



e-tractions: Whole Brain Marketing Goodness for the Pharmaceutical Industry

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Award-winning creative and the numbers to back it up. We like to call it: digital marketing for both sides of the brain.

Few companies are able to offer the end-to-end Internet marketing solutions that e-tractions can. In plain sight and for all to see is our innovative creative work. What's less visible—yet every bit as critical—is EnterAct™, the proprietary technology platform that allows e-tractions to track and offer real-time visibility into any online campaign, any time. It is precisely this marketing whole brain goodness—both sides of the brain so to speak—that sets e-tractions apart in the world of pharmaceutical Internet marketing.

Tapping The Internet for Pharmaceutical Marketing

The pharmaceutical industry has a language all its own, and e-tractions is fluent. Using the Internet for Direct to Consumer (DTC) and Direct to Physician (DTP) marketing to bring a pharmaceutical product to market and effectively promote it is a complex endeavor. Fortunately, e-tractions combines in-depth regulatory experience with practical knowledge to most effectively engage and educate a qualified visitor and drive them to a health care provider. e-tractions has a proven track record of collaborating with pharmaceutical clients to create, optimize and adapt the right combination of online media for a successful product launch.

e-tractions has clearly demonstrated that a compelling online experience can engage, educate and move Internet visitors to see a doctor and ask for a drug, medical device or specific therapy by name. e-tractions is compiling a growing inventory of proven interactive experiences that have successfully provided hundreds of thousands of visitors with the incentive to speak to their doctor about a specific product and e-tractions is continually advancing the state-of-the-art in pharmaceutical marketing.

Follow Our Lead And Be Ahead Of The Crowd

Searching for health information is one of the top three reasons why people go online, and e-tractions has experience engaging a variety of audiences including: patients, doctors, caregivers and families, employers, insurance companies, business professionals and suppliers. Our proprietary software platform EnterAct™ supports pinpoint, personalized marketing initiatives and offers detailed tracking, reporting, and optimization. Successful Internet marketing strategies are a significant competitive advantage in the modern pharmaceutical and health industries and e-tractions has developed and executed engaging, successful campaigns for both over-the-counter (OTC) and prescription drugs.

The e-tractions team of marketing and creative professionals has a world of experience in all aspects of online campaigns including lead generation, conversion and optimization.

It all starts with lead generation. For clients looking to mine the Internet for new leads, our expertise in viral Internet marketing, compelling calls to action, and media design and placement is second to none. But we all know that finding people on the Internet is one thing, but converting them into prospects is an entirely different challenge. e-tractions designs innovative, creative, and successful methods for identifying prospects that are ready to move through your sales cycle. e-tractions conversion solutions employ engaging, interactive experiences to position your marketing offers, and our award-winning creative department has designed hundreds of interactive elements and templates that have been tested and proven in the real world.

Immediate results and analysis are strategic advantages of Internet marketing. However, keeping track of the vast amount of data generated by a campaign is considerably easier said than done. The e-tractions EnterAct™ platform provides all the data management and reporting functionality you need to rapidly identify the components of a campaign are best performing.



A Product Launch For The Ages

We've developed a proven strategy that works for the pharmaceutical industry, complete with all its rules and regulations, and we would like to apply what we know to your brand.

Four easy steps to pharmaceutical product launch best practices

- Step one: develop engaging unbranded site and start gathering prospects.
- Step two: create engaging interactive experiences. Our proven creative approach entertains and attracts prospective customers.
- Step three: build a quality opt-in database. There are leads, and then there are *leads*. Building a database of *quality* people is the goal. That's what we do.
- Step four: maintain contact with relationship marketing. You've got them. Now what? We're experts in communicating and keeping people engaged for the long run.

2007 marks the third year e-tractions has played a key role in one of the one of the most successful pharmaceutical launches in history. And today, that product remains one of the fastest growing prescription sleep aids in the US. Armed with the knowledge that searching for health information is one of the top reasons people go online, the product team partnered with e-tractions to implement a long-term online marketing strategy.

Step one with any Internet campaign is to generate an audience. For this product, preparation began well before launch with the creation of an unbranded website that serves as an educational resource to increase awareness of sleeplessness. One of the methods for opting-in to the database is the award-winning interactive game, Fact or Fiction. With its eye-catching design and clever copy, Fact or Fiction engages visitors and directs them to deeper content. It is this strategy that allowed the team to build a database of more than 20,000 before the product was even launched. The unbranded site set the scene for a seamless transition to the branded site.

Now That's a Database!

The database has grown to over 1.75 million people—and counting—in 18 short months. Ongoing communication with this population plays a critical role in getting visitors to act on offers and calls to action. This ongoing email campaign is a key component of what is referred to as Relationship Marketing. Effectively communicating with an audience and maintaining contact using customized messaging is important to the long-term success of any campaign. And our proprietary software platform EnterAct™ provides the brand team with daily reports that allow them to optimize all aspects of the campaign in real time.

The brand team and e-tractions have worked together for almost three years to effectively market the product online and to measure and analyze the resulting data—no small task indeed with a database targeted to hit two million in the near future! A program this complex requires a sophisticated data management system and e-tractions and EnterAct™ provide all the data management horsepower needed today and down the road.

The Power Of EnterAct™

OK, what exactly is EnterAct™? Managing a complex end-to-end online marketing program requires a Marketing Performance Management (MPM) foundation and EnterAct™ is a robust ASP hosted platform to address every element of an Internet marketing campaign. EnterAct™ easily manages the hundreds of media channels that can quickly translate to millions of transactions to identify the high ROI tactics that save time and money. You can depend on EnterAct™ to manage vast amounts of data so that you can effectively reach out to potential customers on the web, convert leads, generate demand and optimize your marketing investment.

Because EnterAct™ works in an ASP environment, there is no need for clients to install software applications, maintain, or host their campaigns. And because EnterAct™ was designed specifically for Internet marketing campaigns, handling a wide range of marketing requirements—from branding to direct response to promotions—is a no brainer. Clients receive the information they need when they need it with extensive tracking and reporting capability that includes a daily alert email summarizing the latest campaign results. No need to involve IT!



EnterAct™ interfaces seamlessly with industry-standard environments including Flash and HTML. This allows campaigns to effectively carry through client branding while employing the powerful EnterAct™ engine. Key EnterAct™ modules that have been effective in many industries include sweepstakes, registrations, online games and customer/prospect surveys. Each EnterAct™ campaign includes a custom interface developed in HTML or Flash. The e-tractions design team or the client's in-house creative staff or agency can easily customize a campaign to reinforce the client's brand and identity.

Number crunching and effective reporting may be less glamorous than the user interface, but nothing is more important to the client. EnterAct™ is designed to capture extremely detailed information and report it in a format that enables our clients to make informed and timely decisions. EnterAct™ is hosted in a secure, state-of-the-art facility while a separate tracking and reporting server feeds information to client reporting systems for up to the minute information on every aspect of a campaign.

e-tractions has been making sense of the Internet for clients since 1999. We've kept pace and look forward to sharing our expertise with you. If all this seems to be a brainteaser for you, contact Dan Keefe at (781) 276-1800 or dkeefe@e-tractions.com