

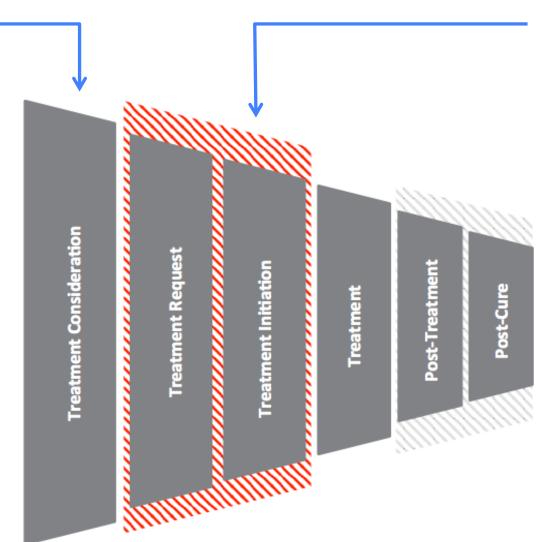
# HARVONI.COM: OPTIMIZING REGISTRATION FOR CRM

September 2015

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

#### ORIGINAL HYPOTHESIS

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

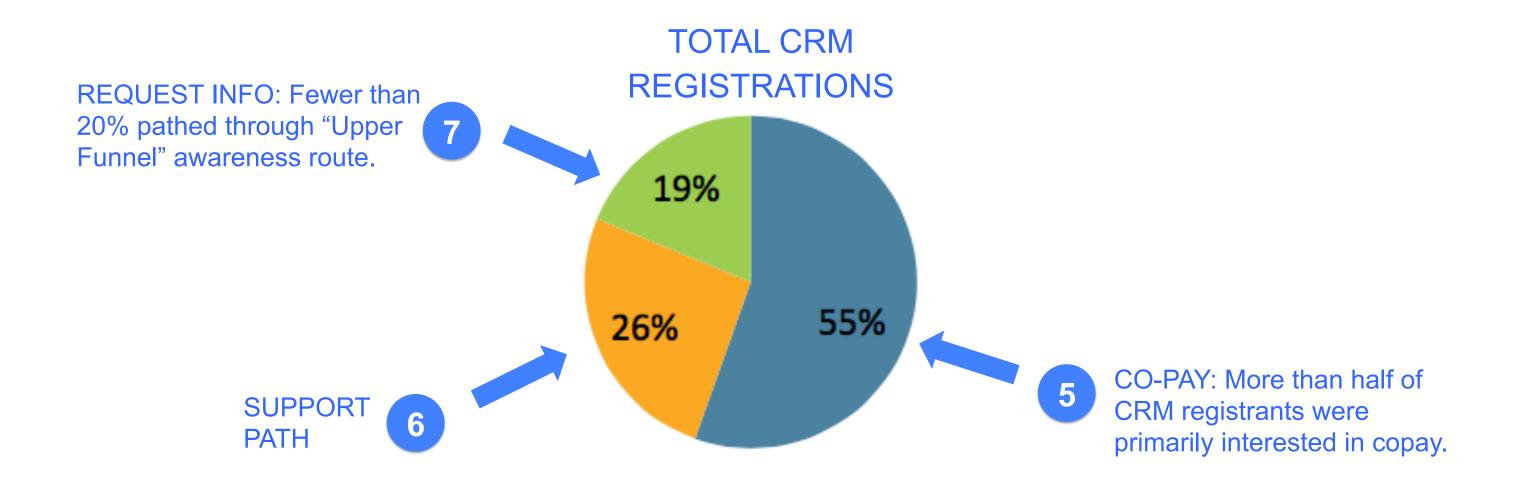


#### **CURRENT ANALYTICS**

- First visit actions are "mid funnel" (Consideration-oriented) e.g. Getting started, FAQ, Doc Disc Guide, Doc Finder
- 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.

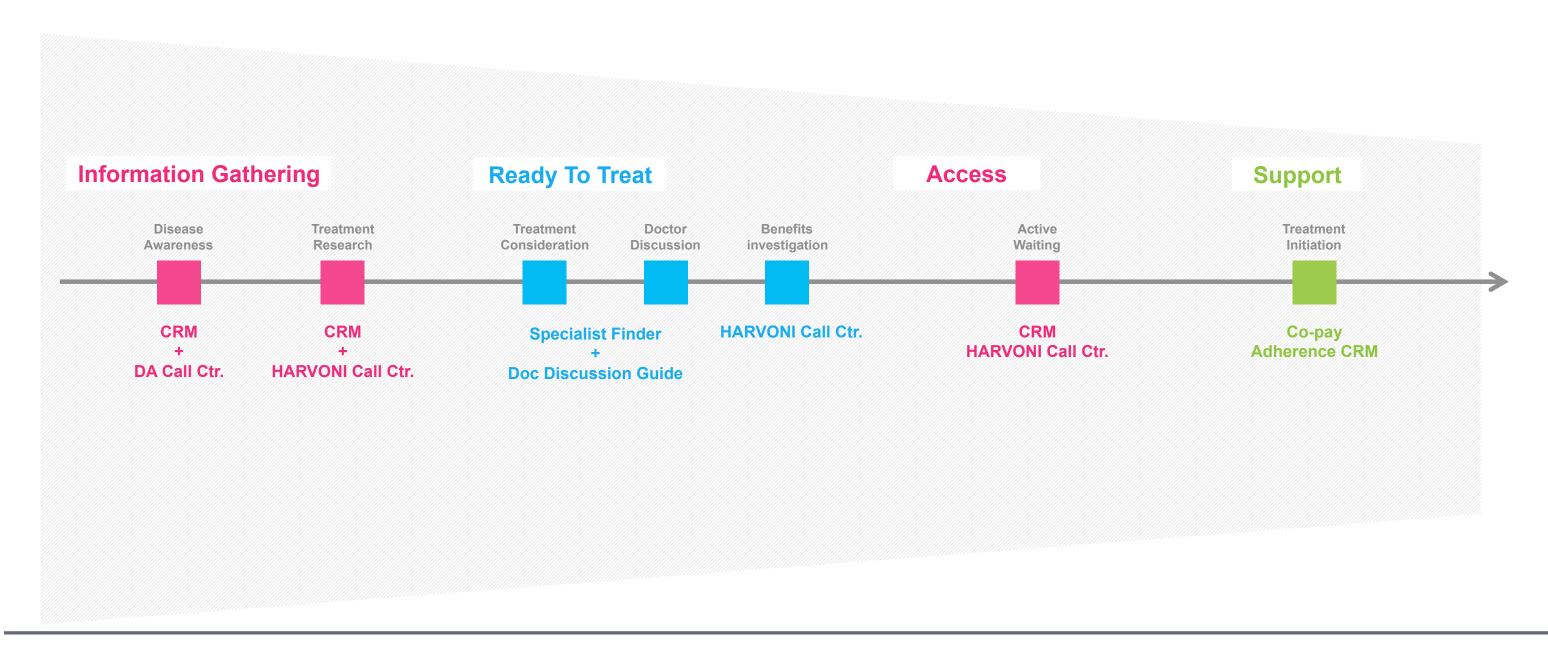


## ANALYTICS INDICATE "HELP WITH ACCESS + TREATMENT INITIATION" ARE THE PREFERRED INCENTIVES FOR CRM REGISTRATION



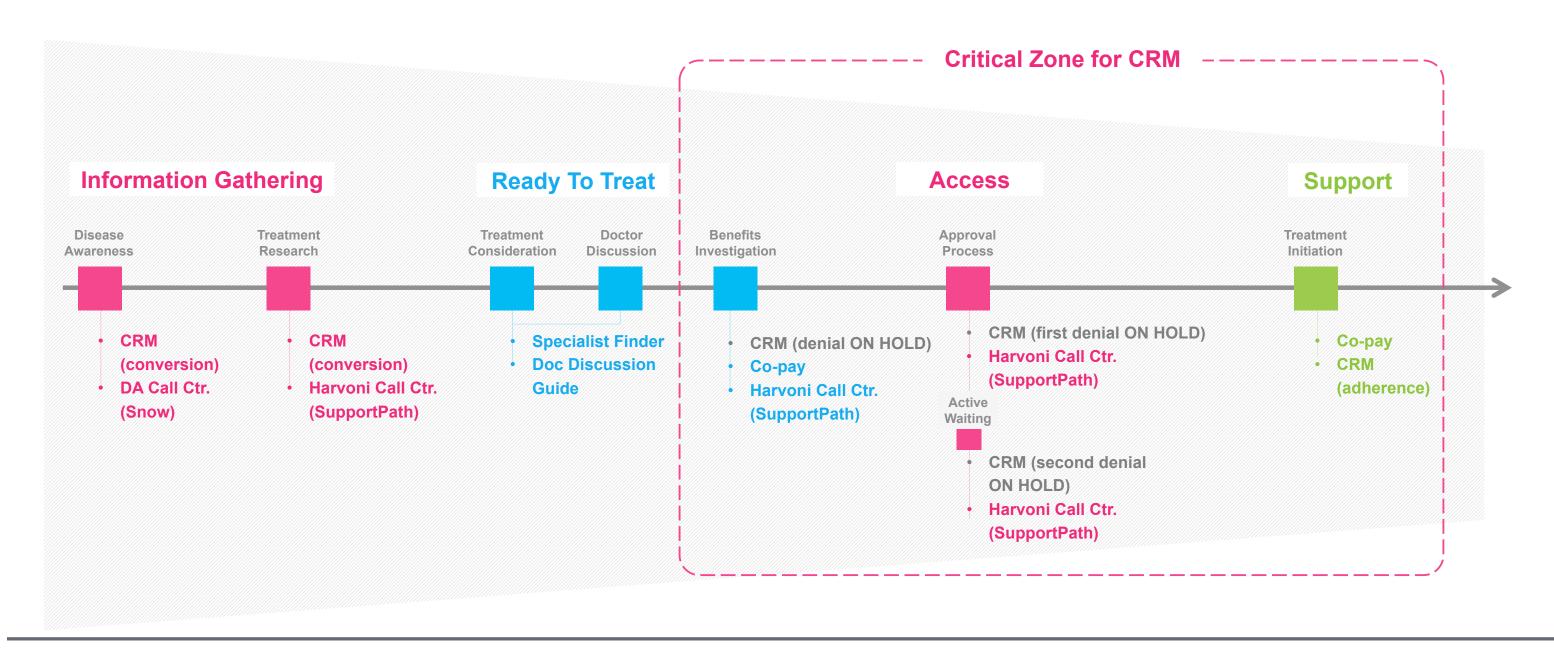


## CRM REGISTRATION WAS ORIGINALLY DESIGNED AROUND "UPPER FUNNEL" HYPOTHESIS





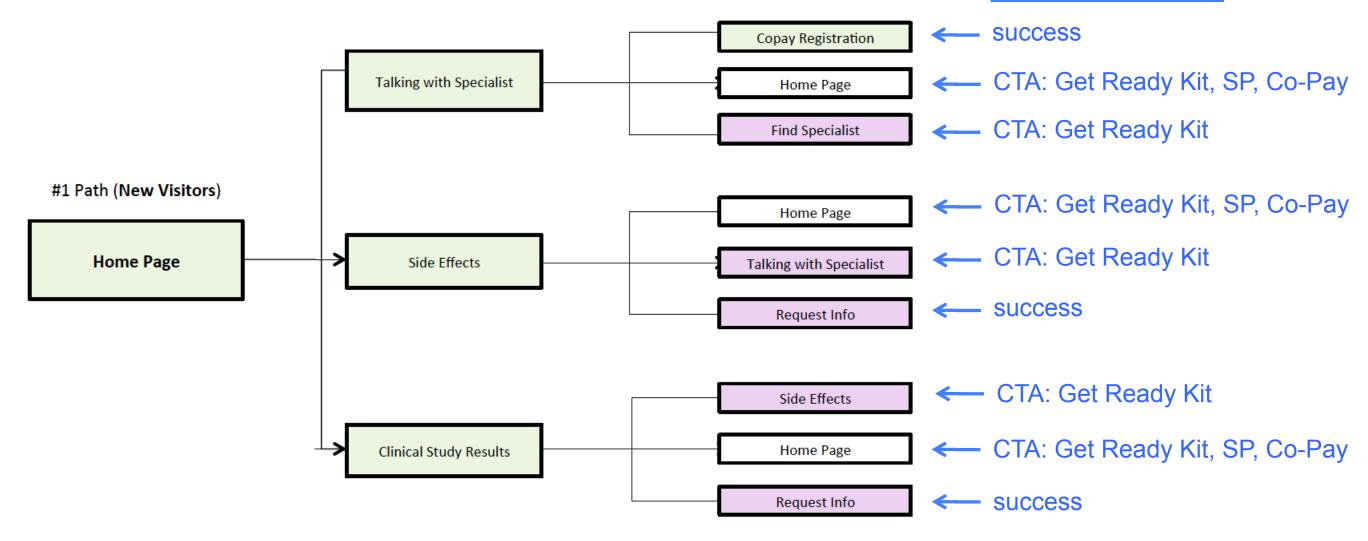
## CRM ACTIONS SHOULD NOW EVOLVE, TO HELP VISITORS WITH NEXT STEPS TO ACCESS AND TREATMENT INITIATION





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

### **ROAD TO CRM**





### RETURN VISITOR PATH (NOT REGISTERED)

#### **ROAD TO CRM** success **Copay Registration** CTA: Get Ready Kit, SP, Co-Pay Talking with Specialist Home Page CTA: Get Ready Kit, Co-Pay **Find Specialist** #1 Path (Return Visits) CTA: Get Ready Kit, SP Insurance Support success CTA: Get Ready Kit, SP **Home Page Copay Registration** Tips & Tools CTA: Get Ready Kit, SP, Co-Pay Home Page CTA: Get Ready Kit, SP, Co-Pay Home Page CTA: Get Ready Kit Side Effects Talking with Specialist success Request Info



## Thank You

