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**Sent:** 2/15/2017 11:20:09 PM  
**Subject:** Pain Matters 2016 Analytics  
**Attachments:** Pain Matters 2016 End of Year Recap\_2-15-17[1].pdf

All,

Please find attached a PDF of the combined 2016 analytics for the Pain Matters website and NPP initiatives. Happy to set up time to discuss further as desired. Please don't hesitate to let us know if you have questions.

Thank you to all who had a hand in making this such a comprehensive report.

Best,  
Heather

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# PainMatters.com 2016 In Review

February 15, 2017

# FOR INTERNAL PURPOSES ONLY – NOT FOR USE IN PROMOTION



This presentation contains proposed confidential and proprietary marketing and promotional strategies, tactics, and programs, as well as market research and other similar programs, all of which will only be developed and implemented after appropriate review and approval has been obtained in accordance with applicable policies (e.g., CARE, PARC, or Legal/Compliance review). All sales and marketing activity shall be strictly limited to the indications currently listed in a product's approved package insert. This document may also contain forecasts regarding Teva products that have been prepared for confidential business contingency analysis and planning purposes only to consider various business scenarios. Such forecasts and the assumptions used do not reflect or constitute a legal analysis or opinion regarding the merits of pending or anticipated litigation or a legal assessment as to which scenario(s) is/are more likely. Nor do they represent a final agreed course of action and any inference to that effect is not intended and is hereby expressly disclaimed.



# Pain Matters Campaign Objectives & Strategy

## **Campaign Objectives:**

- Further establish Teva as the trusted leader in responsible pain management by activating digital campaigns in line with key moments in time to **drive traffic to PainMatters.com**
- Extend the Pain Matters campaign to increase awareness of abuse deterrent technology, chronic pain, and the role of opioids among HCPs especially in the current fast-changing and overly scrutinized space

**Strategic Approach:** Leverage best performing tactics from the 2015 Pain Matters campaign to continue to drive qualified HCP traffic to PainMatters.com

## **Paid Promotion Budget:**

Total Budget: \$541,165

Healix: \$483,000; Golin: \$58,165

Search & Display Flight: February 1st – May 11<sup>th</sup> (1st Phase), September 1st – December 31st (2nd Phase)

Social: Always on (spend increased in September and October)

## **Media Channels & Measurement Plan:**

- Display and Mobile: Clicks, Key Website Engagements
- Paid Search: Quality Score, Avg. Position, Key Website Engagements
- Social: Website clicks, page followers, and post engagement (only Q1-2)

# EXECUTIVE SUMMARY



# Key Metrics Overview

**181K**  
Website Visits

+2% vs. 117K BM

**139K**  
Unique Users

+1% vs. 137K BM

**24%**  
Returning Visitors

+1 PPT vs. 23% BM

**1.85**  
Pages per Visit

-0.1 vs. 1.95 BM

**63%**  
Bounce Rate

-7.92% vs. 70% BM

**1:27**  
Avg. Time Spent

-0:02 vs. 1:29 BM

**\$541,165K**  
All-agency Paid Digital Spend

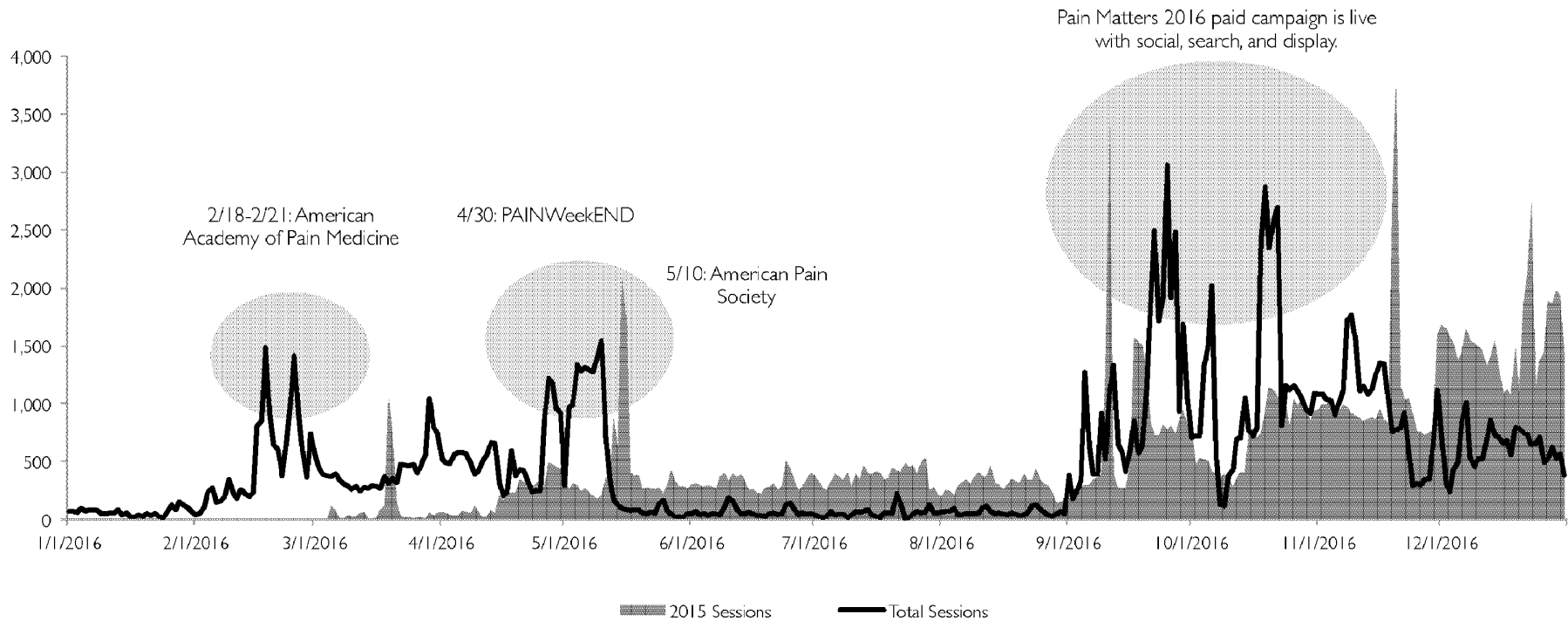
**185.3K**  
Total Clicks from Paid Channels

Source: Google Analytics  
Benchmark: 2015 PainMatters.com performance

# Activating paid promotion during relevant moments demonstrated greatest success

The greatest volume of traffic to PainMatters.com resulted from a combination of live event presence at medical conferences, supporting paid search efforts, and promoted social campaigns. When promotional efforts were paused from June to August, traffic volumes decreased but remained consistent.

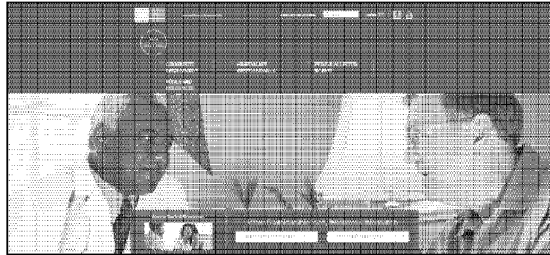
Total Visits to PainMatters.com



Source: Google Analytics

# Targeted, paid promotion drove higher quality visits after the refresh

## Pre-Refresh (Jan – Aug 2016)



## Post-Refresh (Sept – Dec 2016)



**65K**  
Website Visits  
+25% vs. 52K BM

**49.4K**  
Unique Users  
+11% vs. 44.5K BM

**25%**  
Returning Visitors  
+10 PPTs vs. 15% BM

**116K**  
Website Visits  
-8% vs. 125K BM

**89.5K**  
Unique Users  
-4% vs. 93.5K BM

**23%**  
Returning Visitors  
-3 PPTs vs. 26% BM

**1.99**  
Pages per Visit  
-0.04 pgs. vs. 2.03 BM

**70%**  
Bounce Rate  
+1 PPT vs. 69% BM

**1:34**  
Avg. Time Spent  
Flat vs. 1:34 BM

**1.77**  
Pages per Visit  
-0.15 pgs. vs. 1.92 BM

**59%**  
Bounce Rate  
-11 PPTs vs. 70% BM

**1:24**  
Avg. Time Spent  
-0:02 vs. 1:26 BM

Source: Google Analytics  
Benchmark: 2015 PainMatters.com performance





# Paid search, social and display were most effective in driving website traffic

Paid social, rich media units, and paid search were the most efficient in driving clicks to the site indicated by the lower cost per click (CPC) rates. Overall, paid channels drove the majority of site traffic (83%), especially in the last four months of the year due to increased campaign support.

To bring visits to the site consistently throughout the year from paid digital sources, consider an always-on paid approach that reaches target audiences.

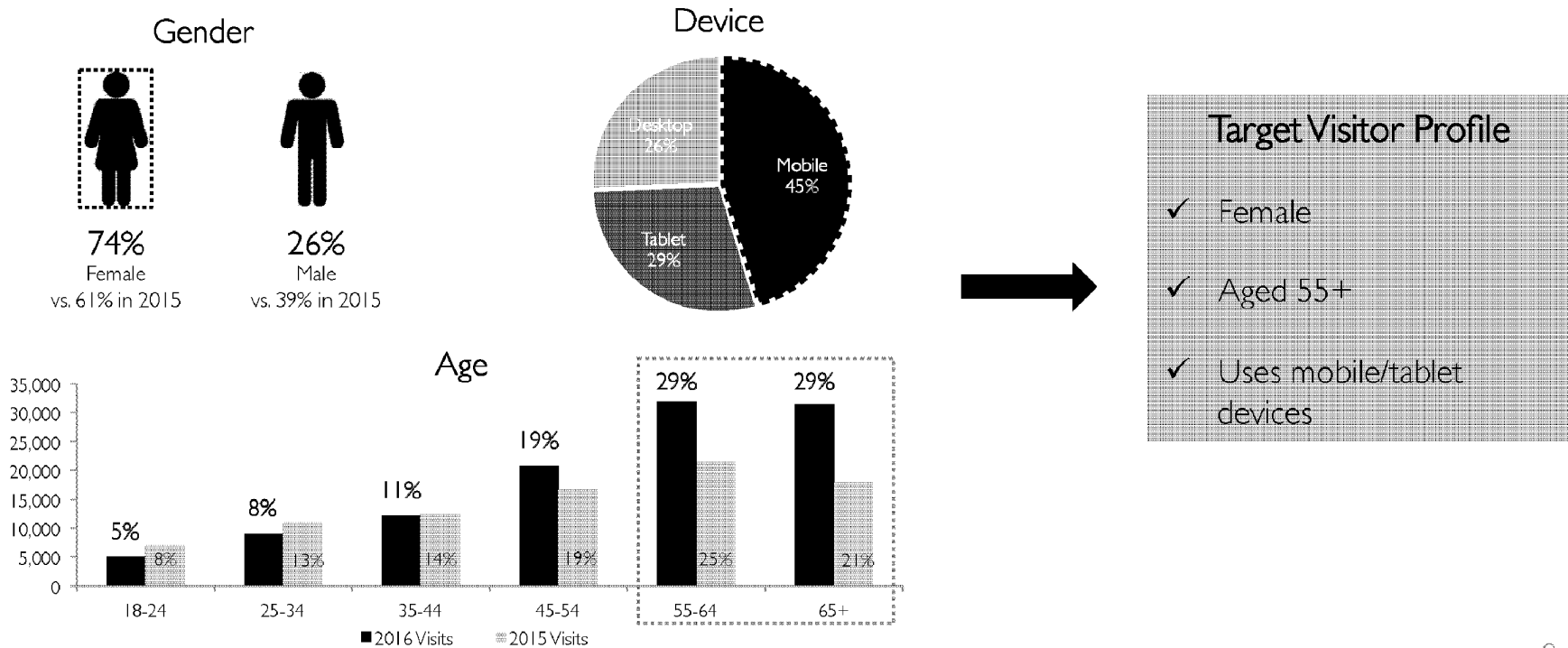
Website Activity by Media Type				
Metric	Paid Social^	Paid Search	Display	Rich Media*
Spend	\$58,165	\$177,519	\$245,266	\$58,475
Impressions	1,923,243	4,009,954	9,337,246	9,100,000
Share of Total Visits	19%	42%	20%	2%
Total Clicks	35,545	78,584	44,524	26,553
Avg. CPC	\$0.30	\$2.26	\$5.51	\$2.20
Avg. CTR	1.85%	1.96%	0.48%	2.24%
Engagements/Conversions	77,285	3,076	1,901	--
Avg. Engagement Rate	4.02%	39%	4.27%	2.24%

Source: Google Analytics, Facebook Insights, Datorama Pain Matters Dashboard  
 \*Clicks, CPC, and CTR are reflective of unique engagements with Contobox units  
 \*\*Cost covers email list and two email deployments  
 ^For paid social, only includes posts that were optimized to website clicks

# Audience demographics align with HCPs

Pain Matters visitor demographics align with statistics which show that 85% of nurses and 53% of PCPs are women. Pain Matters audiences continue to skew female and are most often aged 55+, and from the U.S. (98%). The age range also aligns with the fact that 26% of PCPs are over the age of 55, and an estimated 60-75% of people aged 65+ report living with pain.

The majority of visits (74%) occurred on mobile and tablet devices, indicating that the majority of users are accessing the site on-the-go. Given that these devices are driving the most traffic, the site should continue to simplify the user experience and streamline the path to information and resources on the mobile site.



Source: Google Analytics; 2016 MRI Doublebase; *Chronic Pain, Aging, and Staying Healthy*



## Key Insights

## Optimization

1.

- Website traffic and engagement increased with paid digital support following the refresh.
- Optimizing to link clicks ensured that visits remained efficient.

- Continue to infuse paid digital activity around key relevant moments and targeted campaigns
- Consider implementing an always-on paid approach for consistent visits

2.

- Returning visitors to the site were more engaged than new visitors, indicating that returning users found the resources to be compelling and useful.

- Place retargeting pixels on the site and extend to Facebook to recapture visitors on all channels, bringing them back to the site

3.

- While site enrollments and PDF downloads were prioritized, these conversions did not account for a significant share of actions, as most paid support drove to other pages. Only 1% of unique visitors opted to sign up on the page.

- Highlight desired conversions on internal website pages and encourage action with a concise CTA

4.

- The top pages visited were intended for people affected by chronic pain, even when healthcare professionals were the main target audience via promotion.

- Refine paid strategy for reaching HCP targets according to most active online HCPs
- Promotional destinations should be HCP-focused to stay relevant to the intended target

# Insights and Optimizations: Paid Promotion



## Website Traffic

- All mediums exhibited a substantial increase in Visits YoY with the exception of Display (-9%). Paid Search accounted for the greatest share of traffic at 41%,
- Mobile and Tablet were top drivers of traffic volume throughout '16, accounting for 45 % and 29% of overall traffic, respectively. Top three leading drivers of traffic broken out via Medium and Device are Paid Search Mobile, Display Tablet and Facebook Mobile.



## Paid Search

- Paid search was the largest individual driver of traffic in 2016, accounting for 42% of all site visits with the strongest site engagement of all media aside from direct and organic traffic.
- Overall clicks and CPC exceeded OGSM goal by 15% for the second half of campaign flight, contributing to a 24% increase in conversions YoY.
- In terms of registrations, mobile and tablet devices stand out as the most efficient converters despite an overall CPA higher than desktop.



## Display Media (Medscape and Google GDN)

- Overall CTR was 0.48% which is an increase of 220% from last year's 0.15% CTR and well above the industry benchmark of 0.09%
  - Performance was primarily driven by mobile and tablet
- GDN delivered a stronger CTR of 0.51% vs. Medscape's 0.26% while the CVR is comparable between the two partners
- Optimizations:
  - With limited funds in 2017, Healix recommends extending the Google GDN Retargeting program in order to drive users down the funnel

## Conference Coverage (Social Reality, Haymarket Media, Opera Media, Practical Pain Management)

- Social Reality delivered a total of 12 conversions throughout the AAPM conference at an overall conversion rate of 0.60%, which aligns with last year's mobile conversion performance
- In order to have a strong presence at they key pain conferences in September, Haymarket Media, Opera Media and Practical Pain Management were utilized in order to reach the HCPs attending
  - All three partners had similar CTRs; however, Opera Media saw the highest CTR of 0.22% with their geo-fencing program surrounding PAINweek and AAPM
- Optimizations:
  - Healix recommends continuing this tactic in 2017 in order to reach key HCPs



## Rich Media Unit (Viant)

- Overall unique engagement rate was 2.24% for the campaign, which is lower than 2015's UER of 6.54% but still exceeds the unit's benchmark of 1.85% for this unit
- Optimizations:
  - As a result of Viant continuing to drive an increase of user interactions within this rich media unit, Healix recommended extending this program into 2017



## Social Promoted Content Posts (Facebook)

- Facebook accounted for approx 20% of overall traffic and was the most notable new source (+33K), starting in early 2016
- Optimizations:
  - Lowest CPC and greatest engagement was observed when HCPs and page followers were targeted and posts were optimized to drive website traffic

# USER ENGAGEMENT

# Website traffic was reflective of paid promotional support

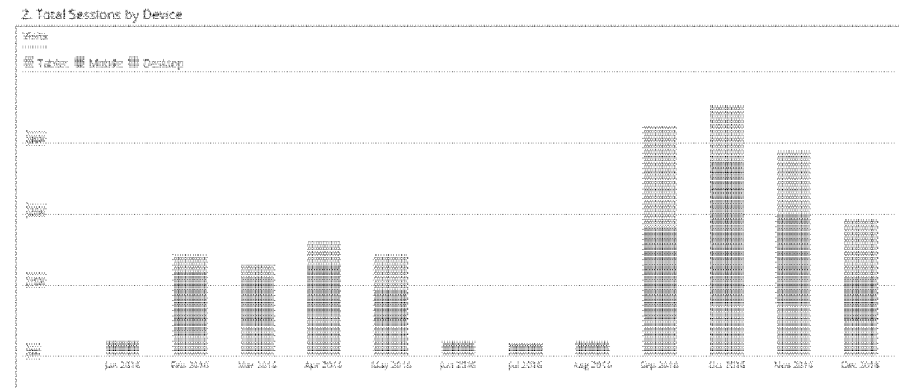
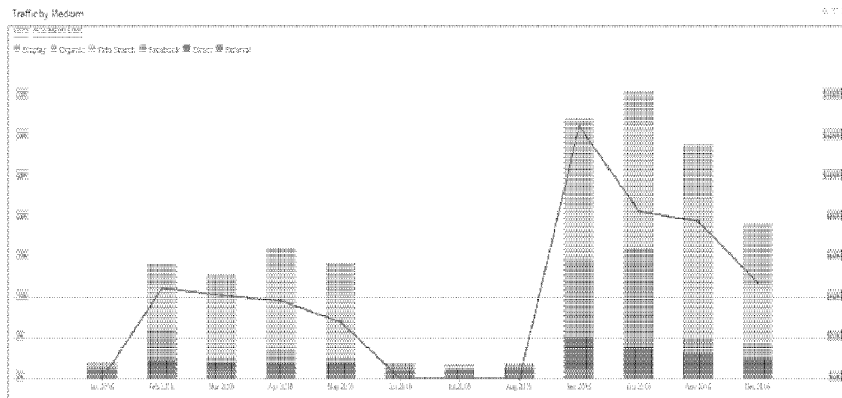
Overall site traffic remained fairly consistent following a drop-off in May with the pause of campaign.

- Paid Search accounted for 42 % of Total Gross Visits throughout '16, while Display received 23%, closely followed with Facebook 19%.

All mediums exhibited a substantial increase in Visits YoY with the exception of Display (-9%). However, Display was still the second strongest driver of traffic in '16.

Mobile and Tablet were top drivers of traffic volume throughout '16, accounting for 45% and 29% of overall traffic, respectively .

- Paid Search Mobile (42,622 | +37%) and Display Tablet ( 26,256 | + 2x) were the leading drivers of site traffic via Medium & Device.
- Facebook Mobile (25,106 | 14%) accumulated the third largest group of granular traffic volume.



Year over Year Visits by Device

Device	Visits	Visits Previous Year	% Visits
Mobile	82,085	58,620 + 37.58 % (26,465)	45 %
Tablet	52,490	18,845 + 178.56 % (33,645)	29 %
Desktop	46,518	50,909 - 8.63 % (-4,391)	26 %
<b>Total</b>	<b>181,091</b>		<b>100 %</b>

Year over Year Visit by Medium

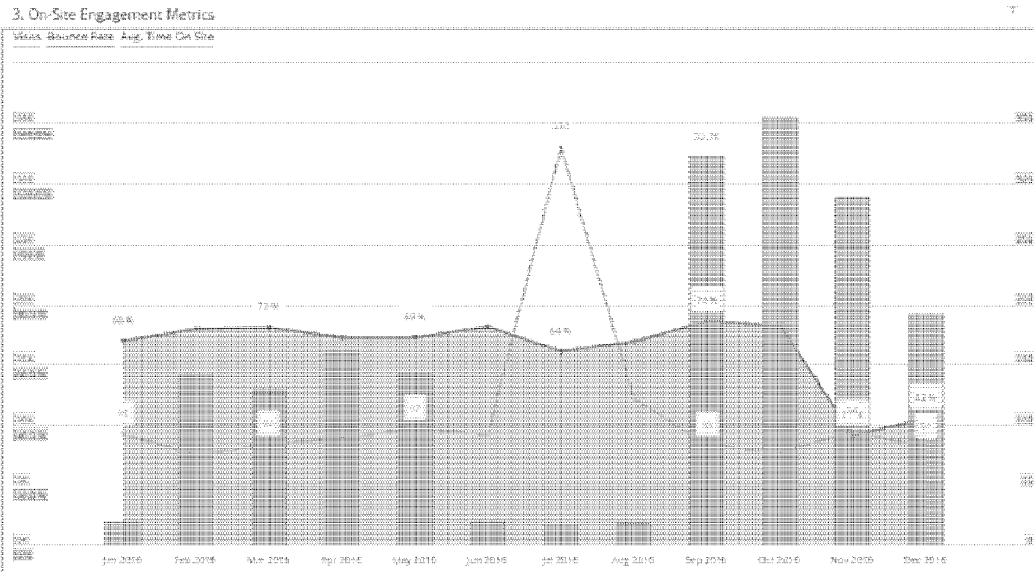
Medium	Visits	Visits Previous Year
Paid Search	76,216	72,233 + 5.51 % (3,983)
Display	40,847	45,174 - 9.68 % (-4,327)
Facebook	33,744	224 + 14,984.29 % (15,520)
Direct	19,331	3,222 + 499.07 % (16,109)
Referral	7,475	3,981 + 108.97 % (3,494)
Organic	3,478	849 + 314.05 % (2,629)
<b>Total</b>	<b>181,091</b>	

# Website engagement remained relatively consistent

Overall engagement throughout '16 remained fairly consistent despite a substantial drop after the month of May—consequently after the campaign paused.

- An increase in time on site overlapped with the PCPC medical meeting in July
- Quarter 3 saw a spike on avg. time on site due to increase in visitor engagement from Display, specifically from Google Display Network (GDN).
- Overall engagement from Paid Search and Display, top drivers to site, displayed substantial improvements YoY.
  - Bounce Rate from Paid Search visitors improved -15 %YoY, and avg. time on site exhibited the stronger efficiencies YoY (+12 seconds).

Bounce Rate: -7 % | PV/Session: +0.7 | Avg. Time on Site: +1 YoY



'16 On-Site Engagement by Medium

Medium	Visits	% Visits	Bounce Rate	PV/Session	Avg. TOS
Paid Search	79,216	42 %	54 %	2.08	94
Display	40,847	23 %	70 %	1.54	87
Facebook	33,744	19 %	71 %	1.47	57
Direct	15,331	11 %	71 %	2.17	112
Referral	7,475	4 %	74 %	1.71	69
Organic	3,478	2 %	50 %	2.51	148
<b>Total</b>	<b>181,091</b>	<b>100 %</b>	<b>63 %</b>	<b>1.85</b>	<b>87</b>

On-Site Engagement by Device

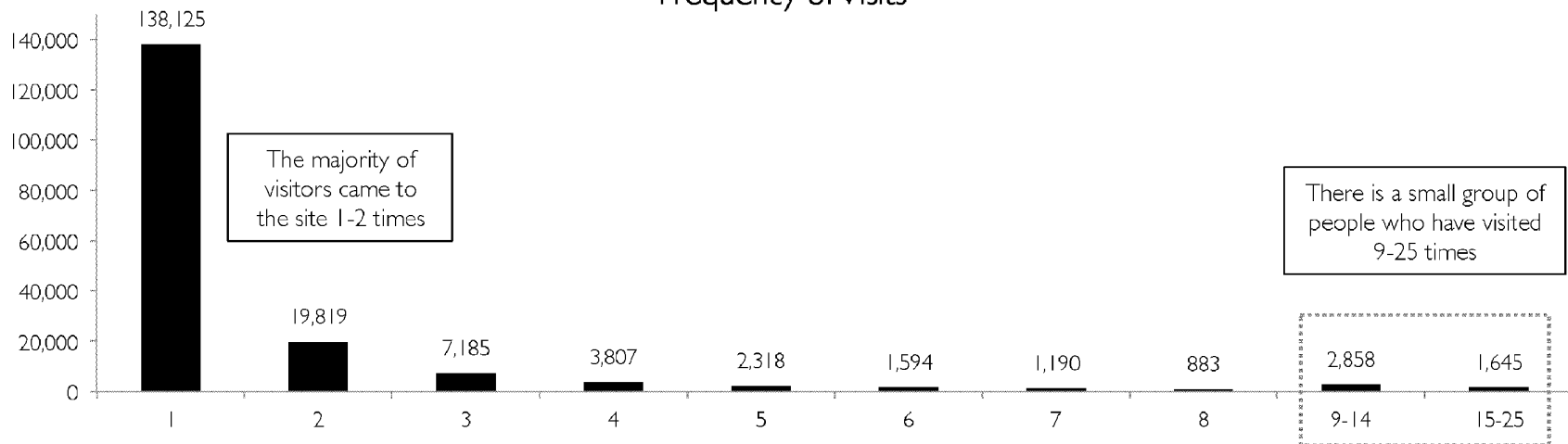
Device	Visits	% Visits	Bounce Rate	Avg. TOS	PV/Session
Mobile	87,889	48 %	65 %	74	1.73
Tablet	52,490	29 %	68 %	70	1.65
Desktop	40,712	23 %	58 %	131	2.23



# Returning visitors demonstrated better engagement compared with new visitors

Returning users visited more pages per session and spent more time on the site than new visitors, indicating that these users found value in Pain Matters resources and returned to consume more information.

### Frequency of Visits



### Visitor Type

Pre-Refresh	% of Visits	Bounce Rate	Pages per Visit	Avg. Time Spent
New Visitor	75%	70%	1.91	1:20
Returning Visitor	25%	71%	2.21	2:17

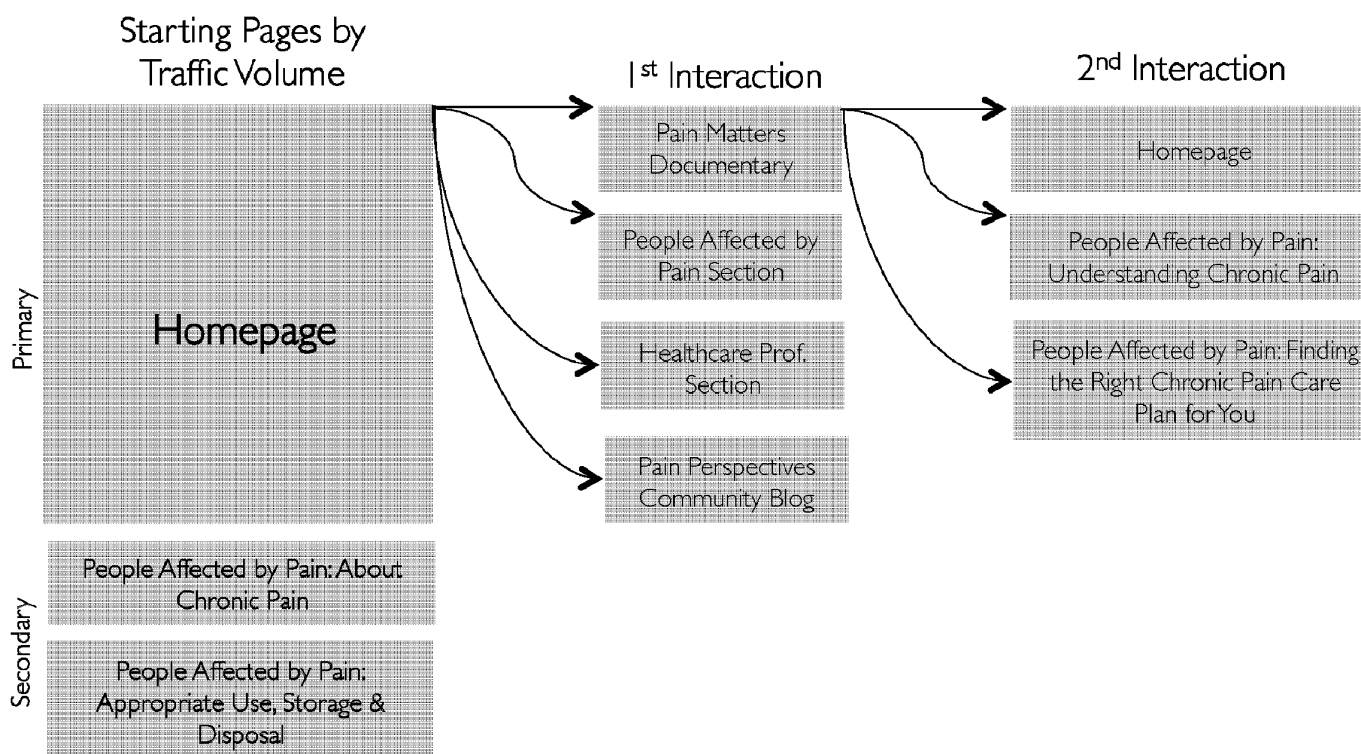
Post-Refresh	% of Visits	Bounce Rate	Pages per Visit	Avg. Time Spent
New Visitor	77%	58%	1.76	1:07
Returning Visitor	23%	62%	1.80	2:20

Source: Google Analytics



# The user journey reveals opportunities to elevate key content

Secondary visits and user interactions show that paid efforts should drive deeper to relevant content and promotional content should align with the linked page based on the target audience. Watching the documentary often prompted visitors to engage further within the site.



Source: Google Analytics

# Both HCPs and patients are seeking patient-centric resources



Though the majority of promotional efforts target HCPs, the most popular pages after the homepage provide information and resources to support people affected by chronic pain, possibly due to HCPs sharing the site with patients.

While content specifically intended for healthcare professionals lagged behind the homepage, patient resources and the documentary significantly, visits to the HCP resources page were comparable to the majority of patient-focused pages and showed significant time on page

Top 10 Pages: Page Title	Visits	Avg. Time Spent
Home	169,125	2:03
Videos & Downloadable Tools: For People Affected By Pain	29,895	2:23
Pain Matters Documentary	9,242	2:30
People Affected By Pain: Appropriate Use, Storage & Disposal	8,836	1:13
People Affected By Pain: Managing Your Chronic Pain	7,555	1:18
People Affected By Pain: Prescription Opioid Medicine	7,473	1:44
People Affected By Pain: About Chronic Pain	7,459	0:54
People Affected By Pain Section Home	7,268	0:40
Tools & Resources for Healthcare Professionals	7,161	1:37
Healthcare Professionals: A Multidisciplinary Approach to Managing Chronic Pain	5,591	1:17

Source: Google Analytics



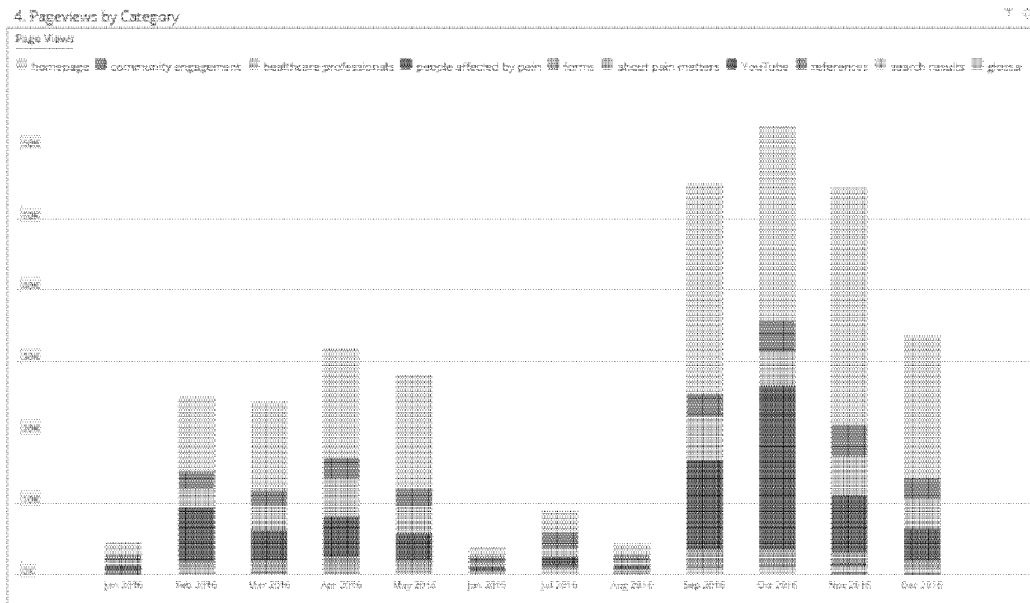
# Top pages reveal opportunities for paid to drive deeper

Remaining fairly consistent throughout the year, in '16 the "Homepage", "People Affected by Pain", and "Healthcare Professional" page categories ranked top 3 in terms of volume of page views.

The "Homepage" exhibited the most notable incline in PVs YoY (+33K), driven by a incline in views from Paid Search and Facebook visitors.

- Decline in "Healthcare Professionals " PVs from Paid Search users YoY was largely offset by an increase in PVs from Facebook visitors (+8K).

The "People Affected by Pain" pages displayed the most substantial lift in views YoY (+38K), almost entirely attributable to an increase in PVs from Facebook and Paid Search visitors.



Year over Year Pageviews by Category

Page Category	PVs *	PVs: Previous Year *
homepage	171,878	138,380 + 24.21 % (23,498)
people affected by pain	71,335	33,229 + 114.74 % (38,126)
healthcare professionals	39,470	38,161 + 3.43 % (1,309)
community engagement	29,230	10,203 + 188.76 % (18,927)
forms	11,949	4,972 + 140.73 % (6,977)
about pain matters	4,134	13,764 - 69.97 % (9,630)
<b>Total</b>	<b>334,527</b>	

Year over Year Pageviews by Page and Medium (Top 10)

Page Category	Medium	PVs *	PVs: Previous Year *
homepage	Paid Search	69,646	60,059 + 16.11 % (9,587)
homepage	Display	52,743	50,551 + 4.34 % (2,192)
people affected by pain	Facebook	29,517	36 + 84,256.29 % (19,481)
people affected by pain	Paid Search	26,176	22,165 + 18.11 % (4,011)
healthcare professionals	Paid Search	19,344	21,955 - 11.89 % (2,611)
homepage	Direct	16,276	3,152 + 388.00 % (13,124)
community engagement	Paid Search	12,480	5,979 + 110.90 % (6,501)
people affected by pain	Direct	8,933	1,579 + 467.68 % (7,354)
healthcare professionals	Facebook	7,758	17 + 45,538.21 % (7,741)
homepage	Search	7,431	3,792 + 95.87 % (3,639)
<b>Total</b>		<b>269,456</b>	



# Videos and downloads continue to be most popular

The top downloaded documents include resources for people affected by pain and/or their caretakers. The most played video is the Pain Matters documentary, which was expected as some social posts linked to the video. Popular downloadable tools support the need for improved exam room communications and abuse mitigation information.

## Most Played Videos

Document	Views
Documentary	2,374
Ms. Generous/The Painter	1,080
Living With Pain Perspectives: Derek	404
Animated Abuse Deterrence Technology	365
Living With Pain Perspectives: Marianne	329

## Top Resources

Document	Downloads/ Views
ACPA Quality of Life Scale - PDF	1,039
Talk To Your Doctor - PDF	579
Eight Opioid Safety Principles for Patients and Caregivers - PDF	570
Opioid Abuse/ACPA NSAID Safety Video	365
ACPA Care Card - PDF	236

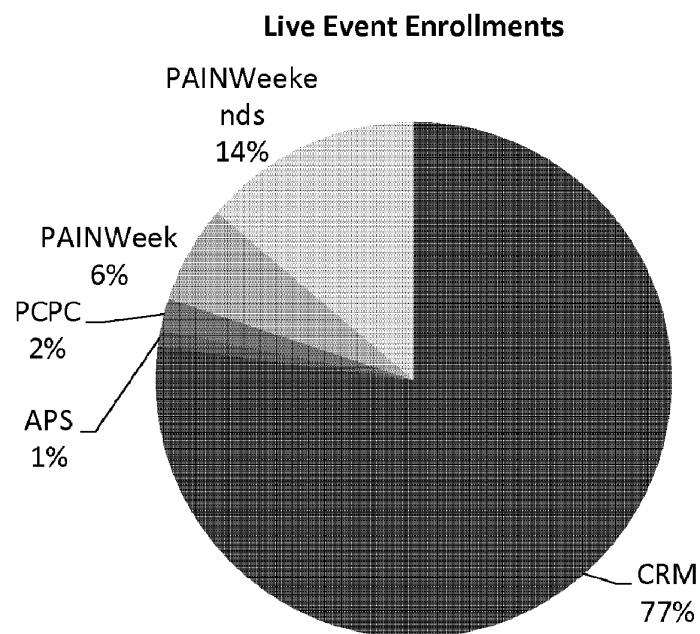
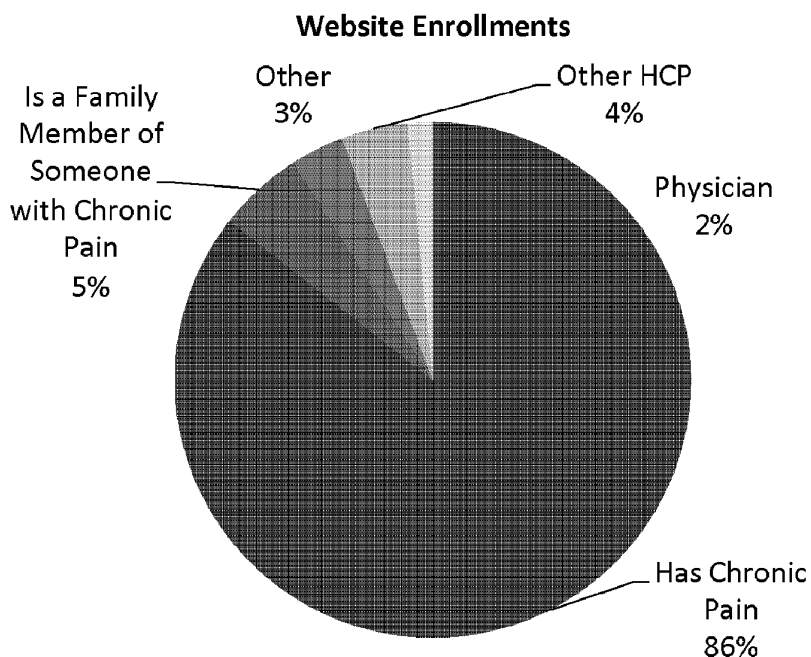
Source: Google Analytics



# HCPs are driving patients to sign up for resources

While live events and medical meetings were the primary driver for HCP database enrollments with a total of 12,095, website enrollments demonstrate HCPs find website resources valuable for patients. Of the 79% of sign ups that provided a mailing address, 8% are from California (AAPMed), followed by 6% from Texas (APS/AIPMan), and 5.5% from Florida (PCPC), which aligns with convention presence.

The total number of sign up (CTA) button clicks on the Facebook page totals 182 for the full year. Of all people who signed up in 2016, 86% report having chronic pain.



Source: Google Analytics

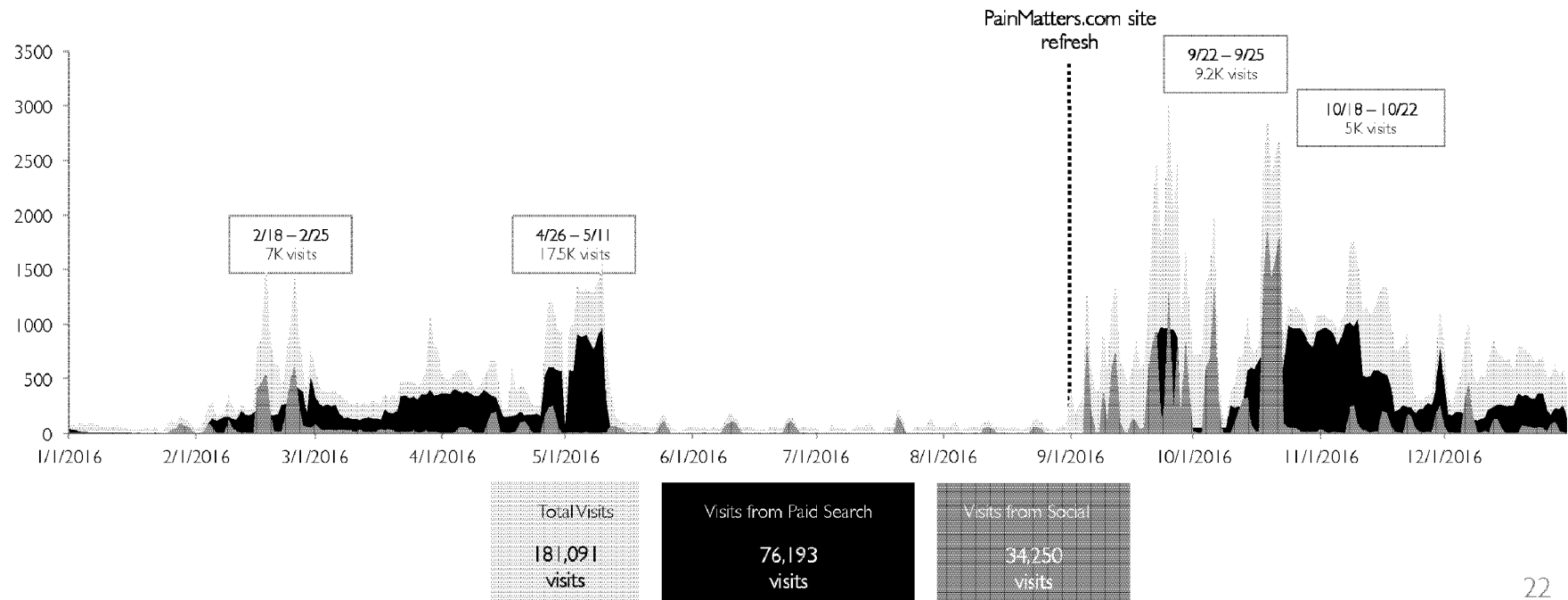
# OVERVIEW BY CHANNEL

# Major spikes in overall traffic aligned with paid search and social efforts

Major spikes in overall traffic were most heavily impacted by paid search and promoted social posts during relevant events throughout the year, indicating that targeting strategies reached relevant audiences that ultimately visited the site.

During times of minimal promotion (June – August), the site still drew visits from paid social efforts. Executing an always-on paid campaign can ensure a consistent flow of site traffic throughout the year.

Website Traffic By Search and Social

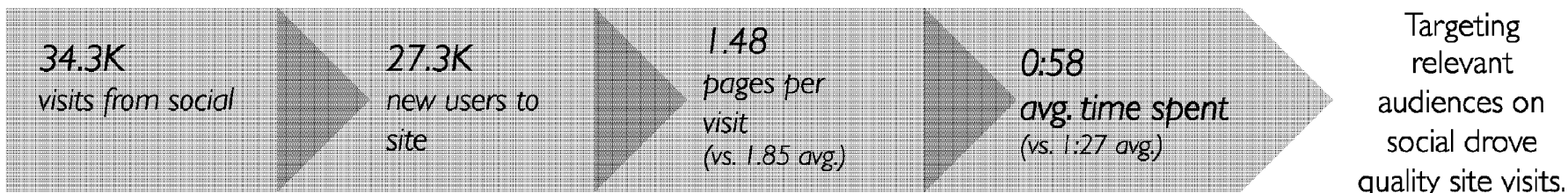


Source: Google Analytics

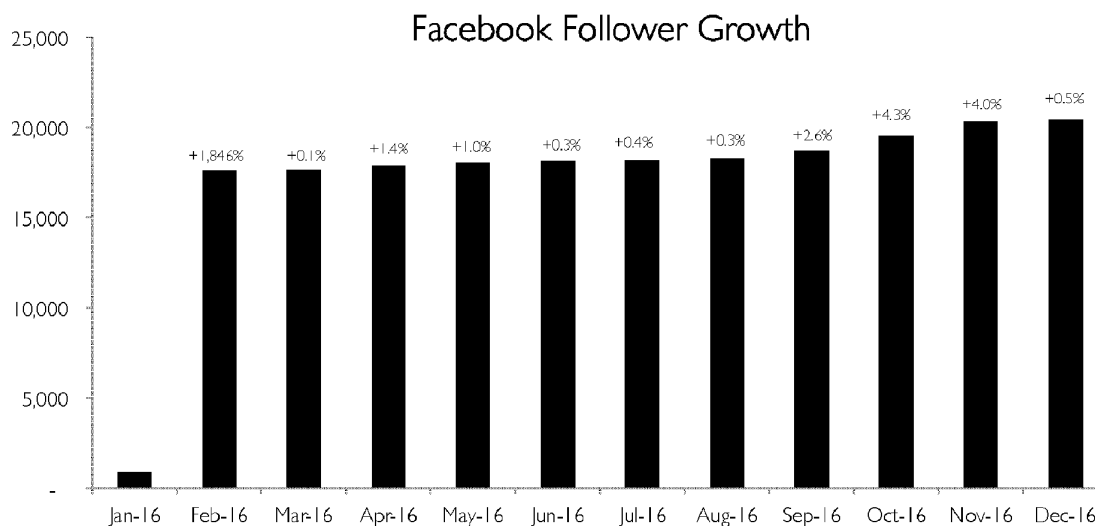


# Targeted, paid social drove quality visits and engaged followers

Follower growth stabilized with minimal changes MoM following the Like ads (February), as focus shifted to driving clicks to the site and engagements on-platform. Despite the change in objective, the Pain Matters Facebook page gained more than 3K new fans from engagement and website driving posts.



Paid Social Performance		
Metric	Result	Benchmark
Website clicks	35,545	27,000 – 33,000
Cost per click	\$0.30	\$1.00
Paid click thru rate	1.85%	1.50%
Total Budget: \$58,165		
Website Click Ad Budget: \$23,524		



Source: Google Analytics, Facebook Insights.



# Paid Search Metrics Overview

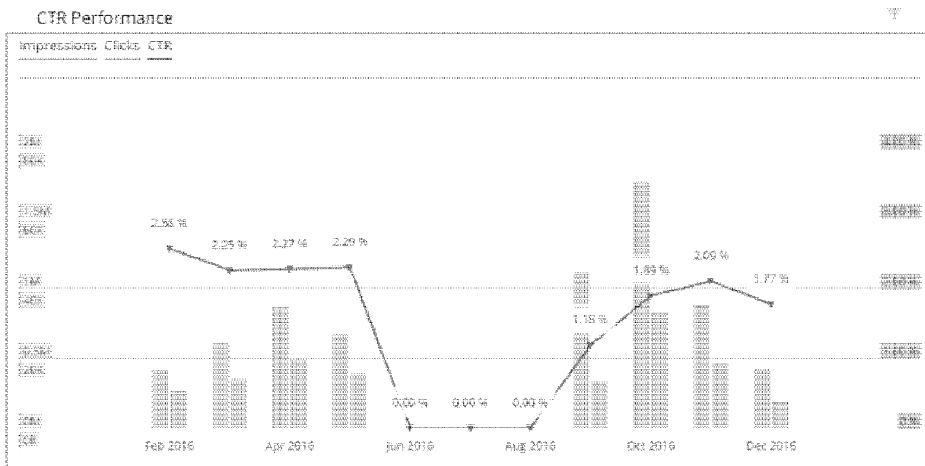
Overall 2016 CPC remained flat vs 2015 and above OGSM goal despite a 10% increase in spend YoY.

- Bid optimizations implemented on top traffic terms around “chronic pain” and “pain management” resulted in steady CPC improvement in 1H which carried through to re-launch in September.

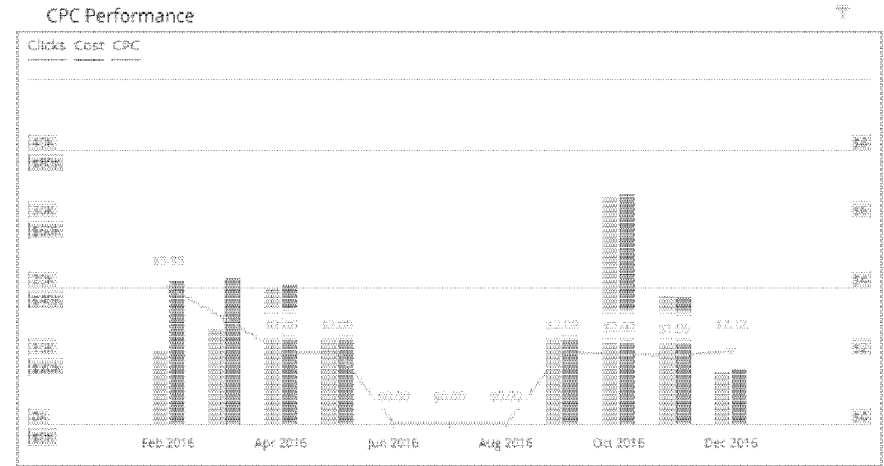
Overall CTR remained flat vs 2015 but slightly below OGSM projections as top traffic terms were bid less aggressively to ensure flat CPC.

- As high impression queries decreased position overall CTR saw a slight erosion.

CTR Performance



CPC Performance



Source: Datorama Pain Matters dashboard



# Paid Search Metrics

Overall the 2016 campaign delivered 3,076 key website engagements and registrations at a CPA of \$57.71 with a conversion rate of 39%.

- This represents a significant improvement over 2015, as optimizing budget toward top performing terms resulted in 24% more conversions for a CPA 11% more efficient YoY.

Of the 8 website events tracked as conversions, 76 users registered for updates on-site from October-December following updated tagging for the re-launch.

- While mobile and tablet traffic tend to see higher overall CPAs, they actually are the most efficient drivers of registrations.

## Conversions

Conversion Tag Name	Conversions
Multidisciplinary Pain Management Landing Page	1,160
Tools & Resources Landing Page	465
understanding Opioid Abuse Landing Page	432
Stakeholder Efforts in Abuse Deterrence Landing Page	348
Pain Matters Documentary Thank You Page	320
Advancements in Abuse Deterrence Landing Page	274
Thank You for Registering for Updates from Pain Matters Completion Page	76
Understanding Abuse Deterrence Technology and How It Works in the Changing Chronic Pain Ma...	1
<b>Total</b>	<b>3,076</b>



# Paid Search Keyword Metrics

Following an initial 50/50 split of budget in 2016, spend was continually optimized toward Google throughout the year due to a CTR, CPC, and CPA at parity with Bing but the ability to drive more conversion volume.

- Allocation will continue to be slightly weighted toward Google in 2017 to ensure efficiency is maintained.

Pain Management and Pain Education related keywords represent the largest areas of opportunity to drive additional site traffic and key page visits without sacrificing CPA efficiency, however in anticipation of Vantrela launch in 2017 recommend concentrating spend down to core "Pain Matters" and "Competitive" campaigns due to strong CVR and CPA.

Performance by Search Network

Site Name	Impressions *	Clicks	Cost	CTR	CPC	Conversions	CVR	CPA
Google AdWords	2,161,347	47,307	\$104,821	2.19 %	\$2.22	1,916	4.05 %	\$54.71
Bing Ads	1,848,605	31,277	\$72,698	1.69 %	\$2.32	1,160	3.71 %	\$62.67
<b>Total</b>	<b>4,009,952</b>	<b>78,584</b>	<b>\$177,520</b>	<b>1.96 %</b>	<b>\$2.26</b>	<b>3,076</b>	<b>3.91 %</b>	<b>\$57.71</b>

Performance by Campaign

Campaign Name	Impressions	Clicks *	Media Cost	CTR	CPC	Conversions	CVR	CPA
Pain Management	1,994,598	43,870	\$94,227	2.20 %	\$2.15	1,746	3.98 %	\$53.97
Pain Education	1,721,185	31,700	\$75,039	1.84 %	\$2.37	1,211	3.82 %	\$61.96
Pain Management Abuse	130,855	1,840	\$5,956	1.41 %	\$3.24	20	1.09 %	\$297.81
Pain Management Abuse Deterrence	152,177	583	\$1,583	0.38 %	\$2.72	12	2.06 %	\$131.94
Pain Matters	6,711	464	\$453	6.91 %	\$0.98	46	9.91 %	\$9.86
Competitive	4,426	127	\$261	2.87 %	\$2.05	41	32.28 %	\$6.36
<b>Total</b>	<b>4,009,952</b>	<b>78,584</b>	<b>\$177,520</b>	<b>1.96 %</b>	<b>\$2.26</b>	<b>3,076</b>	<b>3.91 %</b>	<b>\$57.71</b>



# Overall Display Performance

Overall CTR was 0.48% which is an increase of 220% from last year's 0.15% CTR and well above industry benchmarks of 0.09%.

All partners exceeded the industry benchmarks for this campaign, which reaffirms Healix's recommendation of extending the same partners into the second phase of this campaign.

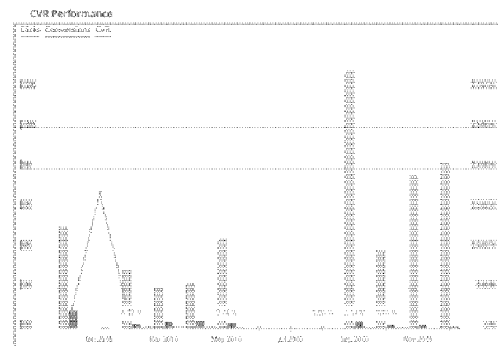
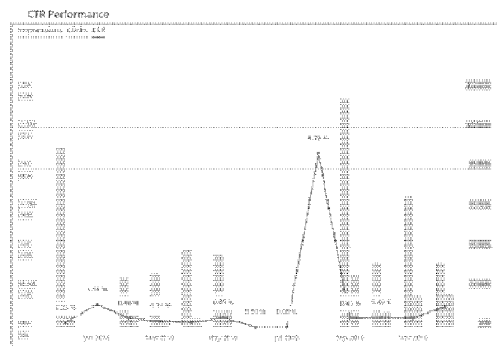
- Mobile and tablet saw the highest CTRs of 0.43% and 0.83% respectively, which shows the importance of being on mobile.

Overall CVR was 4%, with majority of the conversions coming from the Tools & Resources page.

- This campaign saw similar increases in conversions in March, May and September, which can be a result of the incremental partners that were added in the first half of the campaign & the heavy conference coverage support in September.
- The site refresh that occurred on September 1st could also have an impact on user engagement.

Performance Metrics by Month

Month	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Total
Impressions	88	633,729	664,890	978,035	919,863	1	172	2,891,182	833,065	1,649,676	804,250	804,250	9,337,246
Clicks	1	2,927	2,058	2,252	4,468	0	15	12,899	3,006	7,693	8,285	8,285	44,524
CTR	1.14 %	0.46 %	0.31 %	0.23 %	0.49 %	0.00 %	8.72 %	0.45 %	0.49 %	0.47 %	1.03 %	1.03 %	0.48 %
Media Cost	\$0	\$16,316	\$2,864	\$13,165	\$9,468	\$0	\$0	\$104,822	\$43,313	\$34,614	\$25,425	\$25,425	\$250,017
CPC	\$0	\$26	\$4	\$13	\$10	\$0	\$0	\$36	\$54	\$21	\$32	\$32	\$27
Conversions	17	135	306	363	245	---	---	383	166	165	165	165	1,906
CVR	1,760 %	6.46 %	15.96 %	16.96 %	5.96 %	NaN	0.96 %	3.96 %	4.96 %	2.96 %	1.96 %	1.96 %	4.96 %
CPA	\$0	\$88	\$9	\$36	\$39	NaN	NaN	\$274	\$271	\$210	\$154	\$154	\$131
CPA	0	\$9	\$8	\$15	\$9	---	---	\$204	\$9	\$138	\$138	\$138	\$68
CPA	0	\$126	\$28	\$19	\$19	---	---	\$179	\$70	\$27	\$27	\$27	\$1038



Performance by Device

Device	Impressions	Clicks	CTR	Media Cost	CPM	Conversions
Tablet	4,090,277	33,995	0.83 %	\$39,679	\$10	372
Desktop	3,935,246	4,940	0.13 %	\$117,411	\$20	1,310
Mobile	1,311,723	5,589	0.43 %	\$92,926	\$21	224
<b>Total</b>	<b>9,337,246</b>	<b>44,52</b>	<b>0.48 %</b>	<b>\$250,017</b>	<b>\$27</b>	<b>1,906</b>

Source: Datorama Pain Matters dashboard



# Display Performance by Partner

GDN delivered the majority of impressions for this overall campaign and performed stronger than Medscape in terms of CTR.

- The retargeting tactic through Google GDN continues to perform strongly YoY since the ads are retargeting users who have previously visited the PM site.

Although CVR was consistent amongst both display partners (4.01% vs. 4.48%) Medscape had the stronger CVR.

Healix recommended extending the Google GDN program in order to further drive users down the funnel.

Performance by Site (GDN & Medscape - Full 2016)

Site Name	Impressions	Clicks	CTR	Media Cost	CPM	Conversions
Google Display Network	7,769,302	39,593	0.51 %	\$28,594	\$4	1,589
Medscape	524,632	1,339	0.26 %	\$90,328	\$172	60
<b>Total</b>	<b>8,293,934</b>	<b>40,932</b>	<b>0.49 %</b>	<b>\$118,923</b>	<b>\$14</b>	<b>1,649</b>

Google Display Network

Medscape



# Rich Media – Contobox

Overall unique engagement rate was 2.24%, for the campaign, which is lower than 2015's UER of 6.54% but still exceeds the unit's benchmark of 1.85%.

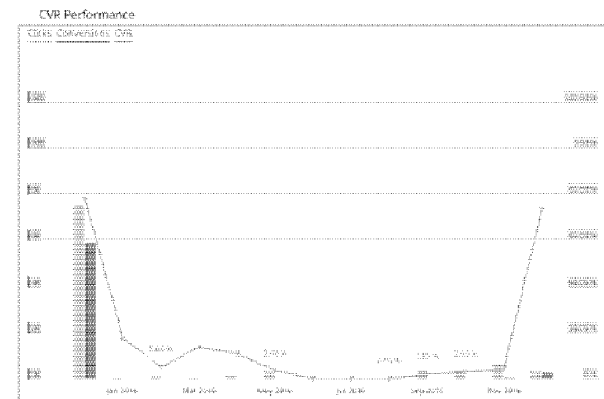
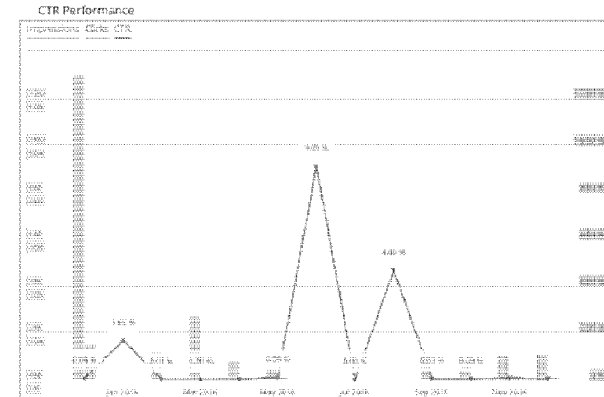
Overall CVR for this program was 14.28% with majority of the conversions driving from the Tools and Resources Page (32 conversions).

Performance on desktop and mobile was similar for this partner driving an overall CTR of 0.02%.

- Since this unit is rich media, the primary KPI should be interaction rate as users should be engaging within the unit itself.

Since this rich media unit continues to be one of the largest drivers of traffic, Healix recommended extending this program into 2017.

MO	Impressions	Unique Engagements	Unique Engagement Rate	Interactions
December	1,250,834	46,429	3.71%	102,793
November	1,129,528	37,792	3.35%	124,366
October	1,027,792	26,553	2.58%	66,697
September	1,137,969	10,413	0.92%	26,119
May	393,474	11,028	2.80%	22,927
April	921,013	12,749	1.40%	24,780
March	3,303,567	56,946	1.72%	114,397
February	1,530,362	17,149	1.45%	36,949
TOTAL	6,694,539	219,058	2.24%	519,028



### Performance by Device

Device	Impressions	Clicks	CTR	Media Cost	CPM	Conversions
Desktop	8,099,526	2,017	0.02%	\$51,735	\$6	311
Mobile	841,005	153	0.02%	\$5,117	\$6	32
Tablet	185,733	7	0.00%	\$1,112	\$6	1
<b>Total</b>	<b>9,126,264</b>	<b>2,177</b>	<b>0.02%</b>	<b>\$57,964</b>	<b>\$6</b>	<b>311</b>



Source: Datorama Pain Matters dashboard



# Conference Coverage Performance

Social Reality delivered a total of 13 conversions throughout the AAPM conference at an overall conversion rate of 0.60%, which aligns with last year's mobile conversion performance.

- Users who clicked on a Pain Matters ad on their mobile device during the conference viewed on average 3.38 pages on the website and spent an average of 2.23 minutes on the site compared to the overall site average of 3:09 minutes per session for all display partners

In order to have a strong presence at PAINweek and the American Association of Pain Management (AAPM) conference, Haymarket Media, Opera Media and Practical Pain Management were utilized in order to reach the HCPs attending. These partners similar CTRs; however, Opera Media saw the highest CTR of 0.22%.

In terms of CVR, Haymarket Media also achieved a higher CVR than the overall average of 18.57% and PPM saw a slightly lower CVR of 14.29%.

- Haymarket's strong performance can be attributed to their multi-channel approach that was used to serve our message. This included banners surrounding the content on their Clinical Pain Advisor & Monthly Prescribing Resource sites and having a presence within several eNewsletters focused around key pain conferences.

As a result of the successful performance at the key pain conferences in 2016, Healix recommends continuing participating in conferences for 2017 and utilizing a new partner to run the geo-fencing tactic at a more cost-effective rate.



Performance by Site ( Full 2016)

Site Name	Impressions	Clicks	CTR	Media Cost	CPM	Conversions	CVR
Opera Mediaworks	311,911	674	0.22 %	\$45,199	\$145	12	2 %
Haymarket Media	306,326	615	0.20 %	\$40,898	\$134	178	29 %
Socialreality.com	304,480	1,996	0.66 %	\$15,000	\$49	13	1 %
practicalpainmanagement.com	120,449	303	0.25 %	\$30,000	\$249	37	12 %
<b>Total</b>	<b>1,043,166</b>	<b>3,588</b>	<b>0.34 %</b>	<b>\$131,094</b>	<b>\$126</b>	<b>240</b>	<b>7 %</b>

Source: Datorama Pain Matters dashboard

Note: The Practical Pain Management program package was paid upfront in July for \$30K, which included both Print & Digital programs.



# Key Website Engagements – All Display

The Pain Matters campaign saw a total of 1,286 total conversions for the month amongst all Display & Mobile Partners for this campaign.

Most of the conversions are driving from the Tools & Resources Page (513 conversions), which remained consistent throughout the year.

- As a result of the site refresh on 9/1, the Tools & Resources landing page was moved into the “Videos & Downloadable Tools” tab, which seemed to be a strong CTA for HCPs seeking more info on chronic pain management.

This campaign then saw the second and third highest amount of conversions driving from the Understanding Opioid Abuse & Misuse Page (299 conversions) and the Stakeholder Efforts in Opioid Abuse Deterrence Page (170 conversions).

- Since these landing pages drive from tabs within the homepage, this makes it easier for our target HCPs to access, which could be a result of why we are seeing strong engagement amongst these pages.

Key Website Engagements – Display and Mobile Partners	Total
Understanding Opioid Abuse & Misuse Page	299
Tools & Resources Page	513
Stakeholder Efforts in Opioid Abuse Deterrence Page	170
Advancements in Opioid Abuse Deterrence Page	143
Thank You for Registering for Updates from Pain Matters Completion Page	46
Abuse Deterrence Technology Landing Page	115
<b>Totals</b>	<b>1,286</b>