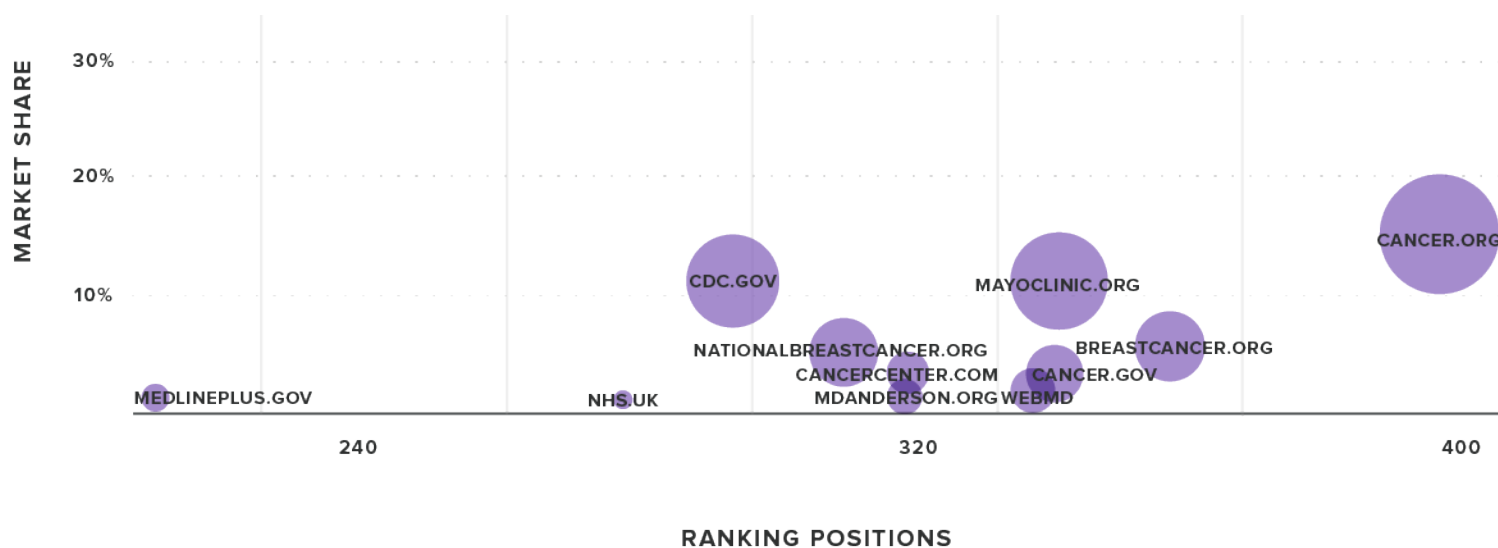


Pharmaceutical Industry:
Breast Cancer

An In-Depth Analysis

FIGURE 1

*Bubble Size = Amount of Site Traffic



EXECUTIVE
SUMMARY

Terakeet analyzed the online organic search landscape for breast cancer-related search terms, using its proprietary Carina technology.

We found that of the top 10 websites in terms of market share (representing nearly 2 million searches per month), **there are no pharmaceutical or biotech brands present.** Instead, market share leaders are a mix of medical institutions, medical information sites, and other non-pharma brand resources.

Pharmaceutical brands are losing opportunities to connect with consumers early in their buying journey, and therefore, losing opportunities to build brand trust and awareness. **With the right strategy, this is an avoidable loss of customer attention.**

WHAT WE DISCOVERED

Market Share Analysis

Using Carina, Terakeet's proprietary market share analysis tool, we analyzed 380 breast cancer-related keywords. Our research found the top 10 websites in terms of organic market share for the breast cancer sector break down as follows:

- ▶ The top 10 websites make up 62.66% of total market share for the sector.
- ▶ No pharmaceutical companies were in the top 10 market share owners.

This analysis looks at the organic search landscape for one of the largest markets in the pharmaceutical industry. It covers informational (top and middle of funnel) search terms.

WEBSITE	MARKET SHARE
cancer.org	15.11%
cdc.gov	11.23%
mayoclinic.org	10.81%
breastcancer.org	5.68%
nationalbreastcancer.org	5.15%
cancercenter.com	3.36%
cancer.gov	3.03%
cancer.net	2.92%
clevelandclinic.org	2.86%
komen.org	2.51%

FINDINGS

Virtually 100% of breast cancer organic market share owners are informational resources, not pharmaceutical brands. While this market is made up of research-based searches rather than drug brand names, it aligns with the top and middle of funnel customer journeys for pharmaceutical brands with breast cancer-related drugs. This unutilized market represents tens of millions of missed brand impressions for pharmaceutical and biotech brands annually.

Virtually 100%

of breast cancer organic market share owners are informational resources, not pharmaceutical brands.

COMPETITOR PERFORMANCE

Nearly a billion consumers use and trust Google with their healthcare research every day. It's vital to understand why certain websites are winning consumer attention in organic search. Brands that are dominating the digital landscape use their online assets to connect with consumers throughout the marketing funnel. Terakeet analyzed the ten websites with the highest market share in the breast cancer space (representing nearly 1 million in monthly organic search traffic) to see what they are getting right online.

These competitors have:

- ▶ Dedicated resource centers with a wealth of informational, long-form, top-of-funnel content, educational resources, and videos
- ▶ Established expertise and demonstrable authority of trusted content authors
- ▶ Tools like forums, personalized information, and FAQs to support user journeys

WHY IT'S HAPPENING

Pharmaceutical and biotech companies perform poorly in the breast cancer organic search landscape due to a lack of access to accurate consumer search intent data, and a gap in specialized expertise around how Google understands website content to meet consumer needs. These companies are also not creating the content their audience seeks online — content that answers questions and solves their problems. Consumer expectations have changed, but pharmaceutical marketing hasn't caught up.

WHY IT MATTERS

Millions of consumers turn to Google on a daily basis for answers to their most pressing health issues. When they search they're curious, vulnerable, and honest — looking for answers about treatment options, medications, and more. Positive brand engagement at this stage is a critical investment in brand trust that increases brand awareness and eventual sales.

KEY INSIGHTS

The digital landscape has evolved, and so have consumer habits. Internet users are savvy and no longer respond to interruptive digital advertising strategies. Online publishers and experts are pushing out traditional market leaders and are siphoning consumer attention away from top pharmaceutical and biotech brands. This means there's a massive market opportunity for brands to recapture market share and attract millions of consumers actively researching breast cancer treatments via Google.

By leveraging a search-informed, full-funnel content strategy, pharmaceutical and biotech brands can expand their digital footprint to win market share, recapture consumer attention, establish emotional equity, and become a trusted resource for consumers.

This market opportunity represents the **ability to attract millions of new customers who are actively seeking treatment for breast cancer.**

SOLUTIONS

Pharmaceutical and biotech companies can evolve their marketing to authentically connect with today's consumer and capture their attention. By creating content that matches consumer search intent and reaches across audience research and purchasing journeys, brands can more effectively build trust, increase brand awareness and ultimately drive new revenue.

Terakeet has successfully deployed this strategy to help leading healthcare brands improve online market share by 145% and achieve 87.4% lower customer acquisition costs.

Full-funnel, search data informed strategies help companies grow their digital footprint and provide value earlier in the buyer's journey — connecting with consumers through organic search to build brand equity and trust. This increases the likelihood that consumers will ask for your brand at the pharmacy.

Ultimately, this leads to greater online market share — 145% greater for a current healthcare customer — and sustainable revenue growth over time.

Are You Winning?

How many customers are you forfeiting, and what is the opportunity cost for your business?

Get your custom analysis to discover your opportunities to win.

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Our Carina Technology | Carina is Terakeet's proprietary search engine market share analysis tool. It highlights your brand among your market's top performers and rising challengers to drive strategy, capture market share, and increase revenue. Carina delivers a comprehensive look at your past, present, and projected Google organic market presence so that you can seize new opportunities and stay miles ahead of your competitors.

Pharmaceutical Industry: Diabetes

An In-Depth Analysis

FIGURE 1

*Bubble Size = Amount of Site Traffic



EXECUTIVE
SUMMARY

Terakeet analyzed the online organic search landscape for diabetes-related search terms, using its proprietary Carina technology.

We found that of the top 10 websites in terms of market share (representing nearly 6 million searches per month), **there are no pharmaceutical or biotech brands present.** Instead, market share leaders are a mix of medical institutions, medical information sites, and other non-pharma brand resources.

Pharmaceutical brands are losing opportunities to connect with consumers early in their buying journey, and therefore, losing opportunities to build brand trust and awareness. **With the right strategy, this is an avoidable loss of customer attention.**

WHAT WE DISCOVERED

Market Share Analysis

Using Carina, Terakeet's proprietary market share analysis tool, we analyzed 726 diabetes-related keywords. Our research found the top 10 websites in terms of organic market share for the diabetes sector break down as follows:

- ▶ The top 10 websites make up 71.95% of the total market share.
- ▶ No pharmaceutical companies were in the top 10 market share owners.

This analysis looks at the organic search landscape for one of the largest markets in the pharmaceutical industry. It covers informational (top and middle of funnel) search terms.

WEBSITE	MARKET SHARE
mayoclinic.org	15.79%
diabetes.org	13.65%
cdc.gov	12.98%
WebMD	8.14%
nih.gov	4.87%
clevelandclinic.org	4.74%
healthline.com	4.63%
medlineplus.gov	3.31%
medicalnewstoday.com	2.06%
endocrineweb.com	1.78%

FINDINGS

Virtually 100% of diabetes organic market share owners are informational resources, not pharmaceutical brands. In fact, the commercial brand with the most market share is GoodRx with just 0.8%. While this market is made up of research-based searches rather than drug brand names, it aligns with the top and middle of funnel customer journeys for pharmaceutical brands with diabetes-related drugs. This unutilized market represents tens of millions of missed brand impressions for pharmaceutical and biotech brands annually.

Virtually 100%

of diabetes organic market share owners are informational resources, not pharmaceutical brands.

COMPETITOR PERFORMANCE

Nearly a billion consumers use and trust Google with their healthcare research every day. It's vital to understand why certain websites are winning consumer attention in organic search. Brands that are dominating the digital landscape use their online assets to connect with consumers throughout the marketing funnel. Terakeet analyzed the ten websites with the highest market share in the diabetes space (representing nearly 3 million in monthly organic search traffic) to see what they are getting right online.

These competitors have:

- ▶ Dedicated resource centers with a wealth of informational, long-form, top-of-funnel content, webinars, and videos
- ▶ Established expertise and demonstrable authority of content authors
- ▶ Tools like support group searches and FAQs to support user journeys

WHY IT'S HAPPENING

Pharmaceutical and biotech companies perform poorly in the diabetes organic search landscape due to a lack of access to accurate consumer search intent data, and a gap in specialized expertise around how Google understands website content to meet consumer needs. These companies are also not creating the content their audience seeks online — content that answers questions and solves their problems. Consumer expectations have changed, but pharmaceutical marketing hasn't caught up.

WHY IT MATTERS

Millions of consumers turn to Google on a daily basis for answers to their most pressing health issues. When they search they're curious, vulnerable, and honest — looking for answers about treatment options, medications, and more. Positive brand engagement at this stage is a critical investment in brand trust that increases brand awareness and eventual sales.

KEY INSIGHTS

The digital landscape has evolved, and so have consumer habits. Internet users are savvy and no longer respond to interruptive digital advertising strategies. Online publishers and experts are pushing out traditional market leaders and are siphoning consumer attention away from top pharmaceutical and biotech brands. This means there's a massive market opportunity for brands to recapture market share and attract millions of consumers actively researching diabetes treatments via Google.

By leveraging a search-informed, full-funnel content strategy, pharmaceutical and biotech brands can expand their digital footprint to win market share, recapture consumer attention, establish emotional equity, and become a trusted resource for consumers.

This market opportunity represents the **ability to attract millions of new customers who are actively seeking treatment for diabetes.**

SOLUTIONS

Pharmaceutical and biotech companies can evolve their marketing to authentically connect with today's consumer and capture their attention. By creating content that matches consumer search intent and reaches across audience research and purchasing journeys, brands can more effectively build trust, increase brand awareness and ultimately drive new revenue.

Terakeet has successfully deployed this strategy to help leading healthcare brands improve online market share by 145% and achieve 87.4% lower customer acquisition costs.

Full-funnel, search data informed strategies help companies grow their digital footprint and provide value earlier in the buyer's journey — connecting with consumers through organic search to build brand equity and trust. This increases the likelihood that consumers will ask for your brand at the pharmacy.

Ultimately, this leads to greater online market share — 145% greater for a current healthcare customer — and sustainable revenue growth over time.

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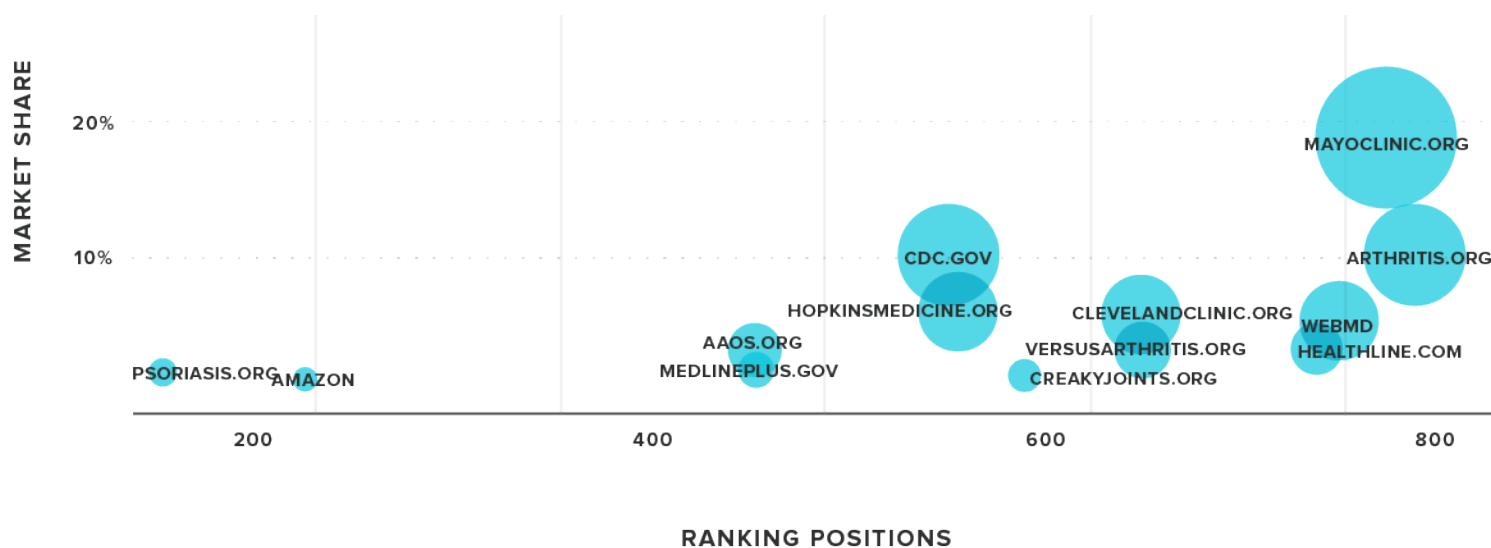
Our Carina Technology | Carina is Terakeet's proprietary search engine market share analysis tool. It highlights your brand among your market's top performers and rising challengers to drive strategy, capture market share, and increase revenue. Carina delivers a comprehensive look at your past, present, and projected Google organic market presence so that you can seize new opportunities and stay miles ahead of your competitors.

Pharmaceutical Industry: Arthritis

An In-Depth Analysis

FIGURE 1

*Bubble Size = Amount of Site Traffic



EXECUTIVE
SUMMARY

Terakeet analyzed the online organic search landscape for arthritis-related search terms, using its proprietary Carina technology.

We found that of the top 10 websites in terms of market share (representing over 3 million searches per month), **there are no pharmaceutical or biotech brands present.** Instead, market share leaders are a mix of medical institutions, medical information sites, and other non-pharma brand resources.

Pharmaceutical brands are losing opportunities to connect with consumers early in their buying journey, and therefore, losing opportunities to build brand trust and awareness. **With the right strategy, this is an avoidable loss of customer attention.**

WHAT WE DISCOVERED

Market Share Analysis

Using Carina, Terakeet's proprietary market share analysis tool, we analyzed 689 arthritis-related keywords. Our research found the top 10 websites in terms of organic market share for the arthritis sector break down as follows:

- ▶ The top 10 websites make up 66.14% of the total market share.
- ▶ No pharmaceutical companies were in the top 10 market share owners.

This analysis looks at the organic search landscape for one of the largest markets in the pharmaceutical industry. It covers informational (top and middle of funnel) search terms.

WEBSITE	MARKET SHARE
mayoclinic.org	17.86%
arthritis.org	10.02%
cdc.gov	9.88%
hopkinsmedicine.org	5.92%
clevelandclinic.org	5.74%
WebMD	4.65%
versusarthritis.org	3.22%
healthline.com	3.08%
aaos.org	2.89%
nih.gov	2.88%

FINDINGS

Virtually 100% of arthritis organic market share owners are informational resources, not pharmaceutical brands. In fact, the commercial brand with the most market share is Amazon with just 0.83%. While this market is made up of research-based searches rather than drug brand names, it aligns with the top and middle of funnel customer journeys for pharmaceutical brands with arthritis-related drugs. This unutilized market represents tens of millions of missed brand impressions for pharmaceutical and biotech brands annually.

Virtually 100%

of arthritis organic market share owners are informational resources, not pharmaceutical brands.

COMPETITOR PERFORMANCE

Nearly a billion consumers use and trust Google with their healthcare research every day. It's vital to understand why certain websites are winning consumer attention in organic search. Brands that are dominating the digital landscape use their online assets to connect with consumers throughout the marketing funnel. Terakeet analyzed the ten websites with the highest market share in the arthritis space (representing nearly 1.5 million in monthly organic search traffic) to see what they are getting right online.

These competitors have:

- ▶ Dedicated resource centers with a wealth of informational, long-form, top-of-funnel content, webinars, and videos
- ▶ Established expertise and demonstrable authority of content authors
- ▶ Tools like support group searches and FAQs to support user journeys

WHY IT'S HAPPENING

Pharmaceutical and biotech companies perform poorly in the arthritis organic search landscape due to a lack of access to accurate consumer search intent data, and a gap in specialized expertise around how Google understands website content to meet consumer needs. These companies are also not creating the content their audience seeks online — content that answers questions and solves their problems. Consumer expectations have changed, but pharmaceutical marketing hasn't caught up.

WHY IT MATTERS

Millions of consumers turn to Google on a daily basis for answers to their most pressing health issues. When they search they're curious, vulnerable, and honest — looking for answers about treatment options, medications, and more. Positive brand engagement at this stage is a critical investment in brand trust that increases brand awareness and eventual sales.

KEY INSIGHTS

The digital landscape has evolved, and so have consumer habits. Internet users are savvy and no longer respond to interruptive digital advertising strategies. Online publishers and experts are pushing out traditional market leaders and are siphoning consumer attention away from top pharmaceutical and biotech brands. This means there's a massive market opportunity for brands to recapture market share and attract millions of consumers actively researching arthritis treatments via Google.

By leveraging a search-informed, full-funnel content strategy, pharmaceutical and biotech brands can expand their digital footprint to win market share, recapture consumer attention, establish emotional equity, and become a trusted resource for consumers.

This market opportunity represents the **ability to attract millions of new customers who are actively seeking treatment for arthritis.**

SOLUTIONS

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