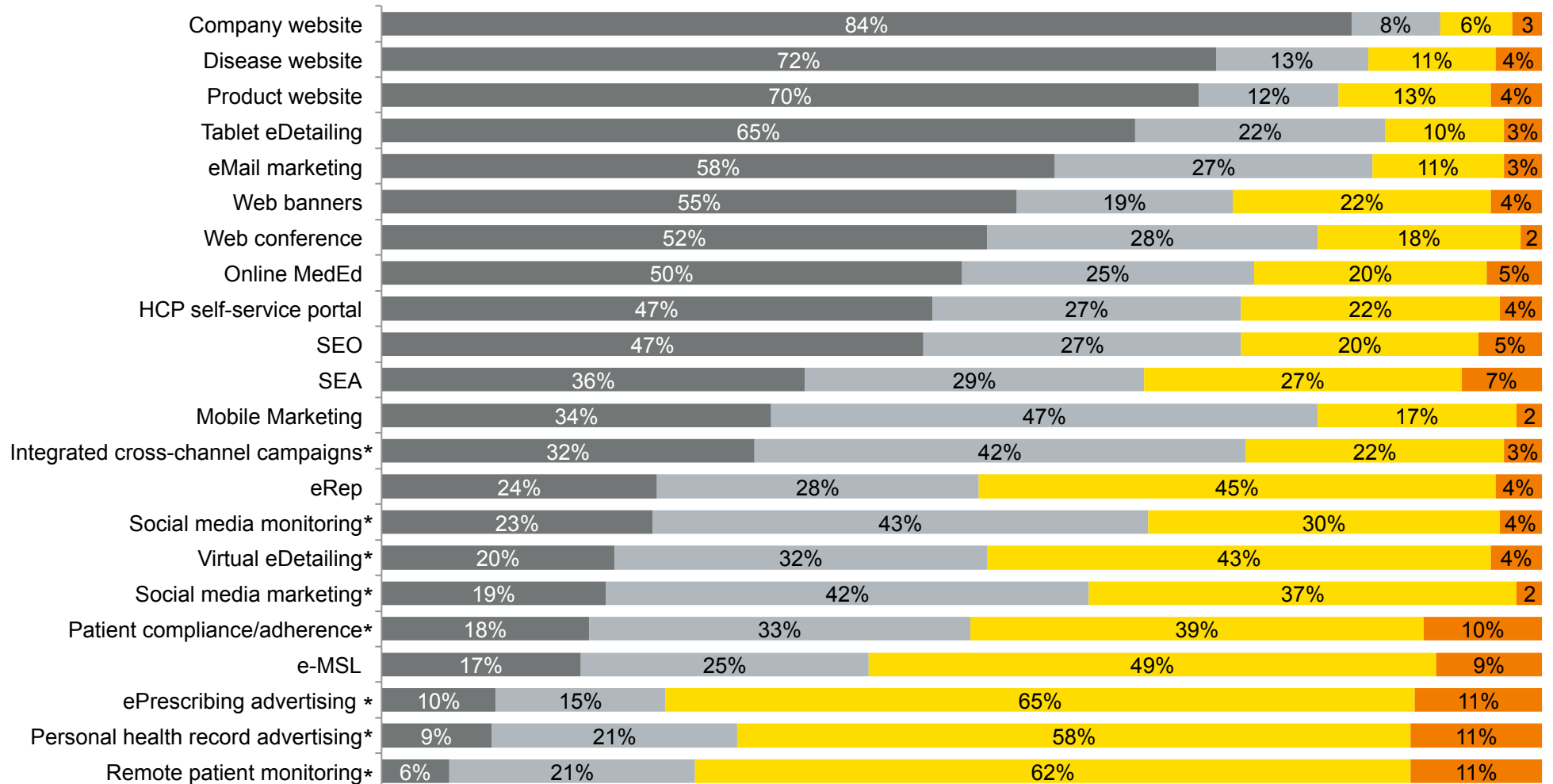




Digital Barometer for life sciences

Top eTactics used in: EMEA



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■ Often / Standard Practice ■ Pilot / Ongoing ■ Never ■ Do not know/ NA

* denotes addition in 2013



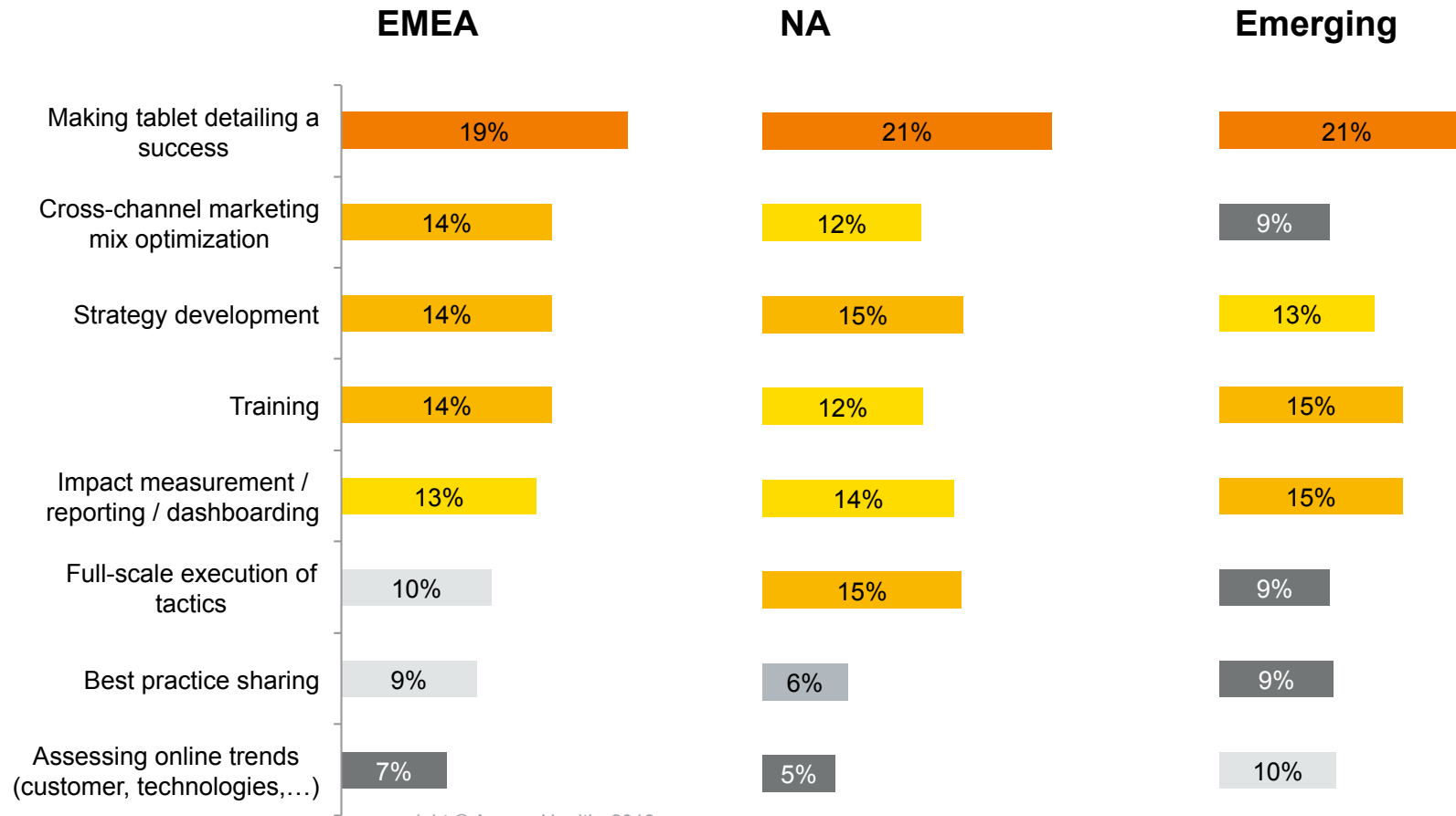
The future of digital in life sciences

- Cross-channel marketing and strategy development remain major priorities for most, joined by tablet detailing success.
- Developing and executing a customer-centric strategy and leveraging customer intelligence is in the early stages only
- Digital initiatives remain a small percentage of the total marketing budgets vs. other industries.
- While marketing budgets continue to be reduced, the growth in digital budgets is slowing significantly too – to single-digit growth for the first time in 3 years...this trend is clearly in contrast with other industries.

“As for the future, your task is not to foresee it, but to enable it.”

Antoine De Saint-Exupery

Tablet detailing success scores highest in all regions but differences exist thereafter e.g. emerging markets are less focused on cross-channel.



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Note: EMEA: Europe, Middle East , Africa - NA: North America - Emerging: Brazil, China, Colombia, Croatia, Hungary, India, Mexico, Poland, Russia, Turkey

