In 2016, the global pharma marketer spends an average of 14.85% on non-personal digital channels.

- China and the USA are ahead of the curve in non-personal digital spend at 33% and 31%, respectively, spending over 20% annually.
- Currently, Brand Promotional Emails, KOL Webinars, and HCP Portals are the top 3 preferred channels by the global marketer to engage HCPs.

By 2018, it is predicted that the global pharma marketer will spend 19% of their marketing budgets on non-personal digital channels.

- 50% & 40% of marketers in China & USA spending more than 20% on digital channels.
- By 2018, KOL Webinars, Social Media, and Mobile Apps are expected to become the most preferred channels of engagement.

The survey revealed that for every $100 spent on the digital budget by the global pharma marketer, $17 is spent on Brand Promotional Emails & KOL Webinars individually and $15 on HCP Portals among others.

- KOL Webinars were identified as the most ROI-generating channel.
Research Scope

100+ pharma marketers of the top 40 lifescience companies responded across the USA, APAC, China, & Europe representing commercialization functions.

This report summarizes key trends in the digital landscape of lifescience companies pertaining to adoption of different channels for the engagement of healthcare professionals (HCPs).
01. Global Channel Preference in 2016

Describes the aggregate preference for each channel

<table>
<thead>
<tr>
<th>Channel</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS/Texts</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>Social Media</td>
<td>47%</td>
<td>65%</td>
</tr>
<tr>
<td>Online/Self-Detailing</td>
<td>51%</td>
<td>53%</td>
</tr>
<tr>
<td>Mobile Apps</td>
<td>53%</td>
<td>59%</td>
</tr>
<tr>
<td>HCP Portals</td>
<td>55%</td>
<td>64%</td>
</tr>
<tr>
<td>KOL Webinars</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Brand Promotional Emails</td>
<td>63%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Projected Global Channel Preference in 2018

Increased worldwide usage of smartphones and mobile devices has opened up the possibilities of mobile social networks. We sight an increase in the preference of top 3 channels – Social Media, Mobile Apps, and HCP portals. Social media preference is poised to increase by 38.2% by 2018.

CURRENTLY, BRAND PROMOTIONAL EMAILS, KOL WEBINARS, AND HCP PORTALS emerge as the top 3 preferred digital channels to engage HCPs.
Channel Preferences in APAC

- SMS/Texts: 47% → 0%
- Online/Self-Detailing: 52% → 60%, 15.3% ↑
- HCP Portals: 55% → 66%, 20% ↑
- Social Media: 55% → 70%, 27.2% ↑
- Brand Promotional Emails: 59% → 61%, 3.4% ↑
- Mobile Apps: 60% → 75%, 25% ↑
- KOL Webinars: 70% → 77%, 10% ↑

Channel Preferences in Europe

- SMS/Texts: 14% → 29%, 107.1% ↑
- Online/Self-Detailing: 54% → 51%, 5.5% ↓
- HCP Portals: 74% → 91%, 22.9% ↑
- Social Media: 36% → 61%, 69.4% ↑
- Brand Promotional Emails: 80% → 71%, 11.2% ↓
- Mobile Apps: 32% → 74%, 231.2% ↑
- KOL Webinars: 34% → 71%, 108.8% ↑

**MOBILE APPS**, which have a relatively low score in 2016, is expected to grow by **131.2%** by 2018.
Channel Preferences in the USA

- SMS/Texts: 24% (2016) vs 45% (2018)
- Online/Self-Detailing: 50% (2016) vs 55% (2018)
- HCP Portals: 51% (2016) vs 56% (2018)
- Social Media: 44% (2016) vs 49% (2018)
- Brand Promotional Emails: 66% (2016) vs 53% (2018)
- KOL Webinars: 57% (2016) vs 73% (2018)

Channel Preferences in China

- SMS/Texts: 0% (2016) vs 0% (2018)
- Online/Self-Detailing: 50% (2016) vs 55% (2018)
- Social Media: 49% (2016) vs 61% (2018)
- Brand Promotional Emails: 53% (2016) vs 57% (2018)
- KOL Webinars: 73% (2016) vs 81% (2018)
02. Global Digital Investment

Describes digital budget allocation as % of marketing budget

Digital Investment by Region

Europe
30% <10%
40% 10%-20%
30% >20%

China
44% <10%
43% 10%-20%
3% >20%

USA
31% <10%
20% 10%-20%
50% >20%

APAC
35% <10%
17% 10%-20%
50% >20%

30% of marketers spend >20% of their overall marketing budget on digital initiatives.

1 in 2 marketers in APAC spend >10% of their overall budget on digital initiatives.
Global Pharma Marketers' Digital Spend –
How a typical pharma marketer spends $100 on digital today

Brand Promotional Emails, KOL Webinars and HCP Portals are the top spending channels preferred by marketers.
03. Reach and ROI Indicators

Most preferred channels to reach HCPs

- **Online/ Self-Detailing**: 59%
- **HCP Portals**: 52%
- **Social Media**: 53%
- **SMS/ Texts**: 58%
- **Mobile Apps**: 62%
- **KOL Webinars**: 63%
- **Brand Promotional Emails**: 68%

Highest ROI-generating channels

- **SMS/ Texts**: 41%
- **Social Media**: 53%
- **HCP Portals**: 47%
- **Mobile Apps**: 50%
- **Online/ Self-Detailing**: 51%
- **Brand Promotional Emails**: 53%
- **KOL Webinars**: 65%

*The highest ROI-generating channel was found to be KOL Webinars, followed by Brand Promotional Emails and Online/ Self-Detailing.*

**BRAND PROMOTIONAL EMAILS, KOL WEBINAR, MOBILE APPS**
are the top 3 channels used to reach HCPs effectively

**KOL WEBINARS, BRAND PROMOTIONAL EMAILS, ONLINE/SELF-DETAILING**
are the top 3 channels that create the highest ROI according to marketers
04. Challenges in Implementing Digital Programs

- **Demonstrate ROI**: 71%
- **Response Rates**: 60%
- **Change Management**: 54%
- **Setup Costs**: 58%
- **System Integration**: 57%

Demonstrating ROI has emerged to be the most important factor in deploying MCM programs. Setup costs are still important, but the research suggests that if ROI can be demonstrated, pharma marketers will make investments upfront.

7 in 10 consider measuring ROI a major barrier when deploying DIGITAL MARKETING PROGRAMS