

## **Website Benchmarking Tool: European Healthcare Professional and Consumer Targeted Websites**

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Published: 2005-DEC-15

Format: Interactive Model

Price: 7600 USD

### **Description**

#### Introduction

The number of product information sites provided to consumers in the EU is limited, while disease and public education sites are abundant and are used to effectively target consumers, and sites targeting healthcare professionals in the EU are readily available. Sites must be optimized to influence their target audiences, and to attract, convert and retain these important decision makers.

#### Reasons to Purchase

Assess and compare the value of 18 leading pharmaceutical companies' web presence across a number of criteria  
Identify which tools are needed to encourage European consumers and healthcare professionals to revisit a website and to drive new users to the site  
Identify how pharmaceutical companies provide information to European consumers without directly advertising their brand

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Web Address: <http://www.biomarketgroup.com/market-research-report/website-benchmarking-tool-european-healthcare-professional-and-consumer-targeted-websites.html>

Format: Interactive Model

Price: 7600 USD (Single User License)

Delivery of hard copy or CD-ROM is subject to a Courier charge of 50 USD.

Delivery within Sweden is subject to VAT at 25%.

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