



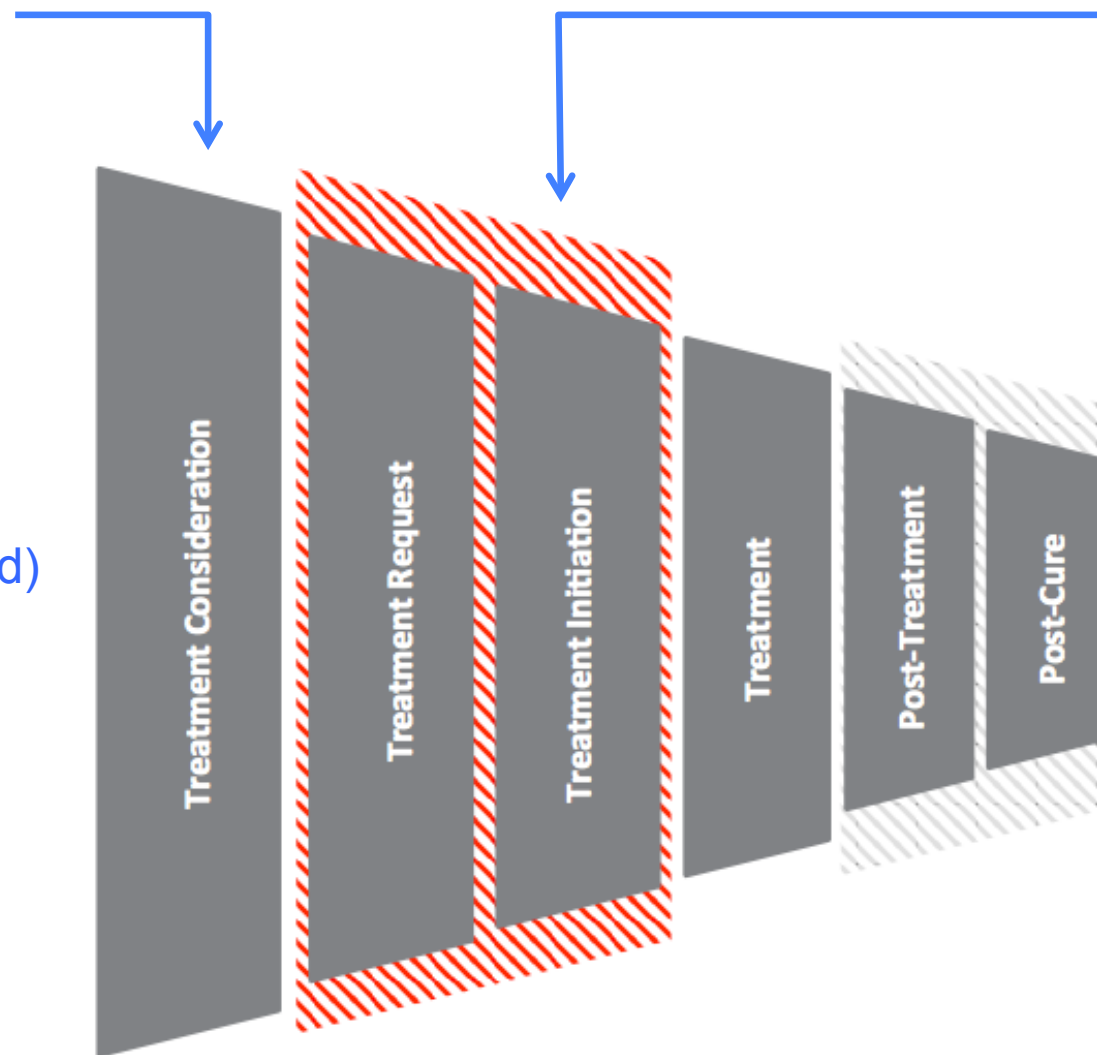
# **HARVONI.COM: OPTIMIZING REGISTRATION FOR CRM**

September 2015

# ANALYTICS INDICATE THAT SITE VISITORS ARE MORE MID-FUNNEL THAN ORIGINALLY HYPOTHESIZED

## ORIGINAL HYPOTHESIS

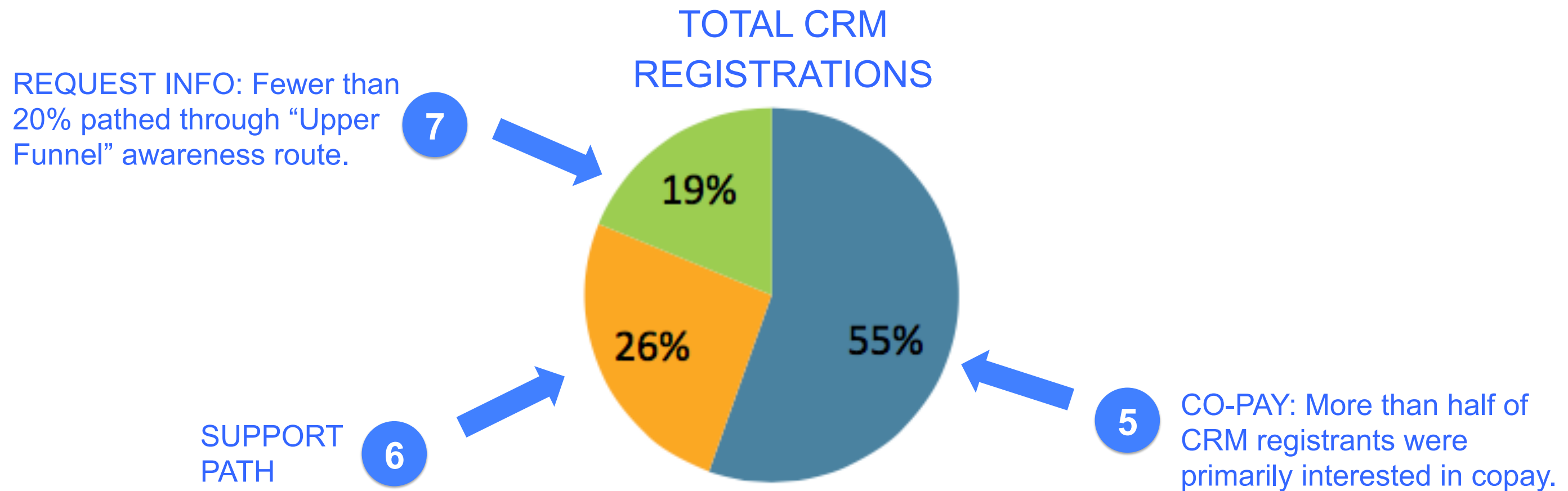
- 1 First visit actions are “upper funnel” (Awareness-oriented) e.g. learning more about Harvoni, viewing patient testimonials.
- 2 Repeat visit actions are “mid funnel” (Consideration-oriented) e.g. Getting started, FAQ.



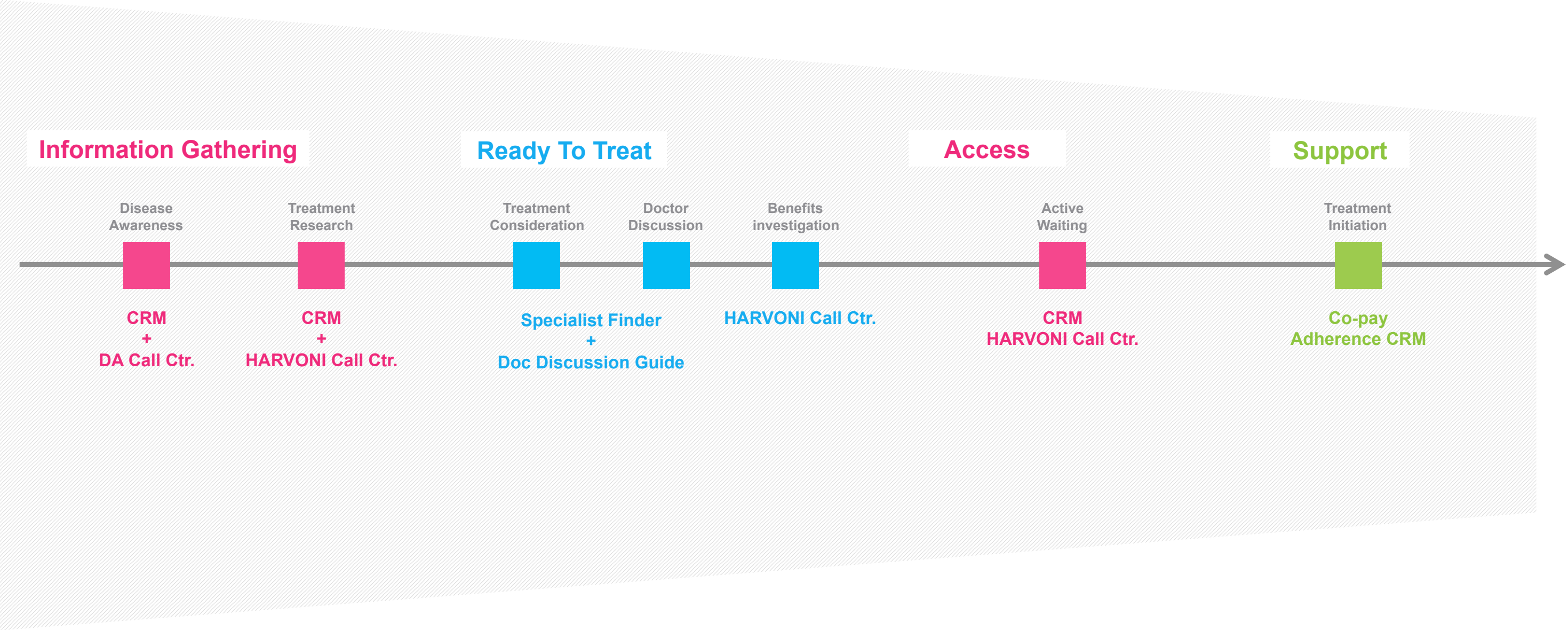
## CURRENT ANALYTICS

- 3 First visit actions are “mid funnel” (Consideration-oriented) e.g. Getting started, FAQ, Doc Disc Guide, Doc Finder
- 4 Co-pay continues to drives the majority of action on website: visitors are looking for next steps with **Consideration** and **Trial** (access) rather than receiving product information.

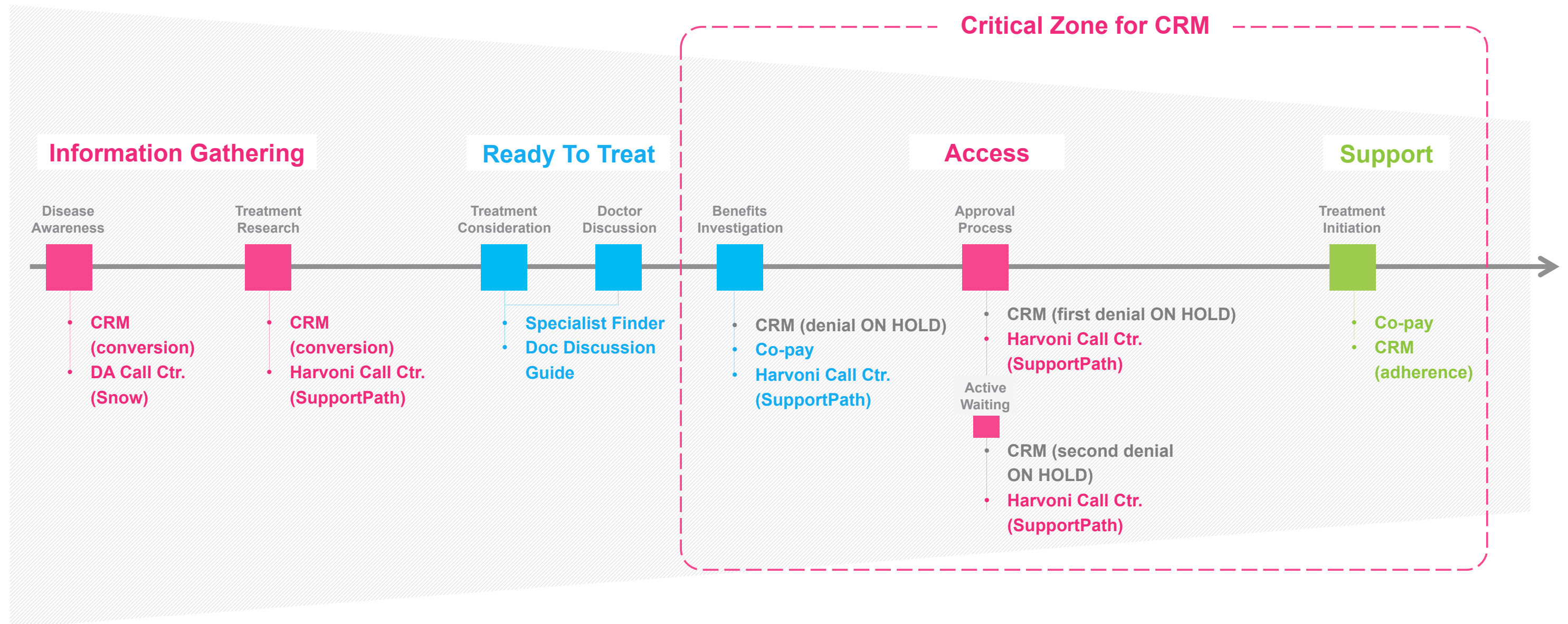
## ANALYTICS INDICATE “HELP WITH ACCESS + TREATMENT INITIATION” ARE THE PREFERRED INCENTIVES FOR CRM REGISTRATION



# CRM REGISTRATION WAS ORIGINALLY DESIGNED AROUND “UPPER FUNNEL” HYPOTHESIS

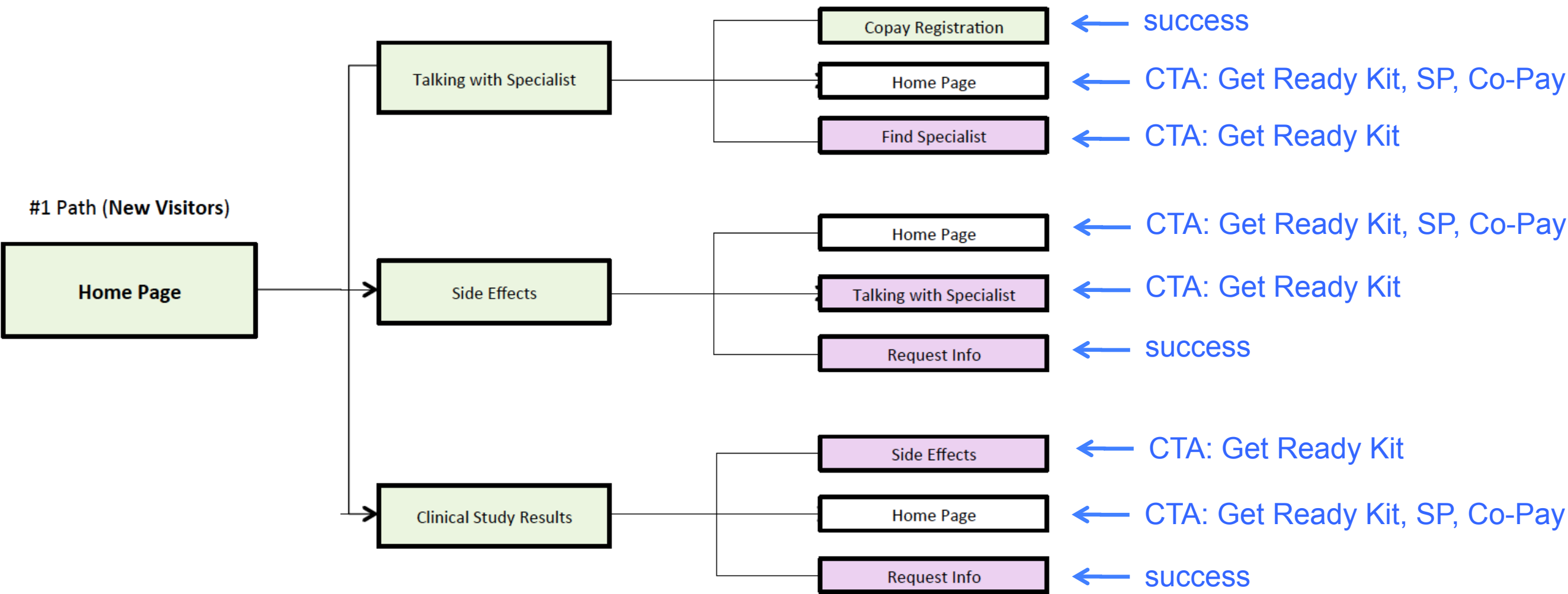


# CRM ACTIONS SHOULD NOW EVOLVE, TO HELP VISITORS WITH NEXT STEPS TO ACCESS AND TREATMENT INITIATION



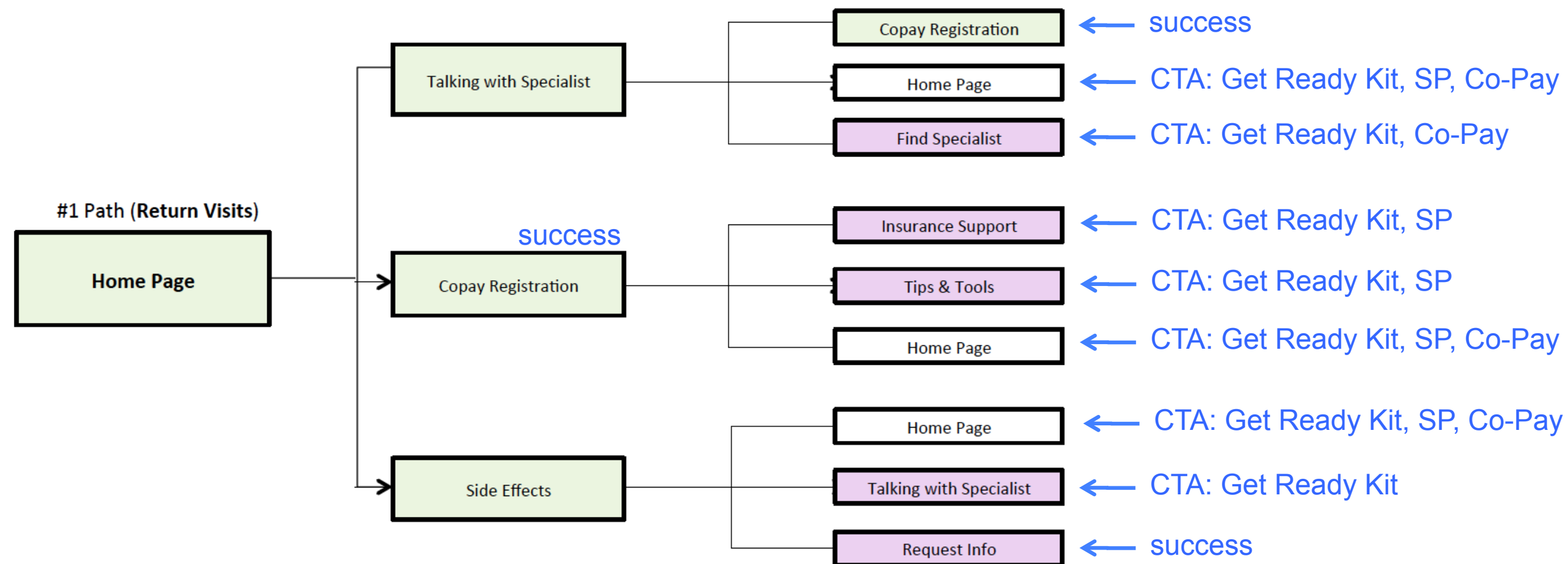
# 1<sup>ST</sup> TIME VISITOR PATH (NOT REGISTERED)

## ROAD TO CRM



# RETURN VISITOR PATH (NOT REGISTERED)

## ROAD TO CRM



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Thank You