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**Sent:** 6/9/2015 6:40:06 PM  
**Subject:** PainMatters.com Analytics Report 2 (Website launch through 5/17/15)  
**Attachments:** Pain Matters Analytics Report 4June2015-FINAL[1].pdf



Hello All,

Please find attached the second analytics report for PainMatters.com. This report includes a comparison of months 1 (prior to the NPP plan launch) and Month 2 (NPP plan/APS traffic included).

Thank you again to agency partners for collaborating to provide additional insights around the NPP plan for this report. Please don't hesitate to let us know if there are any questions in follow-up.

Thank you,

Heather Briddick| Sr. Manager, Healthcare Strategy | **GOLIN** | t. +1 312.729.4183 c.+1-810-278-2423



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# PainMatters.com—Analytics Report

April 15 - May 17, 2015



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# Overview

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**Objective:** Provide an assessment on current website traffic and engagement after the launch of the NPP plan, through the APS convention to evaluate performance and identify opportunities to refine content, promotional efforts

**Source:** Google Analytics

**Time Period:** 4/15/2015 to 5/18/2015

**Key Business Questions:**

- How has overall site traffic changed from launch (3/17) and what is driving this change?
- What is the overall site engagement?
- Which pages are most popular?
- Are visitors interacting with key content (i.e., playing videos, downloading information and signing up for updates)?
- Are visitors sharing content?

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# Key Takeaways

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- Site visits have increased significantly, **up 287%** compared with baseline (3/17-4/18). Due to:
  - NPP plan launch, with the majority of traffic now coming from paid search, banner ads and sponsored posts
  - Conference events continuing to help promote site engagement and drive HCP traffic
- Social and email continue to be small drivers, likely due to no significant social channel activations and a limited CRM / email campaign strategy in place
- The volume of engagement has remained high, while session duration has decreased
  - Due to the volume of visits being so high – there are a lot more visitors, but not all are as highly engaged
- Resources featured on the homepage are still the most popular, including: “Learn About PainMatters.com”, “Watch Film”, “Hear from the Community” and “View Stories”
- The *People Affected by Pain* section has grown in popularity
  - Top shared page is now the patient resources section (vs Home and Documentary in baseline report)
  - Two out of 5 of the most visited pages are from this section



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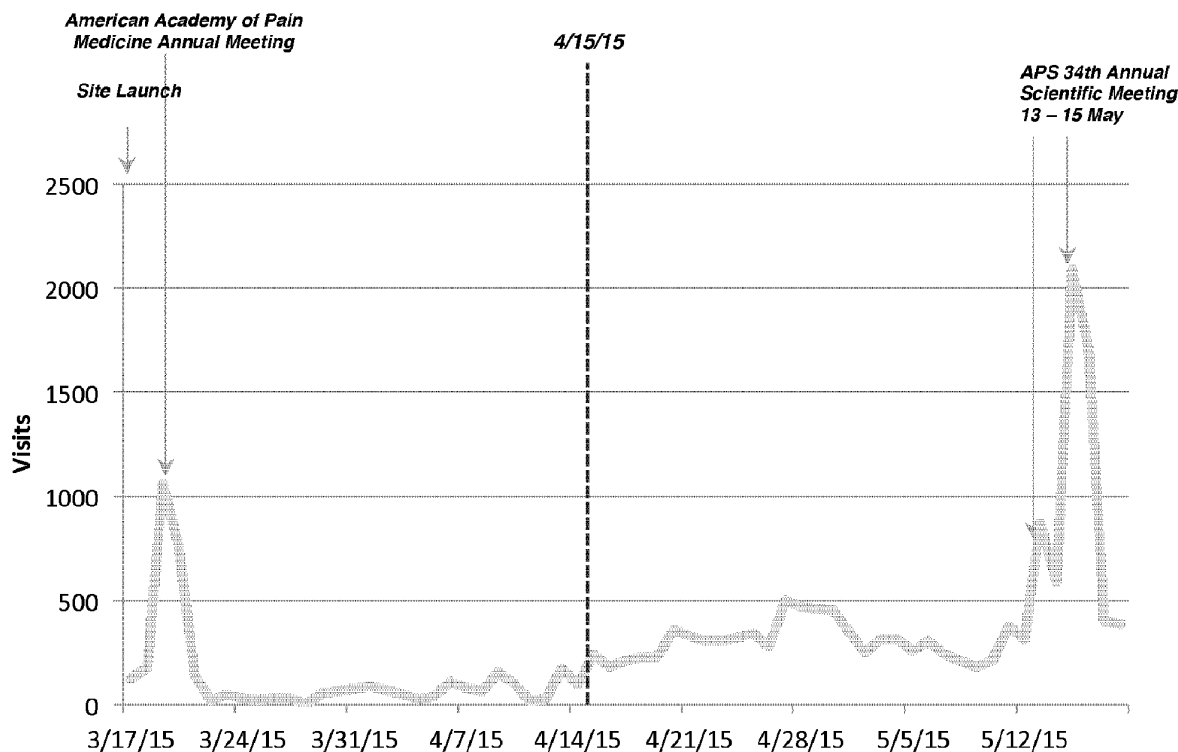
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# Overall Traffic

Website visits have increased significantly in the time period 4/15 to 5/18, when compared to baseline. Live events still appear to be key traffic-drivers with an initial peak at AAPM (March) and a significant spike around the APS meeting (April)

- Mobile ads through Millennial Media that geo-fenced the APS meeting were a strong contributor to the traffic spike between 5/13 – 5/16, accounting for 47% of site visits within that timeframe



**Traffic comparison for first 2 months since launch**

	3/17 to 4/14	4/15 to 5/18	% change
Total Visits	3,777	14,605	<b>+287%</b>
Visitors	2,910	12,145	<b>+317%</b>
Site visits per Visitor	1.30	1.20	<b>-7.7%</b>

Source: Google Analytics  
Time Period: 3/14/2015 to 5/18/2015

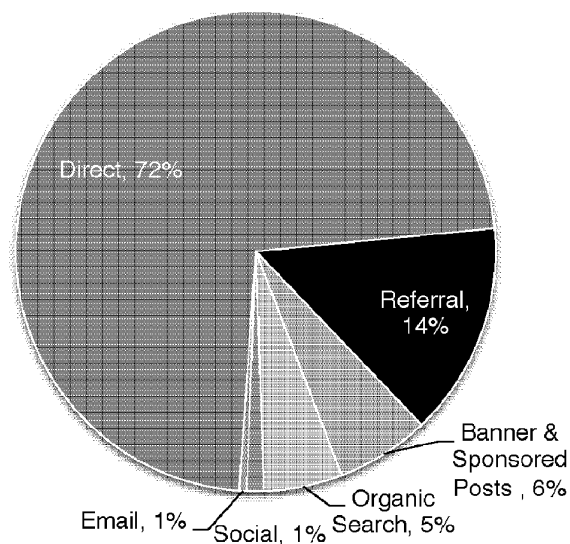
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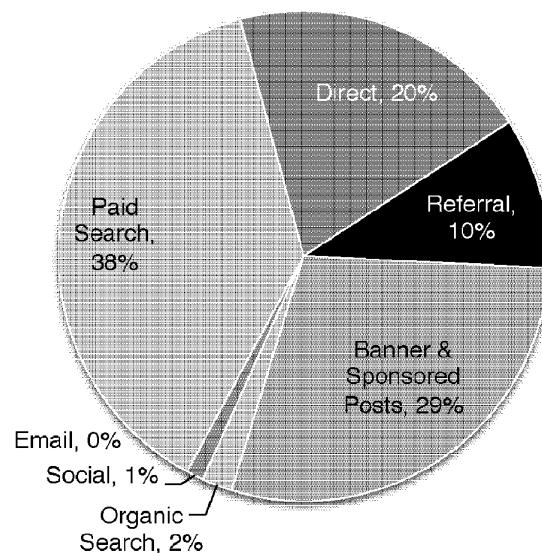
# Visits by Online Channel

Since the launch of the NPP plan April 15th, paid search, banner ads and sponsored post campaigns have overtaken direct traffic, shifting share away from referral and organic search traffic.

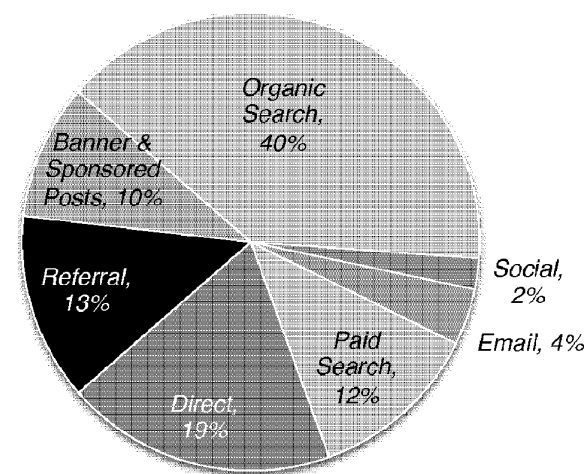
**PainMatters.com**  
**03/17 – 04/14**  
**Baseline**



**PainMatters.com**  
**04/15 – 05/18**



**Benchmark (Established Pharma/biotech Sites\*)**



See appendix for NPP plan metrics as available

Source: Google Analytics

Time Period: 3/17 – 04/14 and 4/15/2015 to 5/18/2015

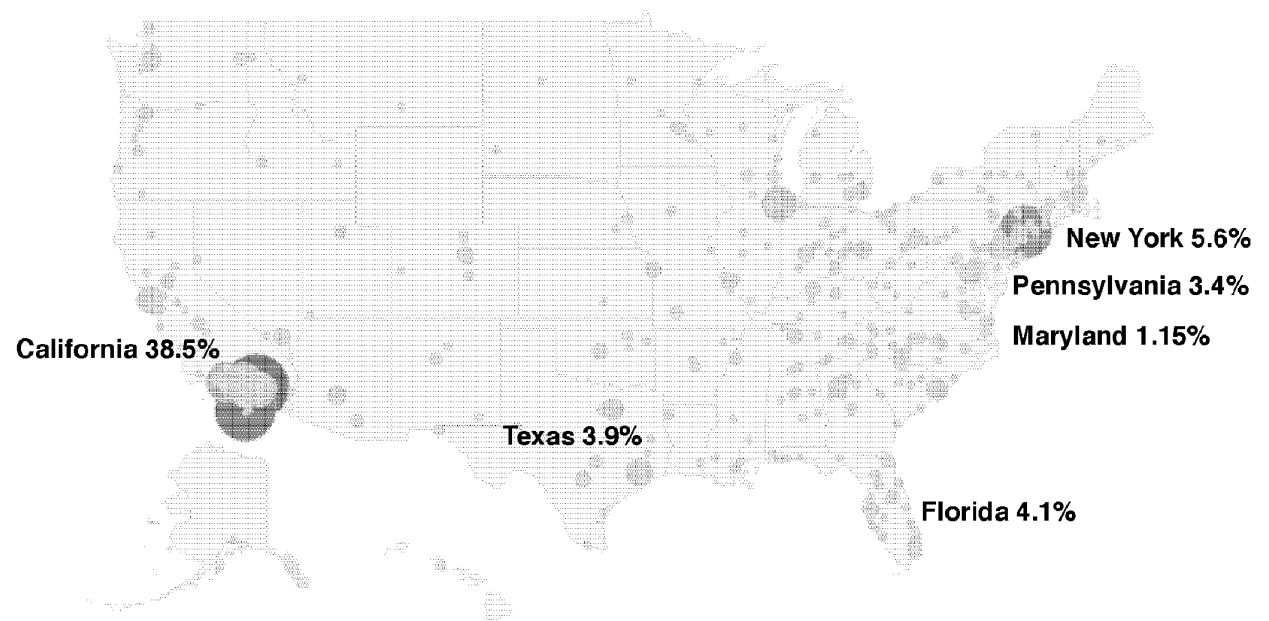
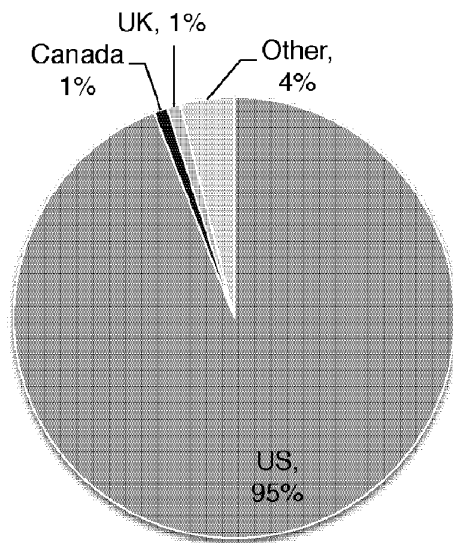
\* Google Analytics Benchmark - 362 Pharmaceuticals & Biotech web properties



# Visits by Geolocation

*During this time period, significant traffic was observed from California, particularly around Palm Springs due to presence at the APS Annual Meeting.*

- *Mobile geo-fencing tactics through Millennial were a strong traffic-driver from Palm Springs, representing 41% of traffic from this market*



Source: Google Analytics  
Time Period: 4/15/2015 to 5/18/2015

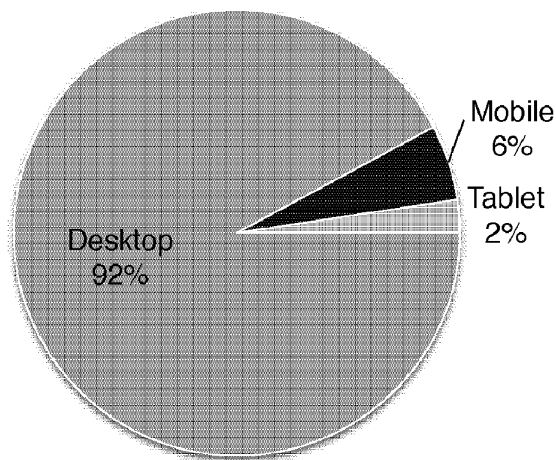




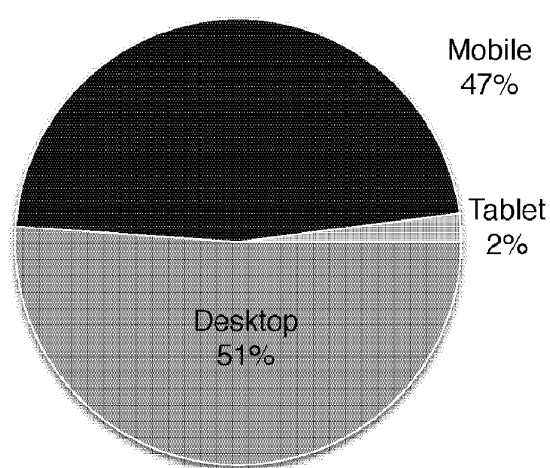
# Visits by Device

*As predicted, the mobile traffic to the website has increased as new audiences are reached through the NPP campaigns; specifically paid search and geo-fencing have helped drive mobile traffic with 60% of visits between 4/15 and 5/18*

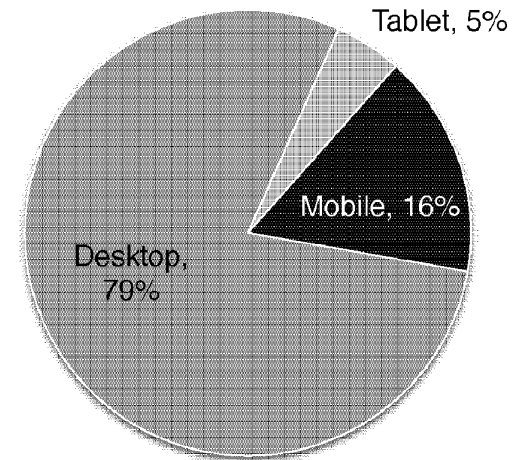
**PainMatters.com**  
**03/17 – 04/14**



**PainMatters.com**  
**04/15 – 05/18**



**Benchmark\***

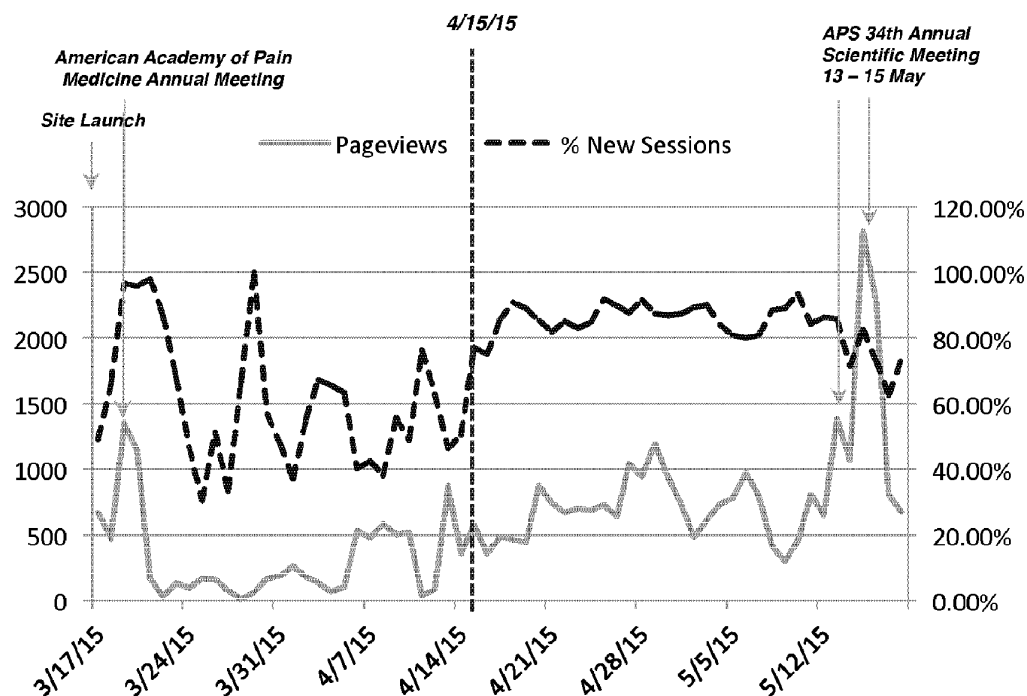


Source: Google Analytics  
Time Period: 4/15/2015 to 5/18/2015  
\* Google Analytics Benchmark - 362 Pharmaceuticals & Biotech web properties



# Pageviews

Overall pageviews have increased dramatically, by 194%. With this increased volume, the number of pages viewed per visit has dropped slightly to 1.94 pages per visit.



	03/17 – 04/14	04/15 – 05/18	% change	Benchmark*
Pageviews (PV)	9,626	28,316	+194%	NA
Pageview per Visit	2.54	1.94	-23.6%	2.79
Bounce Rate	69%	68.22%	-1.1%	52%
Average Session Duration	00:02:32	00:01:44	-31.5%	00:02:15
% New Visits	76%	82.6%	+8.84%	67%

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Source: Google Analytics Time Period: 4/15/2015 to 5/18/2015

\* Google Analytics Benchmark - 362 Pharmaceuticals & Biotech web properties

Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).



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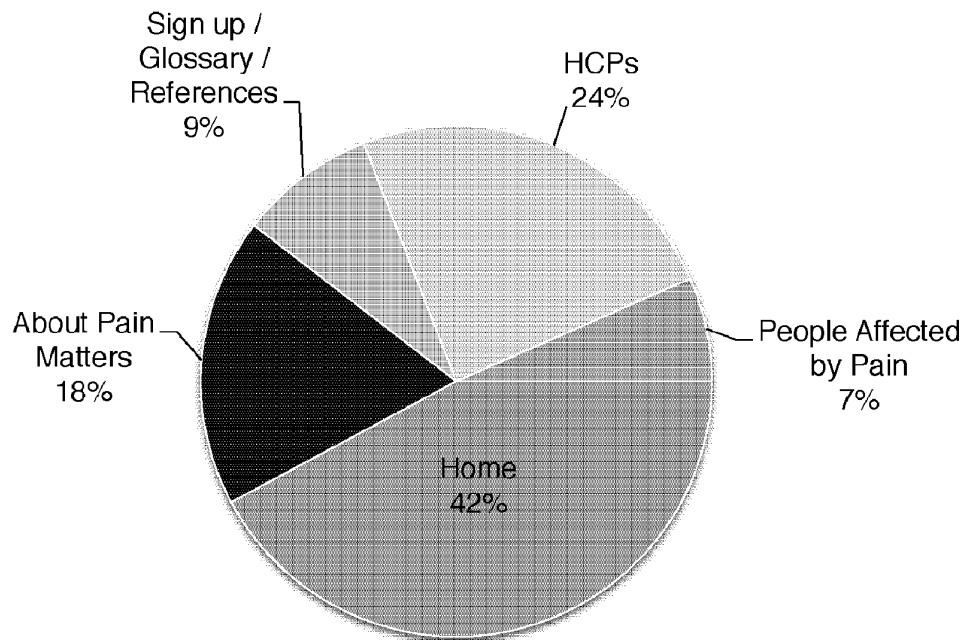
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# Traffic by Website Section

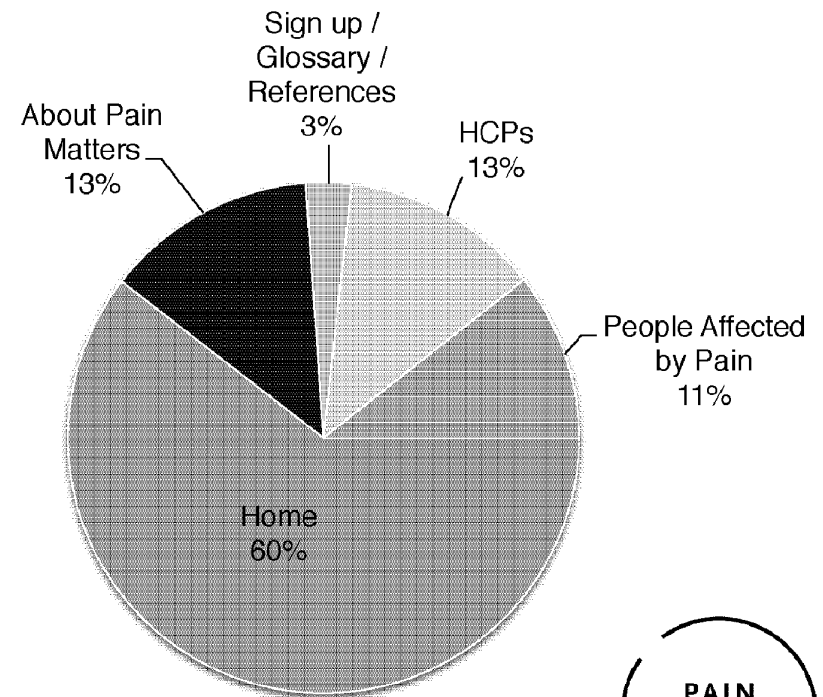
The homepage is still the most visited page. The balance between the percentage of visits to the main site sections, About Pain Matters (13%), Healthcare Professionals (13%) and People Affected by Pain (11%) have become more evenly spread.

- The increase in the homepage traffic is as expected post-NPP plan launch, as the majority of Pain Matters banner ads and paid search drive to the homepage

**PainMatters.com**  
**03/17 – 04/14**



**PainMatters.com**  
**04/15 – 05/18**

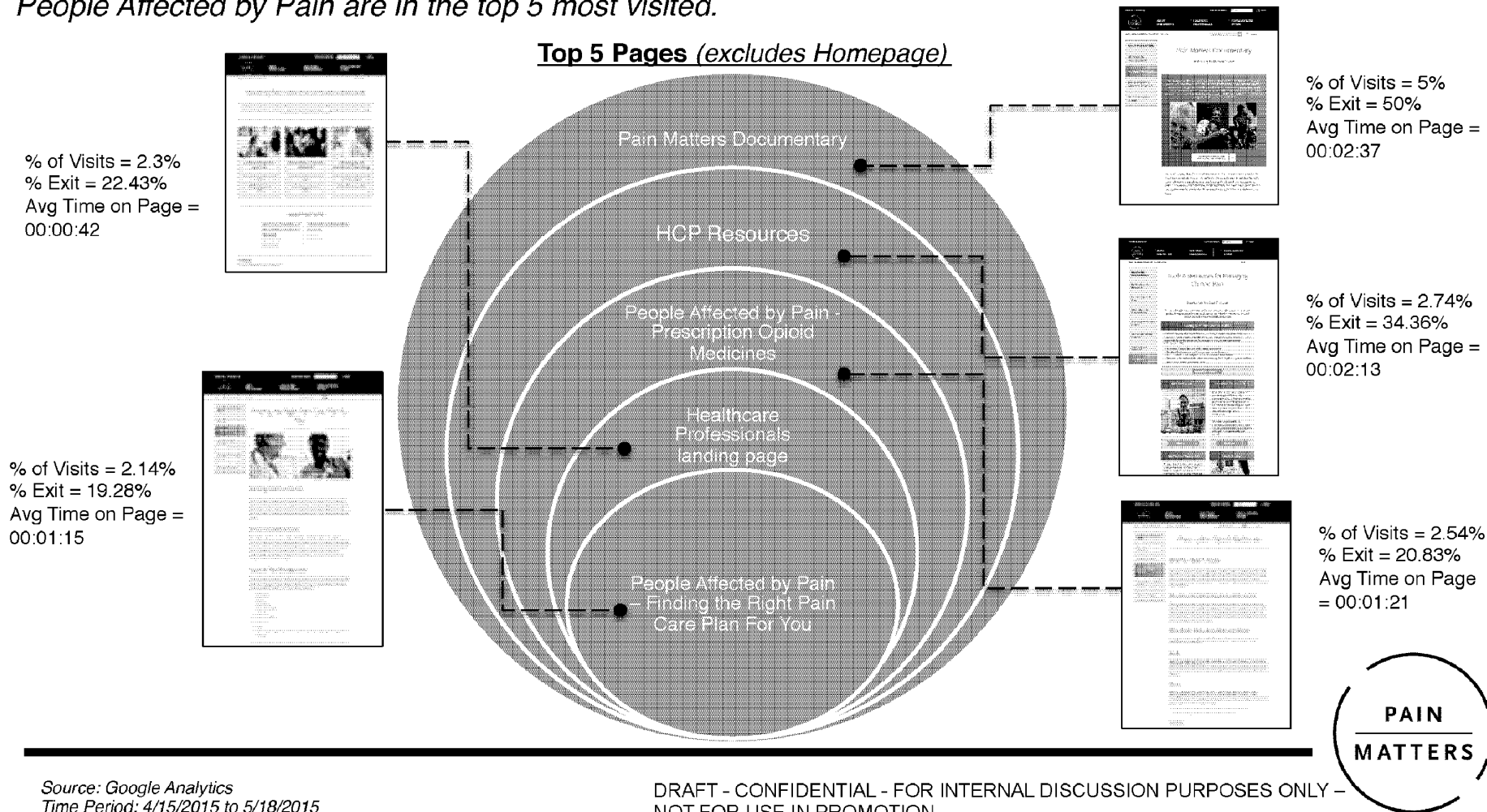


Source: Google Analytics  
Time Period: 4/15/2015 to 5/18/2015

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# Popular Pages

*The documentary page is still the most popular page, supported by the prominent Homepage callout. Previously, pages within the HCP and About sections were the most popular overall, but now, two pages in People Affected by Pain are in the top 5 most visited.*



# Site Event Interactions

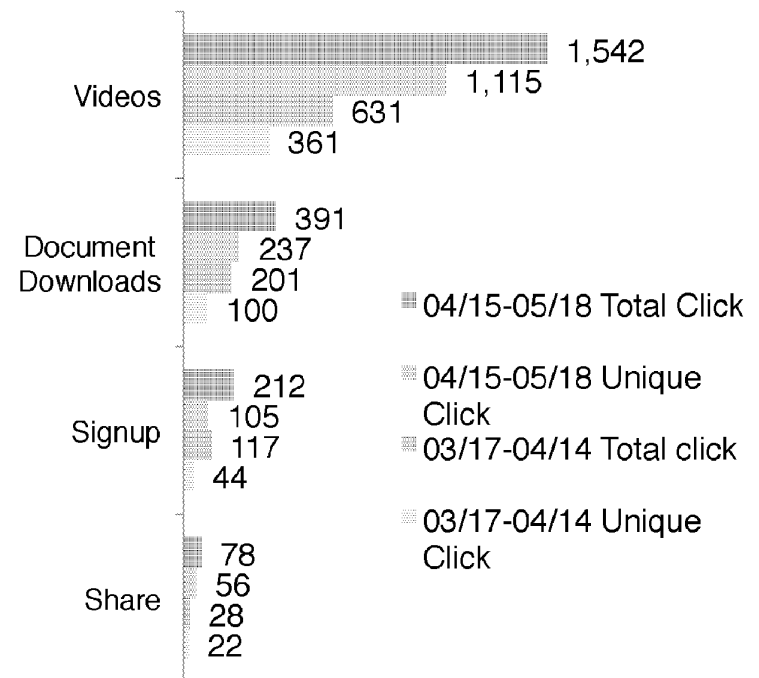
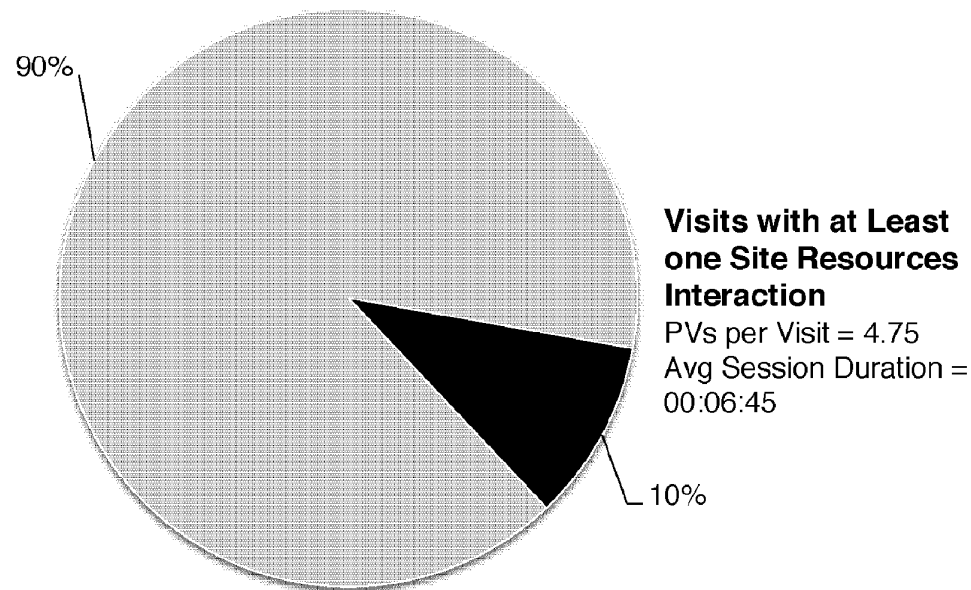
*Interactions with events\* on the site has increased – this includes clicks on videos, document downloads, shares and sign ups. Visitors who interact with at least one resource still spend more time on the site overall and view more than twice as many pages.*

- Paid media efforts have helped increase event interactions, with 44% of the event volume led by paid search*

## Visits without Site Resources Interaction

PVs per Visit = 1.94

Avg Session Duration = 00:01:44



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Source: Google Analytics

Time Period: 4/15/2015 to 5/18/2015 \*An event is a interactions with content that can be tracked independently from a web page (e.g., videos, downloads)

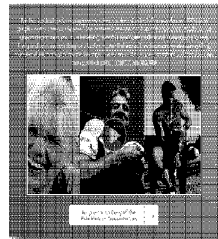
Unique Click is the number of unique visits per category, action, or label (ie: the same person clicking on the same video twice will count as 1 unique click and 2 total clicks)



# Site Resources - Video

The videos featured on the Homepage (Documentary and Intro Video) account for ~65% of all videos viewed.

Videos	3/17 - 4/14	4/15 - 05/18	% Change
Total Clicks	631	1,542	<b>+287%</b>
Unique Clicks	361	1,115	<b>+209%</b>
Avg Session Duration	00:07:09	00:05:49	<b>-18.6%</b>
PVs per Visit	5.19	4.11	<b>-20.7%</b>
# Videos on Site	7	7	/



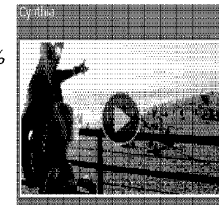
**1) Documentary**  
Total Clicks = 688 (43% of video)  
Unique Clicks = 564 (42.6% of video)



**5) Marianne**  
Total Clicks = 85 (5.5% of video)  
Unique Clicks = 80 (6% of video)



**2) Intro Video (home)**  
Total Clicks = 462 (30% of video)  
Unique Clicks = 408 (31% of video)



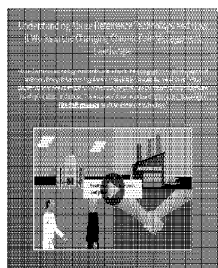
**6) Cynthia**  
Total Clicks = 63 (4% of video)  
Unique Clicks = 59 (4.5% of video)



**3) Derek**  
Total Clicks = 117 (7.6% of video)  
Unique Clicks = 99 (7.5% of video)



**7) About**  
Total Clicks = 39 (2.5% of video)  
Unique Clicks = 30 (2% of video)



**4) Abuse**  
Total Clicks = 105 (7% of video)  
Unique Clicks = 83 (6% of video)

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Source: Google Analytics

Time Period: 4/15/2015 to 5/18/2015

Unique Click is the number of unique visits per category, action, or label. For example, same person clicking on the same video twice will count as one unique click and two total clicks



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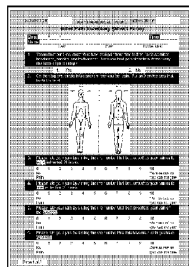
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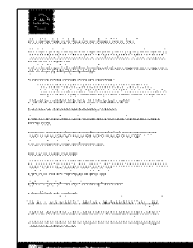
# Site Resources - Document Downloads

*The overall resource engagement has doubled since launch, with unique clicks increasing by 137%. Previously the HCP resources dominated the overall interactions, but now, patient resources are the 3<sup>rd</sup> and 4<sup>th</sup> most popular on the site.*

Document Downloads	3/17 4/14	4/15 05/18	% Change
Total Clicks	201	391	<b>+94.5%</b>
Unique Clicks	100	237	<b>+137%</b>
Avg Session Duration	00:16:04	00:15:27	<b>-3.78%</b>
PVs per Visit	10.02	9.52	<b>-4.96%</b>
# Documents on Site	18	18	/



**1) Brief Pain Inventory**  
Total Downloads = 82  
Unique Downloads = 74



**2) Quality of Life Scale**  
Total Downloads = 69  
Unique Downloads = 58



**3) Guide to Talking to Your Doctor**  
Total Downloads = 57  
Unique Downloads = 52



**4) SAMHSA**  
Total Downloads = 55  
Unique Downloads = 47

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Source: Google Analytics

Time Period: 4/15/2015 to 5/18/2015

Unique Click is the number of unique visits per category, action, or label. For example, same person clicking on the same video twice will count as one unique click and two total clicks

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# Site Resources - Sign Up

*The sign up callout in the header is still the most frequently used by site visitors.*

Sign Up	3/17 - 4/14	4/15 - 05/18	% Change
Total Clicks	117	212	<b>+43.6%</b>
Unique Clicks	44	105	<b>+123.94%</b>
Avg Session Duration	00:10:33	00:11:36	<b>+9.94%</b>
PVs per Visit	11.89	8.87	<b>-25.40%</b>
Total Sign Up Options on Site	3	3	/

## 1) Sign Up for News & Updates

Total Clicks = 111

Unique Clicks = 55

## 2) Order Your Copy

Total Clicks = 83

Unique Clicks = 47

## 3) Email Unsubscribe

Total Clicks = 2

Unique Clicks = 1

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Source: Google Analytics

Time Period: 4/15/2015 to 5/18/2015

Unique Click is the number of unique visits per category, action, or label. For example, same person clicking on the same video twice will count as one unique click and two total clicks

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# Site Resources - Share

*Page shares have accounted for only 3% of site engagements to date. The incorporation of individual video and resource share functionality will be analyzed in the next report.*

Page Title	Total Events	Unique Events
Pain Matters   Information & Resources for Chronic Pain	37	29
Pain Matters   Home	11	10
Pain Matters   "Pain Matters" Film Clips	9	4
Pain Matters   Pain Matters Documentary	4	3
Pain Matters   About Teva Pharmaceuticals	3	2
Pain Matters   Healthcare Professionals in Pain Care	3	2
Pain Matters   About Pain Matters	2	2
Pain Matters   Tools & Resources	2	2
Pain Matters   Understanding Opioid Abuse	2	2
Pain Matters   Abuse Mitigation Programs & Policies	1	1
Pain Matters   Multidisciplinary Pain Management	1	1
Pain Matters   Pain Perspectives Community Insights	1	1
Pain Matters   People Living With Pain	1	1
Pain Matters   Prescription Drug Abuse	1	1

Share	3/17 - 4/14	4/15 - 05/18	% Change
Total Clicks	28	78	<b>+178.6%</b>
Unique Clicks	22	56	<b>+154.5%</b>
Avg Session Duration	00:11:09	00:12:50	<b>+15.23%</b>
PVs per Visit	13.91	8.79	<b>-36.83%</b>
Total Sign Up Options on Site	12	12	/

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Source: Google Analytics

Time Period: 4/15/2015 to 5/18/2015

Unique Click is the number of unique visits per category, action, or label. For example, same person clicking on the same video twice will count as one unique click and two total clicks


# Recommendations & Next Steps

Recommendation	Updates Underway	For Future Consideration
Continue to promote Pain Matters at pain-focused medical meetings and local screening events	Booth presence and/or educational symposia planned for APS-PCPC, AAPMan, PainWEEK, and AAPM-R  Local screening events planned in Harrisburg (June), Sacramento (Sept), and Salt Lake City (Nov)	Activate healthcare professionals, people affected by pain, and advocacy to evolve Pain Matters and activate during Pain Month/PAINWeek.  Consider presence at NASCSA in October
Consider custom URLs for tracking at major events to measure engagement on the site in more detail	Custom URLs have been purchased and can be utilized at specific medical meetings/events	Consider vanity URLs around major meetings, awareness efforts, moments in time to help drive qualified traffic and measure engagement
Look for opportunities to increase deeper site engagement through resources and organic search traffic	Phase 3 update (live in July) includes increased visibility of HCP and Patient resources sections by adding callouts to the homepage  Continuing to optimize content and meta-data for organic search results  Communicate key sections of the website during earned media launch	Continue to create downloadable tools and video resources to engage HCPs and people affected by pain  Continue to support ongoing measurement and optimization efforts
Increase the frequency of email/ CRM campaigns to convert engaged users to enrolled users	Partner to send CRM/email communications around key live events, website updates, and key moment in time sponsorships (PAINWeek sponsorship)	Engage the database and/or purchase relevant email lists for PCP, pain specialist during key moments in time (i.e., Pain Month, PAINWeek)
Engage advocacy and patient audiences who may see incentive to opt-in through a copy of the DVD	Providing advocacy partners with a summary of Pain Matters and approved social content to help raise awareness and drive qualified traffic	Continue to provide social content for advocacy partners to share through approved channels  Engage advocacy groups as partners in the evolution of Pain Matters and to raise awareness of Pain Month  Identify opportunities to leverage existing advocacy resources on PainMatters.com

# Appendix



# Overall Doximity Campaign Engagement Stats

				Engagement			
Component		Launched	Delivered	Views		Clicks	
Alert 1 Web / Mobile / Amion / Email		4/15/15	95,991	24,160	25.16%	1,295	5.36%
Alert 2 Web / Mobile / Amion / Email		4/15/15	33,349	65,223	195.57%	2,618	4.01%

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# Doximity Campaign Engagement Stats - Alert 1

## Specialty Breakdown

doxconnect			Engagement			
Specialty	Launched	Delivered	Views		Clicks	
Family Medicine	4/15/15	40,804	7,612	18.65%	470	6.17%
Internal Medicine	4/15/15	55,187	16,548	29.98%	825	4.99%

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# Doximity Campaign Engagement Stats - Alert 2

## Specialty Breakdown



### Engagement

Specialty	Launched	Delivered	Views		Clicks	
Anesthesiology	4/15/15	19,008	52,627	276.86%	1,954	3.71%
Neurology	4/15/15	9,506	6,151	64.7%	311	5.06%
Physical Medicine / Rehab	4/15/15	4,835	6,445	133.29%	353	5.48%

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