



EXCERPT

Annual Digital Marketing Competency Report

2022 Ranking of Pharmaceutical Rx Brands



Market Dynamics

During the past two years we have witnessed an accelerating race to evolve digital and data capabilities through enhancement of tech stacks to make organizations more analytically driven and connected moving forward. With issues such as data privacy and a cookie-less world at the forefront, it is now incumbent upon brands to unify data and to understand how independent efforts come together to impact customers.

TGaS Approach

At TGaS/Trinity Life Sciences, the Omnichannel Solution is deeply connected across the industry giving us insight into emerging trends in terms of evolving digital marketing capabilities and subsequent tactical performance. Given this position and the corresponding market dynamics, we analyzed over 160 biopharma brands through the lens of digital patient branded execution in an effort to understand which brands and respective companies are excelling in order to follow trends into 2023 and beyond.

The result—The TGaS 2022 Digital Marketing Competency Report. An assessment that spans various companies, therapeutic areas, lifecycles and patient populations to benchmark the industry and rank performance. Each brand was assessed in five categories with performance in each category determining an overall score and corresponding rank.

Methodology

TGaS identified the top five patient forward categories, weighted them in terms of importance in the digital ecosystem, and used a wide collection of data acquired both manually and via third party sources. The data was vetted against TGaS' proprietary database to determine category scores contributing to an overall brand score and Competency Report Ranking. The category details and measures include:

- Website (30% of total score)
- Paid Search (20% of total score)
- Organic Search (10% of total score)
- Social Media (20% of score)
- Digital Media (20% of score)

For more information about getting a full report readout, please contact us at info@trinitylifesciences.com.



Jerry Luciano
Vice President
Management Advisor
Omnichannel Marketing
Jerry.Luciano@trinitylifesciences.com



Tim McLaughlin
Director
Management Advisor
Omnichannel Marketing
tmclaughlin@trinitylifesciences.com

Access the Full Report

The full report, available to all TGaS Omnichannel Solution members, assesses the changes in patient marketing over time as well as examines what sets some brands apart. It looks at data relationships by company and therapeutic area as well as cross-referencing different data sets to uncover insights that brands can utilize regardless of budget, size or objectives.

Table of Contents

TGaS Advisors, a division of Trinity Life Sciences, is pleased to introduce our second annual Digital Marketing Competency Report. The 2022 report provides a ranking of 160+ Rx brands in the pharmaceutical industry based on their omnichannel performance. As the leading provider of benchmarking and advisory services in the life sciences industry, TGaS created this report to provide our network members with an objective assessment of their omnichannel performance and a roadmap for achieving executional excellence.

Introduction	2
<hr style="border: 0.5px solid #ccc;"/>	
Approach	2
<hr style="border: 0.5px solid #ccc;"/>	
Transformational Brands	5
<hr style="border: 0.5px solid #ccc;"/>	
Proficient Brands	7
<hr style="border: 0.5px solid #ccc;"/>	
Developing Brands	11
<hr style="border: 0.5px solid #ccc;"/>	
Novice Brands	14
<hr style="border: 0.5px solid #ccc;"/>	

Digital Marketing Competency Score Ranking

The Competency Score rank was created to classify brands based on performance against the study criteria.



Transformational

Transformational brands typically have a command on detailed aspects of their digital strategy.



Proficient

Proficient brands are excelling in areas but lacked consistency across all channels.



Developing

Developing brands have a solid footprint but there are areas for optimization across channels.



Novice

Novice brands have an identifiable presence but may only have limited focus on digital due to strategy or market dynamics.





Transformational

Rank	Brand	Total Score	
1	Nurtec Biohaven	3.27	 (rimegepant) orally disintegrating tablets 75 mg
2	Ubrelyv AbbVie	3.20	 (ubrogepant) tablets 100mg
3	Tepezza Horizon	3.00	 teprotumumab-trbw
4	Addyi Sprout	2.94	 (flibanserin) 100mg tablets
5	Aimovig Amgen	2.92	 (erenumab-aooe) injection 70 mg/mL - 140 mg/mL
6	Qulipta AbbVie	2.89	 (atogepant) tablets



Transformational

Rank	Brand	Total Score	
7	Spinraza Biogen	2.88	 SPINRAZA [®] (nusinersen) <small>injection 12mg/5mL</small>
8	Krystexxa Horizon	2.87	 KRYSTEXXA [®] peglicase



Proficient

Rank	Brand	Total Score	
9	Entresto Novartis	2.86	 Entresto [®] sacubitril valsartan sodium hydrate
9	Trelegy GSK	2.86	TRELEGY ELLIPTA fluticasone furoate/umeclidinium/vilanterol
11	Breztri AstraZeneca	2.85	 BREZTRI AEROSPHERE [®] (budesonide 160 mcg, glycopyrrolate 9 mcg and formoterol fumarate 4.8 mcg) Inhalation Aerosol
11	Qwo Endo International plc	2.85	 Qwo [®] collagenase clostridium histolyticum-aab0 Injection 0.92mg
13	Stelara Janssen	2.84	 Stelara [®] (ustekinumab)
14	Ibrance Pfizer	2.81	IBRANCE palbociclib
15	Ocrevus Genentech	2.78	OCREVUS [®] ocrelizumab <small>300mg/100mL INJECTION</small>
16	Keytruda Merck	2.77	KEYTRUDA [®] (pembrolizumab) Injection 100 mg
17	Ilumya Sun Pharmaceuticals	2.76	 ILUMYA [™] tildrakizumab-asmn
18	Dupixent Regeneron/Sanofi	2.73	DUPIXENT [™] (dupilumab) Injection 200mg · 300mg



Proficient

Rank	Brand	Total Score	
19	Quviviq Idorsia	2.72	
20	Tremfya Janssen	2.69	
21	Skyrizi AbbVie	2.66	
21	Cosentyx Novartis	2.66	
21	Jardiance Boehringer Ingelheim/Lilly	2.66	
24	Vyvgart Argenx	2.65	
25	Hemlibra Genentech	2.64	
25	Nexplanon Organon	2.64	
27	Slynd Exeltis	2.62	
27	Vraylar AbbVie	2.62	





Proficient

Rank	Brand	Total Score	
27	Fasenra AstraZeneca	2.62	 Fasenra [®] (benralizumab) <small>Subcutaneous Injection 30 mg</small>
30	Trintellix Lundbeck/Takeda	2.61	 Trintellix [™] vortioxetine
30	Kesimpta Novartis	2.61	 Kesimpta [®] (ofatumumab) <small>20 mg injection</small>
32	Ingrezza Neurocrine Biosciences	2.60	 <small>ONCE-DAILY</small> INGREZZA [®] (valbenazine) capsules
33	Xifaxan Salix	2.59	 Xifaxan [®] rifaximin 550 mg tablets
33	Epclusa Gilead	2.59	 EPCLUSA [®] sofosbuvir/velpatasvir 400 mg/100 mg tablets
35	Enbrel Amgen	2.58	 Enbrel [®] etanercept
36	Rybelsus Novo Nordisk	2.56	 RYBELSUS [®] semaglutide tablets <small>7mg/14mg</small>
37	Gardasil Merck	2.54	 GARDASIL [®] .9 [Human Papillomavirus 9-valent Vaccine, Recombinant]
38	Descovy Gilead	2.53	 Descovy [®] emtricitabine 200mg/ tenofovir alafenamide 25mg tablets



Proficient

Rank	Brand	Total Score	
38	Verzenio Lilly	2.53	
40	Dayvigo Eisai	2.52	



Developing

Rank	Brand	Total Score	
41	Rinvoq AbbVie	2.51	
41	Mavyret AbbVie	2.51	
41	Tagrisso AstraZeneca	2.51	
41	Wakix Harmony Biosciences	2.51	
45	Phexxi Evoform	2.50	
46	Vyvanse Takeda	2.49	
46	Xtandi Astellas/Pfizer	2.49	
48	Opdivo (+Yervoy) Bristol Myers Squibb	2.48	
49	Uplizna Horizon	2.46	
50	Humira AbbVie	2.45	
50	Trulance Salix	2.45	
50	Oxtellar Supernus Pharmaceuticals	2.45	
53	Eliquis Bristol Myers Squibb/Pfizer	2.43	
54	Nucala GSK	2.42	
55	Trulicity Lilly	2.41	



Developing

Rank	Brand	Total Score	
55	Nayzilam UCB	2.41	
55	Austedo Teva	2.41	
58	Saphnelo AstraZeneca	2.40	
58	Taltz Lilly	2.40	
60	Vumerity Biogen	2.38	
61	Kisqali Novartis	2.36	
62	Zeposia Bristol Myers Squibb	2.35	
62	Latuda Sunovion	2.35	
62	Haegarda CSL Behring	2.35	
65	Kyleena Bayer	2.34	
66	Opzelura Incyte	2.32	
66	Doptelet Sobi	2.32	
66	Eylea Regeneron	2.32	
69	Biktarvy Gilead	2.31	
70	Toujeo Sanofi	2.30	
71	Calquence AstraZeneca	2.29	



Developing

Rank	Brand	Total Score	
72	Emflaza PTC Therapeutics	2.28	
73	Xeljanz Pfizer	2.26	
73	Sunosi Axosome	2.26	
75	Otezla Amgen	2.24	
75	Erleada Janssen	2.24	
75	Jakafi Incyte	2.24	
78	Yupelri Theravance	2.23	
79	Entyvio Takeda	2.22	
79	Rexulti Lundbeck/Otsuka	2.22	
81	Lynparza AstraZeneca	2.21	



Novice

Rank	Brand	Total Score
82	Fycompa Eisai	2.20
83	Onpattro Alnylam	2.19
84	Vyepti Lundbeck	2.18
85	Zolgensma Novartis	2.17
85	Pomalyst Bristol Myers Squibb	2.17
87	Imbruvica Janssen/Pharmacyclics	2.16
87	Briviact UCB	2.16
89	Mavenclad EMD Serono	2.15
89	Fintepla UCB	2.15
91	Venclexta Genentech/AbbVie	2.14
91	Dovato ViiV Healthcare	2.14
93	Blenrep GSK	2.13
93	Adakveo Novartis	2.13
95	Tecentriq Genentech	2.12
96	Caplyta Intra-Cellular Therapeutics	2.11
96	Esperoct Novo Nordisk	2.11



Novice

Rank	Brand	Total Score	
98	Cabenuva ViiV Healthcare	2.10	
98	Nubeqa Bayer	2.10	
100	Nexlizet Esperion Therapeutics	2.09	
100	Tukysa Seagen	2.09	
100	Orgovyx Myovant Sciences/Pfizer	2.09	
103	Tezspire Amgen/AstraZeneca	2.08	
103	Nuedexta Avanir Pharmaceuticals	2.08	
105	Aubagio Sanofi	2.07	
106	Kerendia Bayer	2.06	
106	Ozempic Novo Nordisk	2.06	
108	Kynmobi Sunovion	2.05	
108	Pifeltro Merck	2.05	
108	Ponvory Janssen	2.05	
111	Padcev Astellas/Seagen	2.01	
111	Tasigna Novartis	2.01	



Novice

Rank	Brand	Total Score
113	Vemlidy Gilead	2.00
114	Qinlock Deciphera Pharmaceuticals	1.99
115	AbilifyMaintena Lundbeck/Otsuka	1.96
116	Farxiga AstraZeneca	1.95
116	Oxbryta Global Blood Therapeutics	1.95
118	Cimzia UCB	1.94
119	Erbix Lilly	1.93
120	Brukinsa Beigene	1.92
120	Gocovri Adamas Pharmaceuticals	1.92
120	Nuplazid Acadia	1.92
120	Fanapt Vanda Pharmaceuticals	1.92
120	Stiolto Boehringer Ingelheim	1.92
125	Baqsimi Lilly	1.89
126	Cibinqo Pfizer	1.88
126	Xospata Astellas	1.88



Novice

Rank	Brand	Total Score
128	Tymlos Radius	1.87
128	Semglee Viartis	1.87
130	Enhertu AstraZeneca/Daiichi Sankyo	1.86
130	Lumakras Amgen	1.86
132	Fotivda Aveo Oncology	1.84
133	Adcetris Seagen	1.83
134	Pylarify Progenics Pharmaceuticals	1.81
135	Tivdak Genmab/Seagen	1.80
136	Zejula GSK	1.79
136	Relistor Salix	1.79
136	Rebif EMD Serono	1.79
139	Tazverik Epizyme	1.78
140	Halaven Eisai	1.77
141	Valtoco Neurelis, Inc.	1.73
142	Libtayo Regeneron/Sanofi	1.72
142	Belsomra Merck	1.72



Novice

Rank	Brand	Total Score
144	Neulasta Amgen	1.70
145	Reyvow Lilly	1.65
146	Epidiolex Jazz Pharmaceuticals	1.63
146	Inrebic Bristol Myers Squibb	1.63
146	Erivedge Genentech	1.63
149	Ofev Boehringer Ingelheim	1.57
149	Xadago Newron Pharmaceuticals	1.57
149	Esbriet Genentech	1.57
152	Spiriva Boehringer Ingelheim	1.55
153	Xiaflex Endo International plc	1.53
154	Evenity Amgen	1.40
155	Afstyla CSL Behring	1.32
156	Adempas Bayer	1.24
157	Zepzelca Jazz Pharmaceuticals/ PharmaMar	1.21
158	Imcivree Rhythm Pharmaceuticals	1.20



Novice

Rank	Brand	Total Score
159	Winlevi Sun	1.19
160	Vectibix Amgen	1.14
161	Trijardy Boehringer Ingelheim/Lilly	0.80
162	Exondys51 Sarepta Therapeutics	0.65

TGaS[®] Advisors

A DIVISION OF



About Trinity

Trinity is a trusted strategic commercialization partner, providing evidence-based solutions for the life sciences. With 25 years of experience, Trinity is revolutionizing the commercial model by providing exceptional levels of service, powerful tools and data-driven insights. Trinity's range of products and solutions includes industry-leading benchmarking solutions, powered by TGaS Advisors. To learn more about how Trinity is elevating life sciences and driving evidence to action, visit trinitylifesciences.com.

For more information, please contact us at info@trinitylifesciences.com.