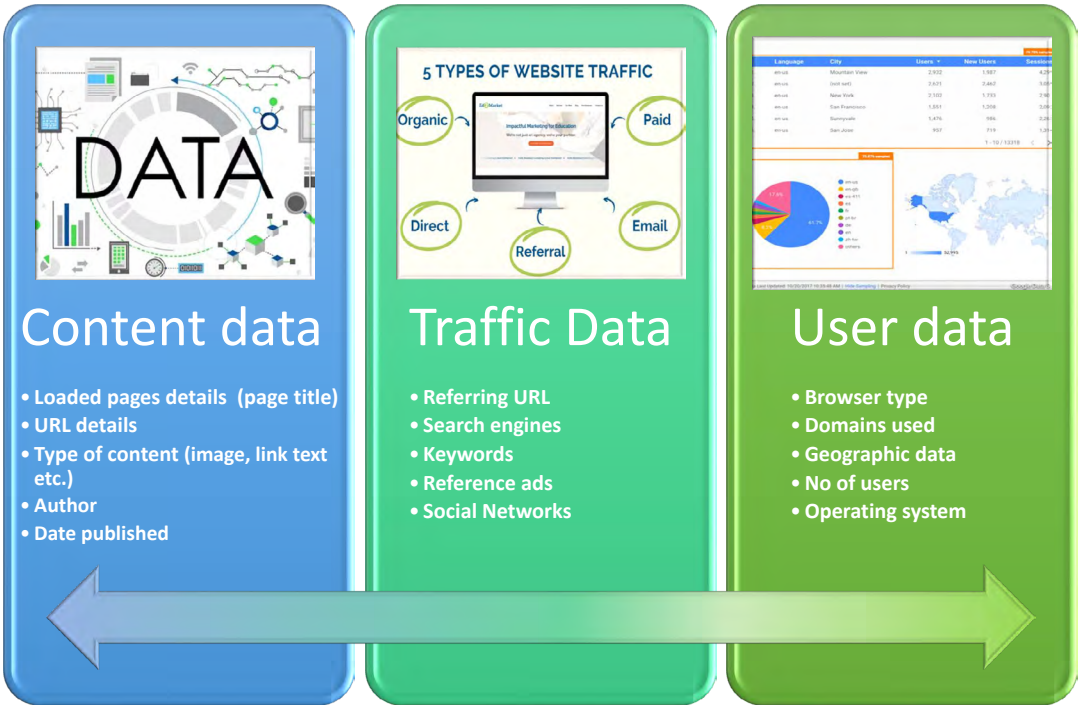


Fig 2: Data collected through Google Analytics tracking

Google Analytics Functionalities, KPIs, and Visualization

Marketing teams can leverage the rich functionality of GA to gain insights into several areas such as brand awareness, level of engagement with customers and visitors, acquisition potential, and outcome of interaction. Each area of visibility comes with a range of key performance indicators (KPIs) and detailed reports that can help pharma companies visualize the impact of the campaign and decide the next course of action. Let us take a closer look at each of these.

Awareness

Businesses can use this cluster of data points provided by GA to analyze what their company's unaided brand recall or reach is in the digital space. Table 1 provides an overview of functionality and the respective KPIs that can be measured by GA.

Functionality	KPIs
Branded search volume	# Searches, # impressions
Volume of online traffic	# Clicks, cost-per-click (CPC) and clickthrough rate (CTR) from channels
Demographics overview	Age, gender, Location

Table 1 – Functionality and KPIs for brand awareness

Figure 3 shows a demographics overview visualization report generated by GA. It provides country-wise data about traffic to the website.

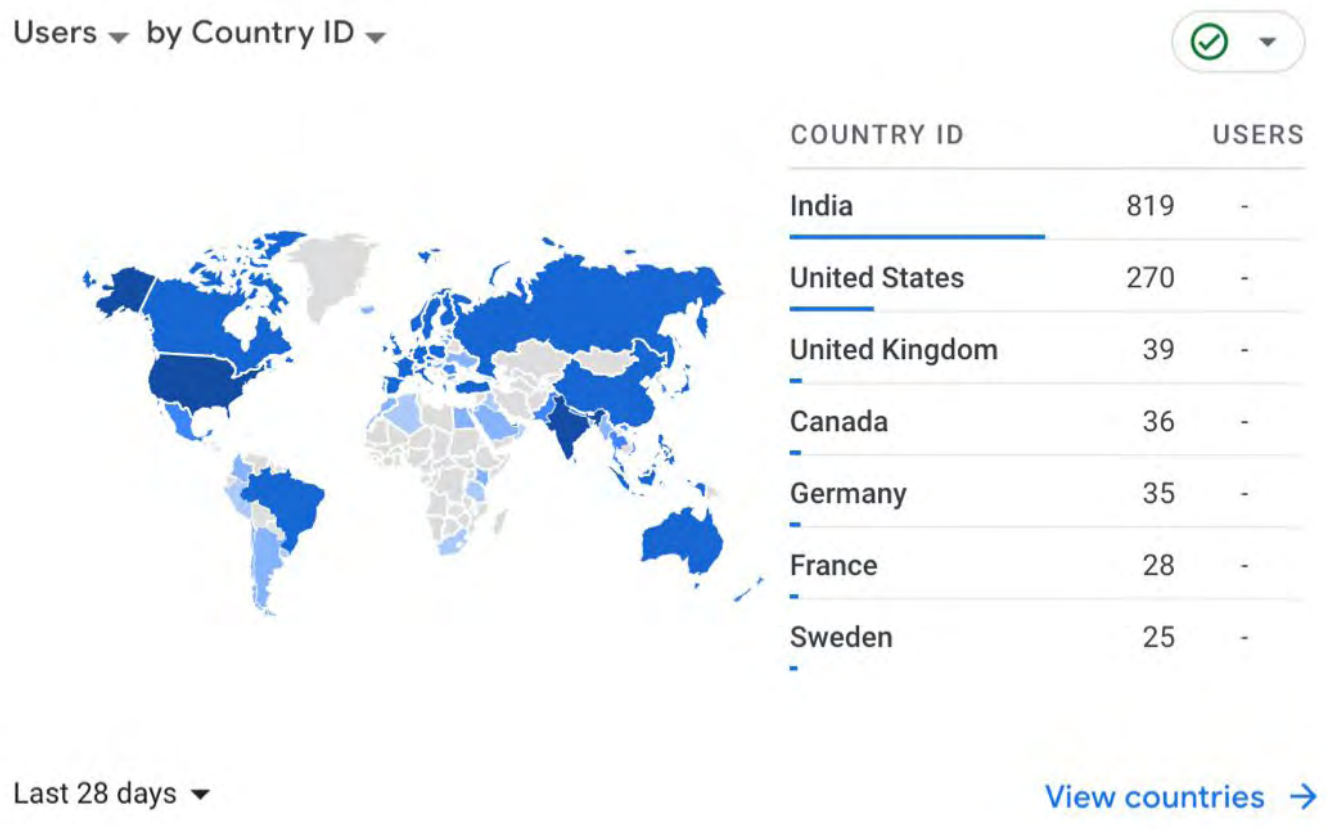


Figure 3 – Country-wise visitor data

Acquisition potential

Acquisition is a key area of interest for marketing because it provides insights into potential customer pipelines. This set of parameters tells businesses what attracts visitors to their digital properties. Table 2 provides a list of functionalities and relevant KPIs that indicate the acquisition potential of a website.

Functionality	KPIs
Search keywords tracking	Keyword ranking (most relevant)
Traffic source analytics	Visits/sessions, customer acquisition cost (CAC) from paid, direct, organic, referral, email
Bounce rate	Age, gender, Location

Table 2 – Functionality and KPIs for brand awareness

Figure 4 shows KPIs such as number of new users, new sessions, and bounce rate that can help visualize customer activity on the brand website over time. For example, there was a big dip on July 15th and 16th. The marketing team can analyze if any specific event was responsible for the dip in engagement and take action.

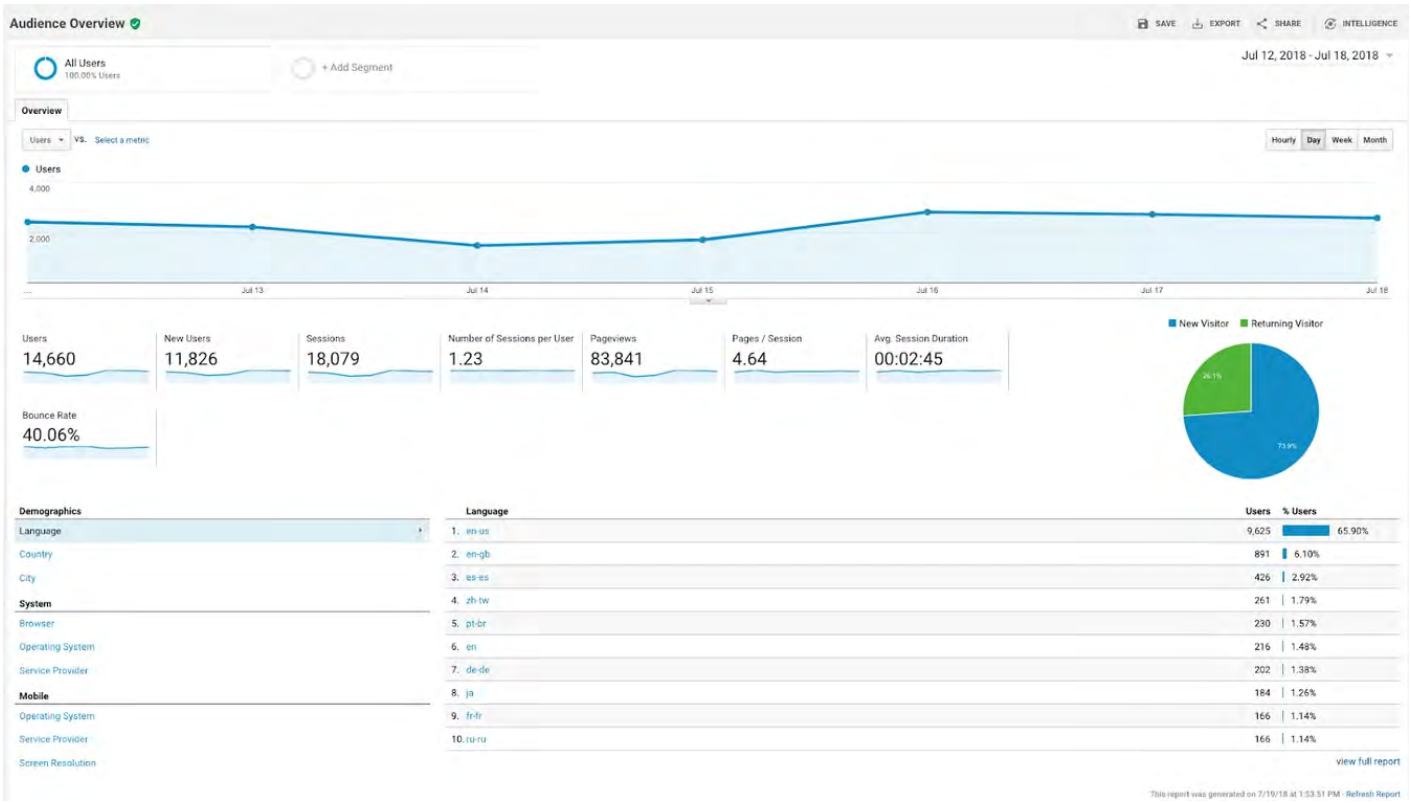


Figure 4 – Demographic and acquisition data

Engagement

Another key indicator of the performance of a website is the level of engagement with visitors and customers. These parameters provide insight into how much time visitors spend on the pages, how deeply they engage with the content, and whether they found what they wanted.

Functionality	KPIs
Visitor type and visit depth	#Visitors, new vs returning visitors, page views per session
Exit rate by page/section	Exit rate per page
Time spent on the site, pages	Time spent per session/per page
Internal search usage	% sessions with searches, % search exits, average search depth

Table 3 – Functionality and KPIs for engagement

Figure 5 shows useful user engagement metrics on the website such as bounce rate, percentage exits, and most visited pages. For example, analyzing the most visited pages and the bounce rate on those pages will provide perspective on the stickiness of the content on those pages.

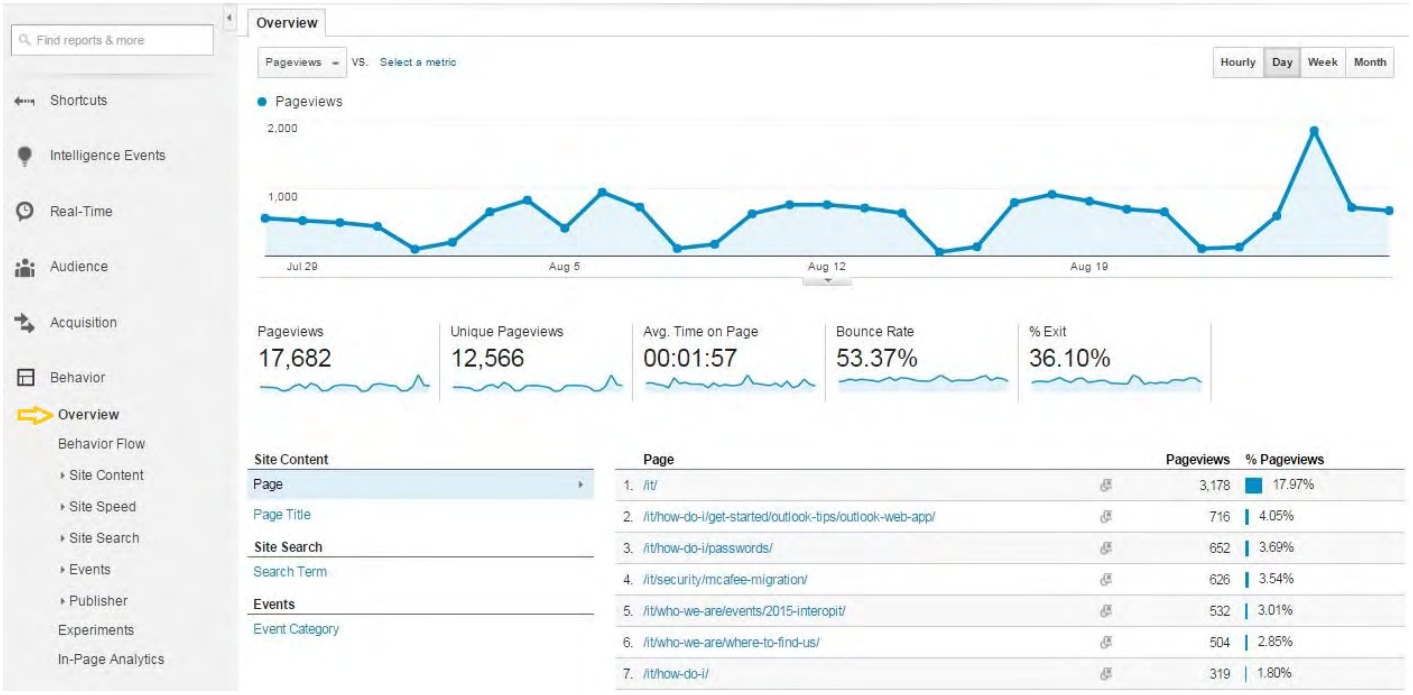


Figure 5 – Engagement data

Outcome

Finally, the parameter that really matters is the outcome for visitors and the business on the website. If there is a clear call to action (CTA) on the website pages, it is important to measure the relationship between the number of visitors and the success of the CTA.

Functionality	KPIs
Orders	# Orders, average order value (AOV), average cart size, revenue generated
Registrations, sign-ups, brochure downloads, coupons used	#, % Conversion rate
Successful payment	Cart abandonment rate, % payment failure

Table 4 – Functionality and KPIs for outcome

Figure 6 depicts the final outcomes generated when a user completes required actions based on the CTA on various pages. The ecommerce dashboard provides a way to measure the success of campaigns and other website content.

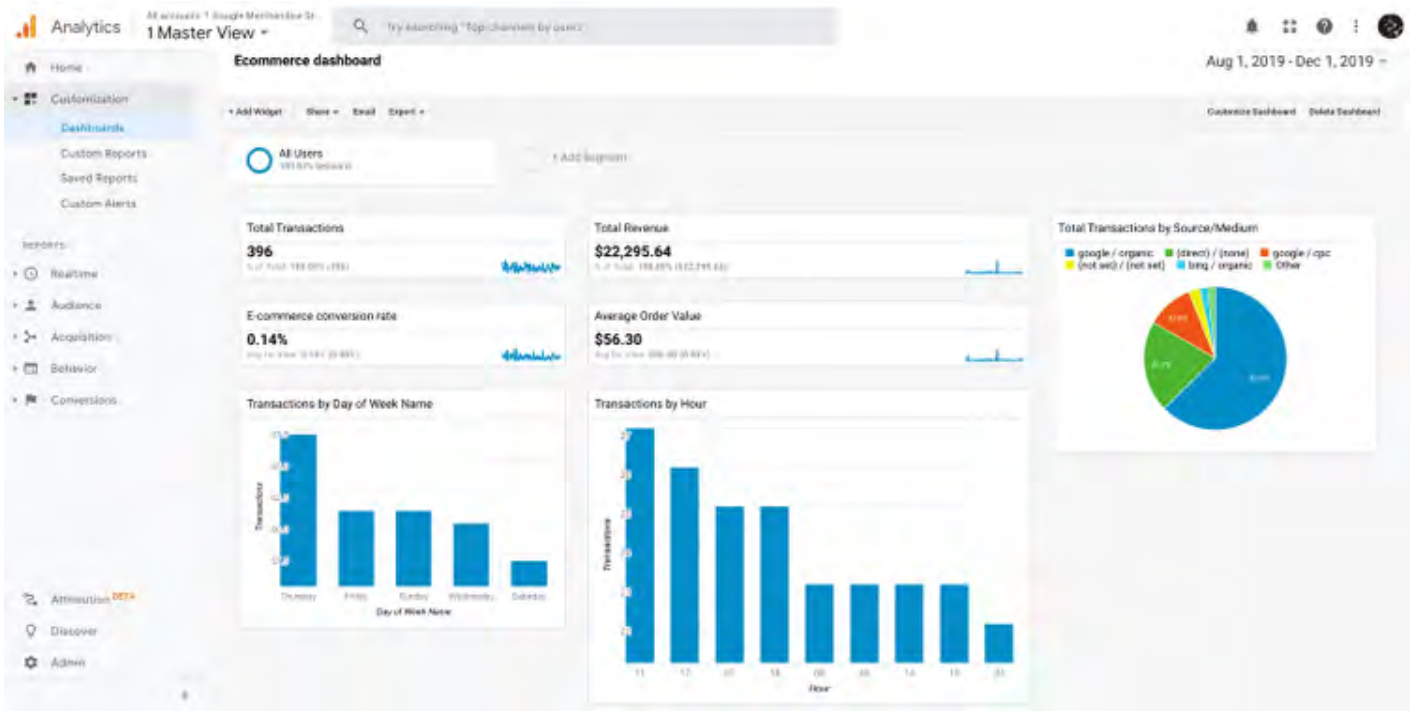


Figure 6 – Outcomes displayed on an ecommerce dashboard

Evangelism

Another key metric to measure the effectiveness of a website is the positive sentiment generated. For example, GA helps track the number of social shares of a specific page that indicates brand promotion by visitors.

Functionality	KPIs
Shares to social channels via website	Number of shares

Table 5 – Functionality and KPIs for evangelism

Figure 7 displays a visualization of the volume of social shares generated by the website. Using GA, you can track which social channels users are coming from and which channel is most effective for the nature of content on your websites.

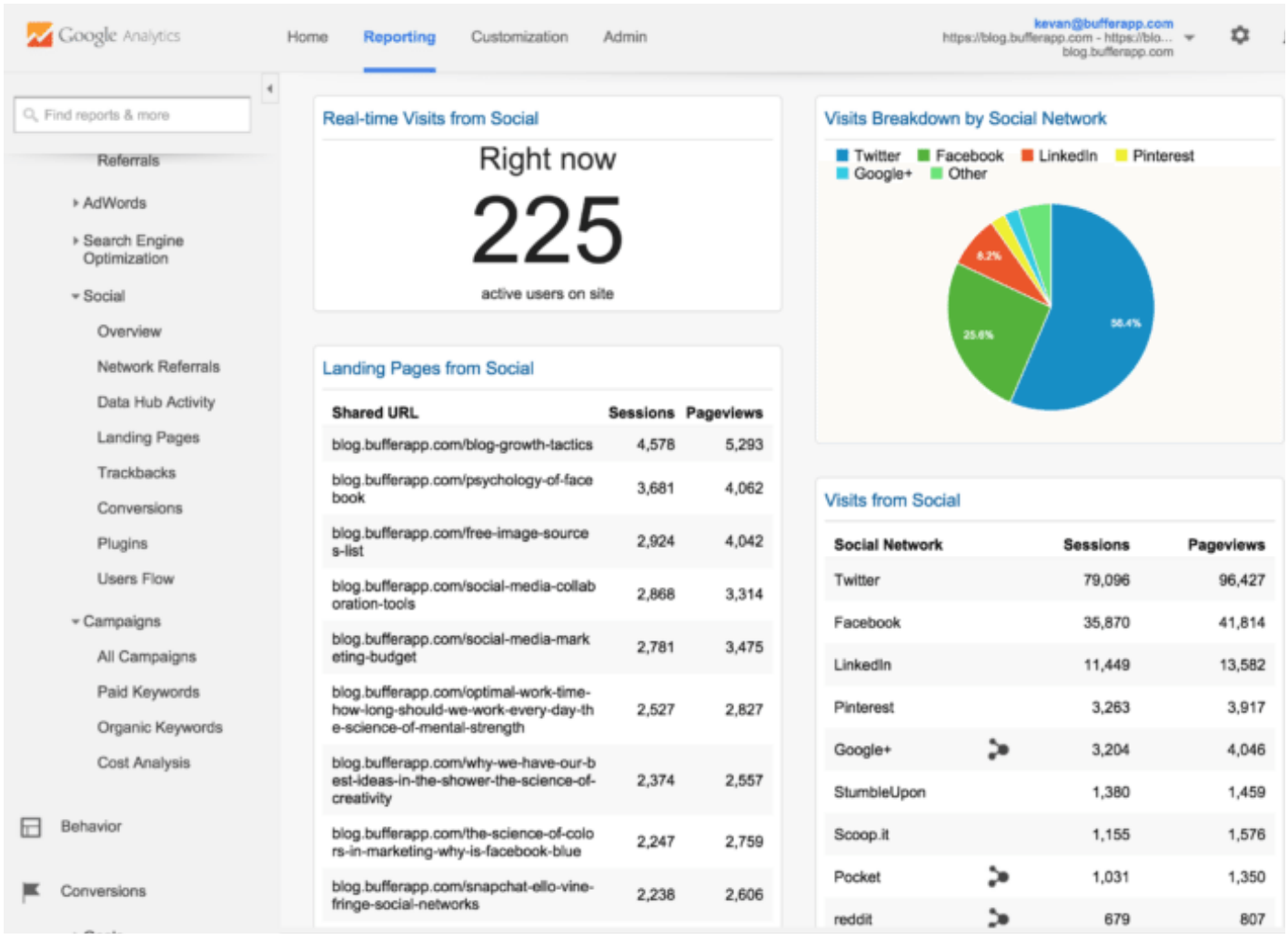
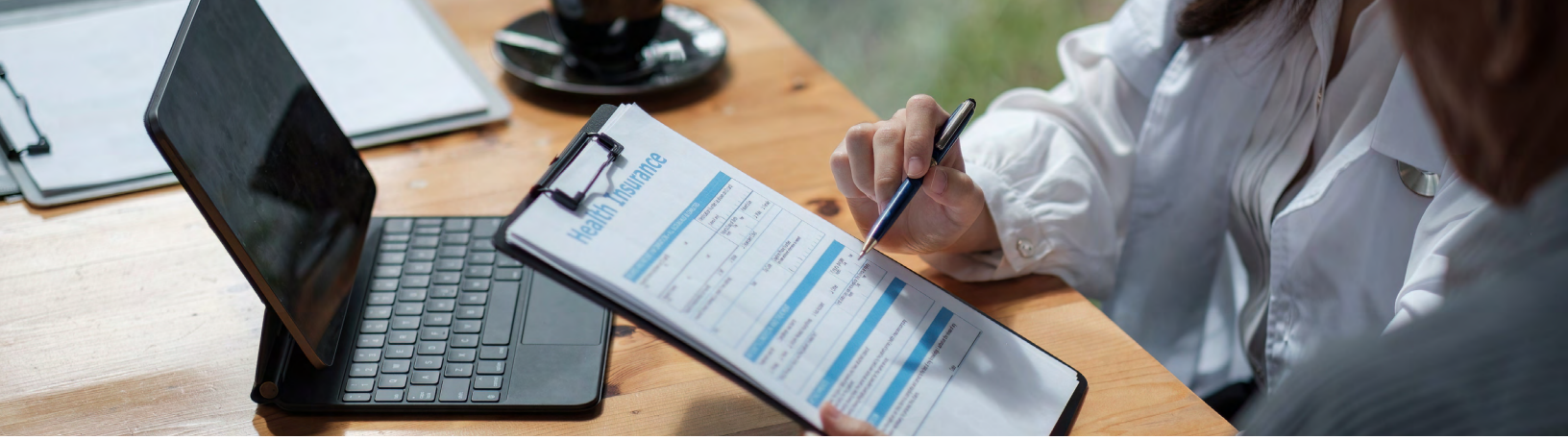


Figure 7 – Evangelism on various social channels



Business Benefits of Google Analytics

Insights to improve your ROI: Google Analytics provides companies with tools to measure various trends involving conversion and goal-tracking for various websites including but not limited to e-commerce, lead generation, blogs, forums, and events.

Gain a deeper understanding of customer behavior: Helps businesses predict customer behavior. For example, you can craft better marketing strategies by analyzing user flow on website, website exits/drops, and purchasing patterns to help retain customers.

Targeted marketing: Data collected by GA can be used to personalize ads, which play a vital role in marketing. Google offers this feature to serve personalized ads based on the geographic data collected.

Search engine optimization (SEO): GA provides insight into which pages on your website get the maximum number of visitors and which pages perform the best. This will help you strategize what types of content to invest in and how to allocate your efforts based on your customer's likes and dislikes.

Develop innovative business ideas: GA features can help understand user pain points, analyse on-site search queries, and conduct conversion funnel analysis to acquire more customers as well as provide greater value to your target audience.

Infosys Consulting Offerings

At Infosys Consulting, we provide a comprehensive selection of Google Analytics offerings to enable data-driven marketing. Our offerings include a broad spectrum of service options ranging from transformation of data and modeling, amalgamation across data sources and platforms, report and dashboard building, analytics solutions, and business insight production. We support our clients in optimizing the success of their marketing initiatives by determining a scalable split or A/B testing strategy and making recommendations to improve ROI and performance.

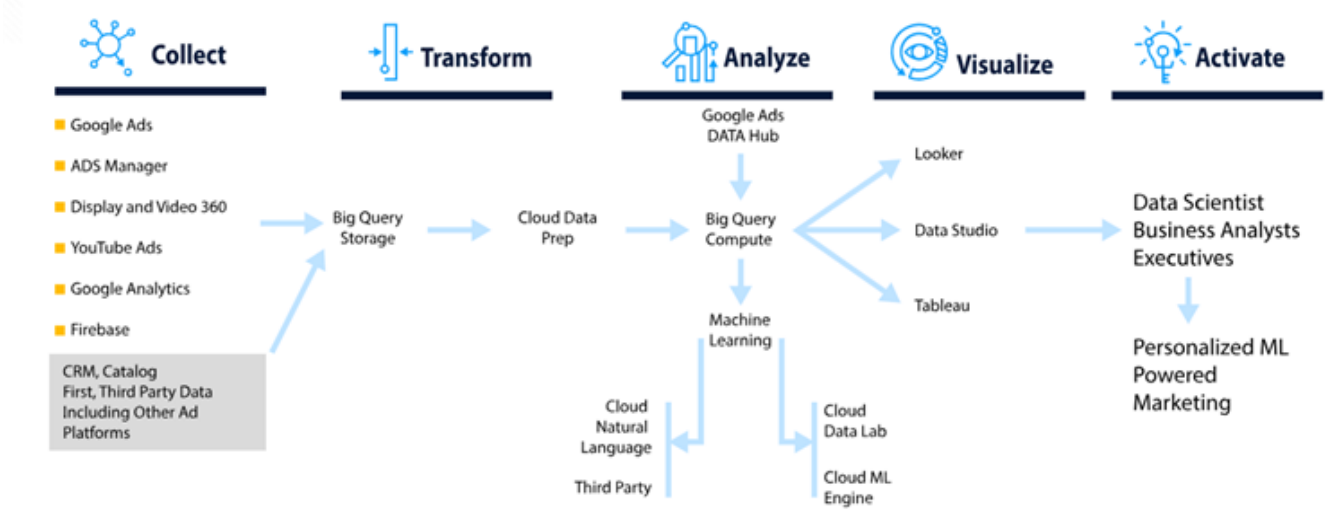


Figure 8 – Infosys Consulting Offerings

Google Analytics Architecture and settings

- Dashboard structure and views
- Account profiles and user management setup
- Goal setting
- Audience definition
- Customized metrics and dimensions
- Content grouping and setting up filters
- Customized marketing channel
- E-commerce setup and enhancements
- Google products and third-party connections
- Multi-channel funnel system
- Cross-domain and sub-domain tracking

Google Analytics Reports, Insights, and Tools

- Customized dashboard and report
- Connection to third-party visualization tools – Power BI, Tableau
- Report automation
- Data studio report creation
- Customer segmentation
- User behavior and demographic analysis
- Path navigation analytics
- Feature tracking
- Customized graphical heatmap analysis

Google Analytics Consulting and Advanced Analytics

- Growth in existing or new analytics property
- Strategic planning
- Sales forecasting
- Predictive modelling
- Customized designing
- Client's lifetime value analysis
- Application/website performance with benchmarking
- Campaign optimization
- Split testing

Case Study – Virtual Care and Wellness

Case Study – Real-time Health

Problem statement

- A European pharmaceutical company had enormous volumes of unorganized data. Despite significant numbers of visitors to their website, they were unable to extract actionable information for want of data analytics capabilities
- Since data was not captured and processed in a timely manner, the lack of insights impaired decision-making
- Tracking patients' real-time health status by disease and severity levels in various segments was difficult, thereby limiting and compromising patient care

Data sets considered

- Electronic health records
- Administrative data
- Patient demographics
- Disease data
- Number of healthcare centers
- Health survey data

Objective

- Use real-time health analytics leveraging advanced technologies, data integration, and analytics tools to provide up-to-the-minute information for monitoring, diagnosing, treating, and managing various aspects of pharma.
- Equip the pharma company with knowledge and information to collect, store, share, and analyze health data at speed

Solution implemented

Used real-time analytics to monitor activity on the website or app using administrative data and electronic health records

Analyzed user traffic related to specific contagious diseases to restrict the spread using the disease and health survey data

Set real-time alerts for any anomalies in patient health using electronic health records

Utilized patient demographic data and the number of healthcare centers to stock and supply medicines and medical devices

Provided Google Analytics cross-domain tracking support to track patients across various company platforms such as website and apps

Benefits

Website and application performance improved by 20%, and positive reviews increased by 20-30%, post-GA configuration

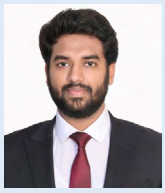
GA insights helped create patterns of ailments across the world in real-time, improving demand forecast accuracy by 20%

Stock and supply data for medicines and medical devices is predicted as per the needs and requirements in a particular area, improving the reach by 20%

Conclusion

As the world shifts to data and insight-driven business decision-making, pharmaceutical companies must accelerate their digital transformation. One of the key elements for improving marketing strategies and driving outcomes is actionable information based on accurate insights from data. Merely having access to immense volumes of unstructured data is of little use. Google Analytics provides pharma companies a way to harness the power of structured data and derive insights based on custom requirements. With our experience across the spectrum of healthcare and life sciences companies, Infosys is a valuable partner to understand your unique requirements and customize GA to capture and visualize data for your business needs.

Authors



Devesh Gupta

Consultant, ICLS, Infosys Consulting

Devesh is a consultant in Infosys Consulting's Life Sciences practice within the LS Data Transformation Team with three-year professional experience. He has experience in Data and Web Analytics, Reporting and Dashboarding in Google Analytics and Data Studio, Google Tag Management, User Behavior Analysis, E-commerce Analytics and Campaign Tracking.

Rohit Returaj

Senior Consultant, ICLS, Infosys Consulting

Rohit is a Senior Consultant in Infosys Consulting and is a part of LS Data Transformation Team with 11+ years of professional experience in Healthcare analytics, CPG and retail analytics. He has experience in Global Commercial Analytics & Insights, Digital Analytics, Data management tools, Business & Market Intelligence and Project Management.

Jhansi Ravali Kanduri

Consultant, ICLS, Infosys Consulting

Jhansi is a consultant in Infosys Consulting's Life Sciences practice within the LS Data Transformation Team with five-year professional experience with exposure to Pharma and Healthcare sector. She has experience in Data Analytics, Requirement Gathering & Analysis, Process Improvement and Process Re-Engineering in Order to Cash Domain.

Reviewer

Shanmugam Chinna Lakshmanan

Senior Principal, ICLS, Infosys Consulting

Shanmugam Lakshmanan (Shanny) is a seasoned professional having 19+ years of experience in Data Products, Data Mart, Data Visualization, Data Governance, Data Security, Data Compliance, Data Quality, Data Modeling, Data Analytics and Data Consulting. He is managing the Data and Analytics Practice in Infosys Consulting for Healthcare and Life Sciences clients.

For more information, contact askus@infosys.com

Navigate your next