

Website Benchmarking Tool: US and European Targeted Websites

Published: 2005-DEC-26

Format: Interactive Model

Price: 22800 USD

Description

Introduction

Many prescribers rely on websites provided by pharmaceutical companies when searching for treatment information. Consumers also rely heavily on online resources when searching for disease and treatment information. Websites that tailor their site content to address the specific needs of their target audience will experience greater retention of site visitors.

Reasons to Purchase

Assess and compare the value of leading global pharmaceutical companies' online presence across a number of criteria

Identify which tools and services are being used to encourage consumers and healthcare professionals to frequently revisit a website

Compare the websites of products in the same class to see what gives the leaders a competitive edge

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