



Eli Lilly

Using web analytics to improve return on investment

"Our relationship with Blue Latitude has helped us launch and grow a major brand "
Roni Chase, International Team Leader, Eli Lilly

Challenge

Eli Lilly is a global pharmaceutical business operating in over 200 countries worldwide, with annual sales in excess of \$14bn.

Each of the 200 country offices ('affiliates') has responsibility for media expenditure, with many of them directing their audiences (both healthcare professionals and patients) to websites for further information.

The challenge for Eli Lilly is to understand how to maximise the return on investment of these media activities across a wide range of countries and brands.

Approach

Blue Latitude has worked with Eli Lilly since 2004, and has global oversight of online marketing for two of the major brands – Cialis and Strattera.

In December 2006, Blue Latitude carried out a pilot study for Eli Lilly in Australia. This utilised customer research and advanced web analytics to track customers through their online journey. The analysis coincided with a major media push, and concentrated on establishing which media activities drove the most relevant users.

Results

The analysis immediately identified efficiency gains of 32%. A second period of analysis is now underway, seeking to make similar improvements in ROI.
