eFOCUS Marketing

Attract. Convert. Grow.

Gilead Email Surgery March 2021

Presented By: Kate Barrett

Agenda

- Creative Review
- Email Strategy Example: personalisation, targeting and planning

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Creative Review 1

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Creative Review

This is a promotional email from Gilead Sciences
This email contains information on BIKTARVY®▼ (bictegravir 50mg / emtricitabine 200mg / tenofovir alafenamide 25mg tablets)

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Descovy® emtricitabine/tenofovir alafenamide 200/25mg and 200/25mg tablets

BIKTARVY® bictegravir 50mg/emtricitabine 200mg/tenofovir alafenamide 25mg tablets

Dear Miss Ackerman

Following on from our call yesterday I am sending over further information on BIKTARVY®▼ (bictegravir 50mg / emtricitabine 200mg / tenofovir alafenamide 25mg tablets).

What is BIKTARVY®

BIKTARVY® combines the INSTI bictegravir with DESCOVY® (FTC/TAF), a guideline-preferred NRTI backbone.[1–3]

Benefits of BIKTARVY®

BIKTARVY® helps people living with HIV achieve durable* treatment success, **regardless of their baseline CD4 count or viral load.**[1,4–6]

HIGH EFFICACY†

with 0 resistance‡ through 144 weeks in treatment naïve patients living with HIV[4]

WELL-TOLERATED‖

with significantly fewer all grade treatment-related adverse events vs ABC/3TC/DTG (secondary endpoint) through 144 weeks, with similar low rates of treatment discontinuation and serious adverse events in both arms[4,7,14]

SMALL STR¶¶

with flexible daily dosing[1]

Patients with low CD4 cell count and high viral load

Please see the following link for a poster showing a comparison of BIKTARVY® and DTG-based triple therapy regimens for patients with low CD4 cell count and/or high viral load

View our poster ▸

If you have any questions or would like to discuss this further, please feel free to get in touch.

Kind regards,

Content Loader
01234 567890

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Footnotes

* Durability in HIV is defined as maintained efficacy, which is dependent on patient adherence. Adherence is impacted by tolerability and simplicity of treatment.[2,3,—]

† Median CD4 cell count (IQR) and HIV-1 RNA (IQR) at baseline for patients receiving BIKTARVY® in pooled data from Study 1489 and Study 1490 (n=634) were 442 (293–590) cells/µL (13% had CD4 count <200 cells/µL) and 4.42 (4.00–4.88) copies/mL (19% had HIV-1 RNA >100,000 copies/mL), respectively.[4] At Week 96, subgroup analyses for Study 1489 and 1490 showed that baseline CD4 count and baseline HIV-1 RNA did not significantly influence treatment outcomes.[4,8]

‡ At Week 144, in Study 1489 (BIKTARVY® [n=314] vs ABC/3TC/DTG [n=315]) efficacy was 82% vs 84% (95% CI: −2.6 [−8.5–3.4]) and in Study 1490 (BIKTARVY® [n=320] vs DTG + FTC/TAF [n=325]) efficacy was 82% vs 84% (95% CI: −1.9 [−7.8–3.9]), with BIKTARVY® demonstrating non-inferior efficacy vs comparator in both trials.[4]

§ At Week 144, in pooled data from Study 1489 and Study 1490 in treatment-naïve patients, there were 0 cases of treatment-emergent resistance in the BIKTARVY® (n=0/634), ABC/3TC/DTG (n=0/315) and DTG + FTC/TAF (n=0/325) groups.[4]

‖ At Week 144, in pooled data from Study 1489 and Study 1490 in treatment-naïve patients receiving BIKTARVY®, the most frequently reported adverse reactions (≥5%) were nausea (4), headache (5) and diarrhoea (5).[4]

¶ At Week 144, in pooled data from Study 1489 and Study 1490 in treatment-naïve patients receiving BIKTARVY®, any drug-related adverse event was reported in 26% for BIKTARVY®, 42% for ABC/3TC/DTG and 28% for DTG + FTC/TAF. BIKTARVY® had significantly lower rates of study drug-related adverse events, nausea and study drug-related nausea than DTG/ABC/3TC (p<0.001).[4]

** At Week 144, in pooled data from Study 1489 and Study 1490 in treatment-naïve patients, adverse events leading to discontinuation were reported in 1% (n=6/634) for BIKTARVY®, 2% (n=6/315) for ABC/3TC/DTG and 2% (n=6/325) for DTG + FTC/TAF groups.[4]

†† Each BIKTARVY® tablet is approximately 15 mm x 8 mm.

Abbreviations

3TC, lamivudine; ABC, abacavir; BIC, bictegravir; CI, confidence interval; DTG, dolutegravir; FTC, emtricitabine; INSTI, integrase strand transfer inhibitor; IQR, interquartile range; NRTI, nucleoside reverse transcriptase inhibitor; STR, single-tablet regimen; TAF, tenofovir alafenamide.

References

1. BIKTARVY® (BIC/FTC/TAF) Summary of Product Characteristics. Available from: https://www.medicines.org.uk/emc/product/9313. Accessed March 2021.
2. European AIDS Clinical Society (EACS). Guidelines. Version 10.1. October 2020. Available from: https://www.eacsociety.org/files/guidelines-10.1_finaljan2021_1.pdf. Accessed March 2021.
3. US Department of Health and Human Sciences (DHHS). Guidelines for the use of antiretroviral agents in adults and adolescents with HIV. December 2019. Available from: https://clinicalinfo.hiv.gov/sites/default/files/guidelines/documents/AdultandAdolescentGL.pdf. Accessed March 2021.
4. Orkin C, et al. European AIDS Conference (EACS) 2019, 6–9 November; Basel, Switzerland. PE3/14.
5. Wohl DA, et al. Lancet HIV. 2019; 6: e355–e363.
6. Stellbrink HJ, et al. Lancet HIV. 2019; 6: e364–e372.
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8. University of California, San Francisco (UCSF). Adherence to HIV antiretroviral therapy. Available from: http://hivinsite.ucsf.edu/InSite?page=kb-03-02-09. Accessed March 2021.
9. Trottier B, et al. J Int AIDS Soc. 2014; 17(4 Suppl 3): 19765.
10. Orkin C, et al. HIV Med. 2018; 19: 18–32.

Click here for BIKTARVY® prescribing information and adverse event reporting information

Click here for DESCOVY® 200mg / 10mg prescribing information and adverse event reporting information

Click here for DESCOVY® 200mg / 25mg prescribing information and adverse event reporting information

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Gilead Sciences Ltd | 280 High Holborn | London | WC1V 7EE

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Creative Review

"Get your prospects to focus more and this causes them to draw towards a common point of interest. It doesn't get more real than that."

An A/B test on Medalia.net, an online art shop, which presented paintings from artists on their homepage, and during testing, they swapped out the photos of the paintings with photos of the artists hoping to increase user engagement.

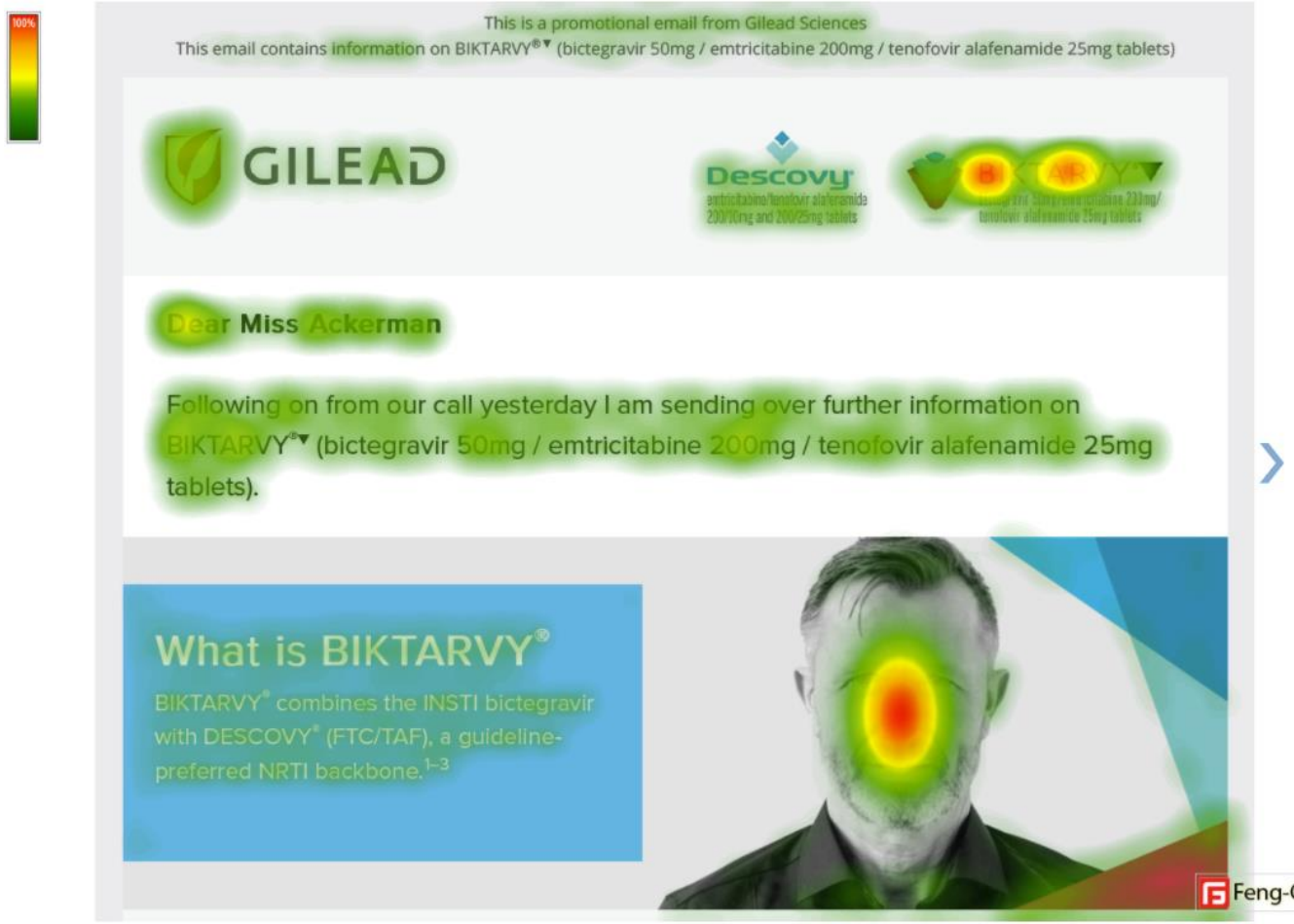
KISSmetrics said, **"Making this small but relevant change sent their conversion rate through the roof – something they didn't expect. Their site experienced a whopping 95% increase in conversions!."**

(Source: KISSmetrics.com)

Creative Review

Opacity Report

Attention Heatmap Report



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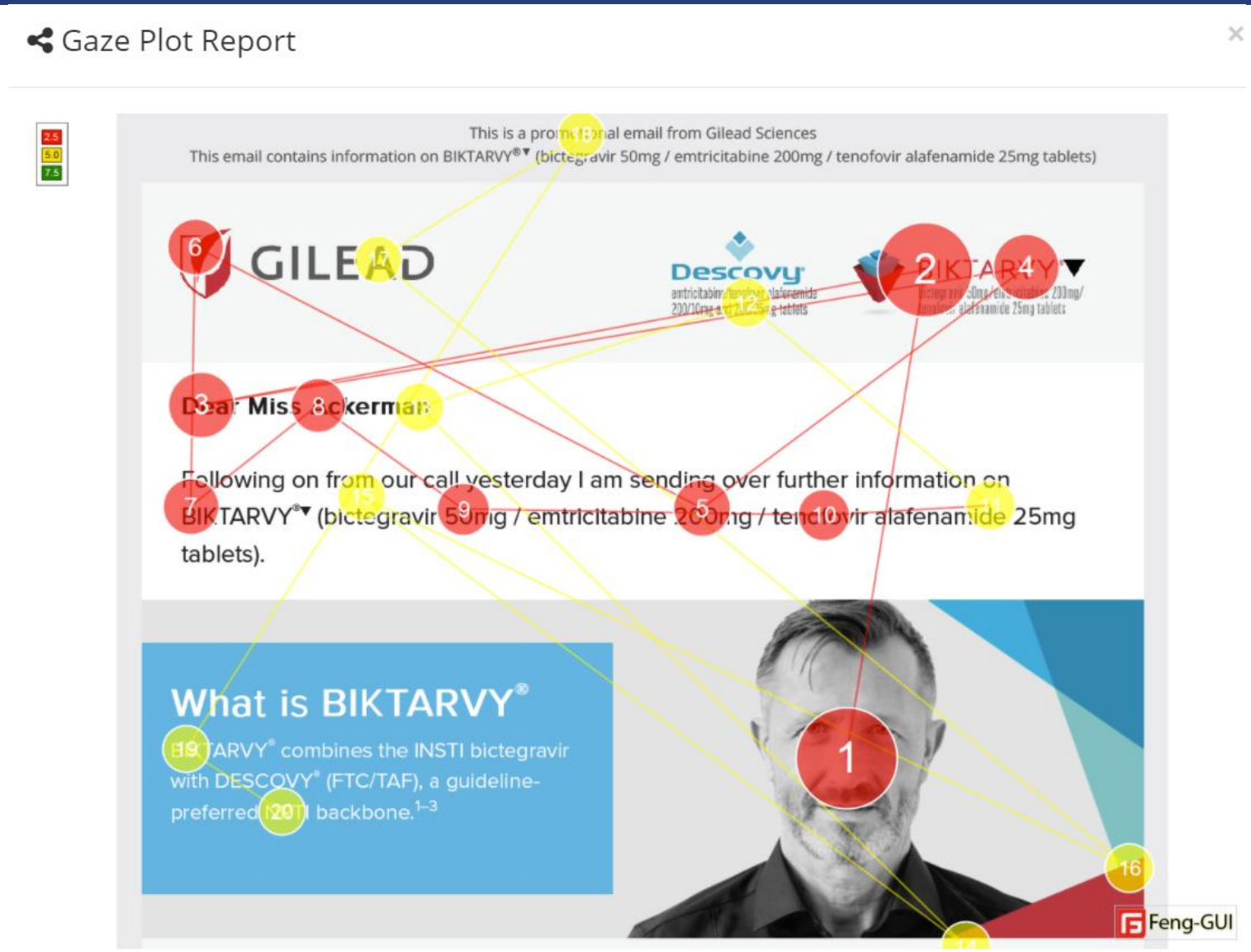

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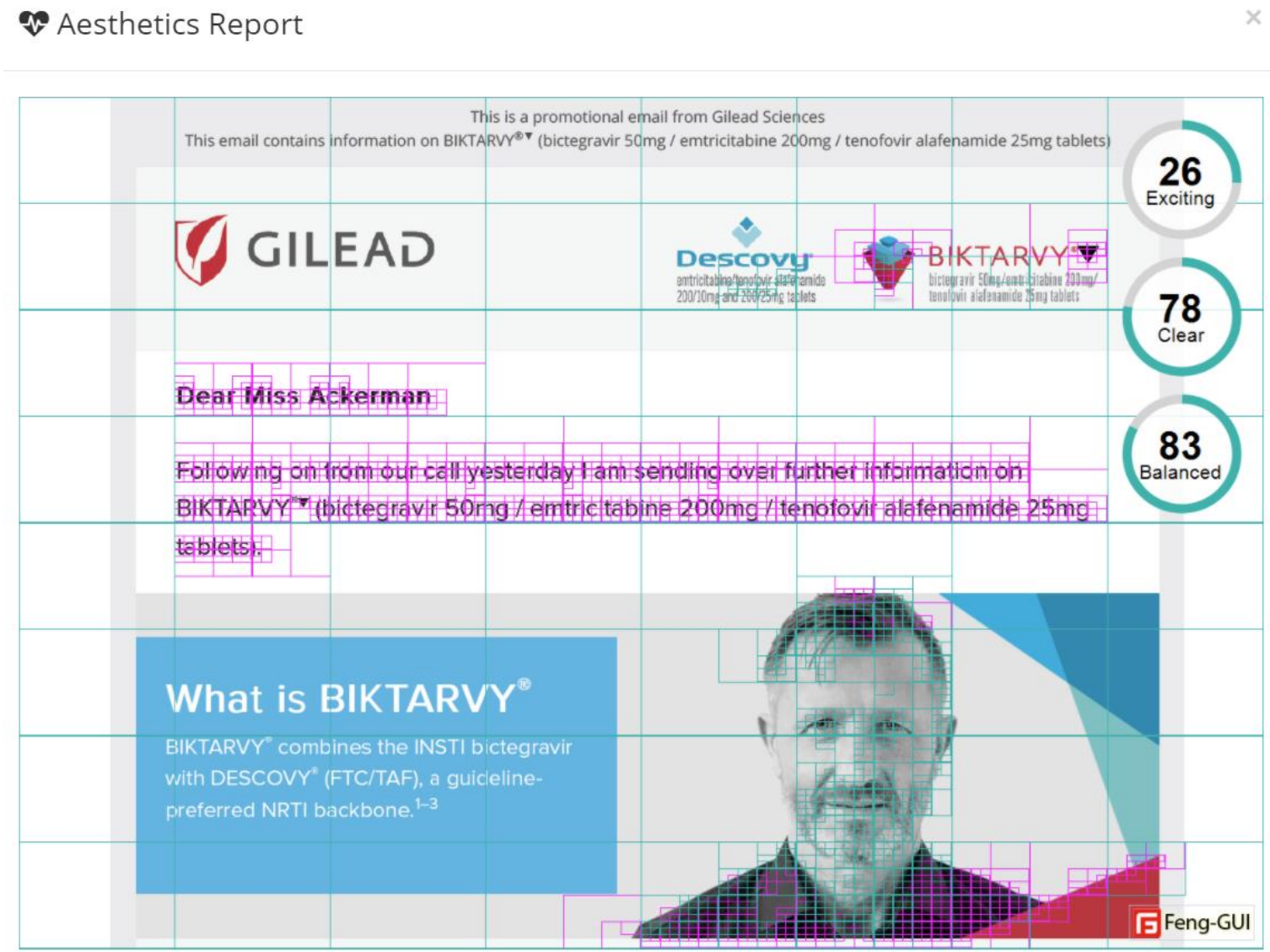

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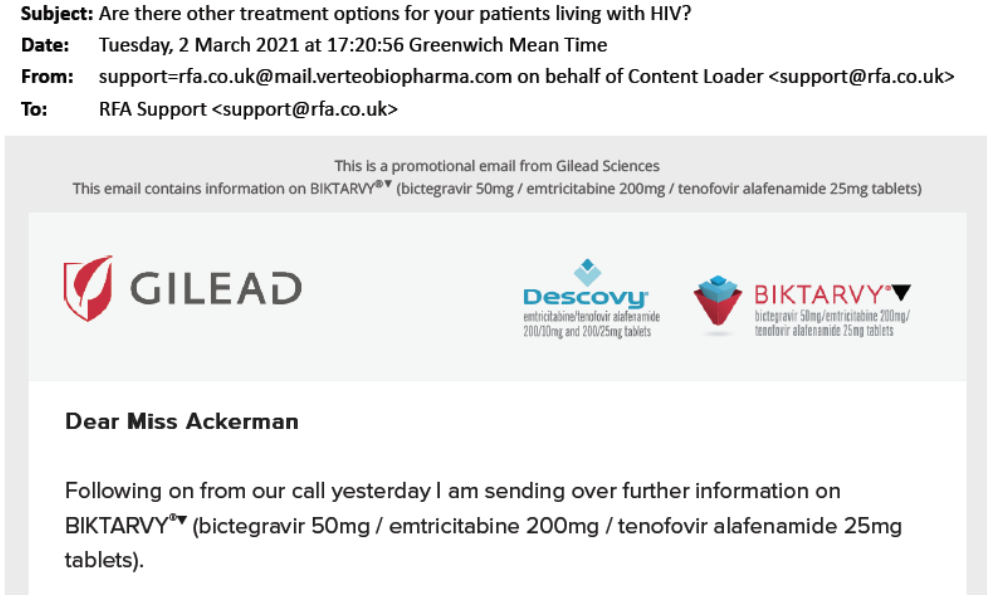
Element	Rating	Notes
Imagery used	Pass	• Imagery of people used, creating a connection • Key content is in in text so doesn't disappear if images are disabled/unable to load
Layout & design considerations	Warn	• Content is in clear sections • Ensure a bulletproof button is used for the CTA • We're unsure if this template is mobile responsive • Key information (e.g. stats) is presented in a coloured box to help it stand out from the rest of the creative.
Optimising specific sections on your email	Warn	• Good use of preview pane area however we'd recommend adding your main CTA to this area as well • Optimise pre-header text to better support the subject line in the inbox and provide an immediate CTA in the email • Consider moving references to below the footer
Branding and consistency	Pass	• Biktarvy branding and colours used • There are currently 3 instances of the Gilead logo: 1. at the top of the email – consider removing from here and centering the two brand logo's. 2. & 3. Gilead logo also appears in footer – remove one of the instances of the logo from here too
Footer area and compliance features	Pass	

Element	Rating	Notes
Conversion rate optimisation (including your call to action placement, wording and colour etc.)	Fail	• Call-to-action is not repeated in the email and is not present in the preview pane area • Include a mix of text and bulletproof button links (and link images) • Consider your CTA wording: is 'view our poster' compelling? Be more benefit driven in your wording
How your email is viewed in the inbox including from address, subject line and pre-header	Warn	• Add/optimise pre-header text to help encourage an open (and click) • We are unable to see the sending from name/address but assume this would be personalised from the Rep
Content	Pass	• Clearly laid out, skimmable content
Personalisation and creative customisation	Pass	✓ Email sent from Rep to follow up an action ✓ Name personalisation present (consider reviewing for how the Rep would address the customer – e.g. is first name more personable here?)



Subject: Are there other treatment options for your patients living with HIV?
Date: Tuesday, 2 March 2021 at 17:20:56 Greenwich Mean Time
From: support=rfa.co.uk@mail.verteobiopharma.com on behalf of Content Loader <support@rfa.co.uk>
To: RFA Support <support@rfa.co.uk>

This is a promotional email from Gilead Sciences
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Dear Miss Ackerman

Following on from our call yesterday I am sending over further information on BIKTARVY® (bictegravir 50mg / emtricitabine 200mg / tenofovir alafenamide 25mg tablets).

Creating an engaging Email Marketing Strategy

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Please Note...

This plan is in it's initial stages and not confirmed!

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3 Key Considerations

1. What content do we need to share and with which appropriate audiences?

2. Consistent Branding & Design

3. Connecting the Marketing Channels

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Matching Our Email Ambitions

Personalisation:

Targeting by Consultant. Will consider what personalisation data can be included where relevant to messages

Responsive:

Additional emails sent based on open/click behaviour to follow up

Augmenting channels:

Driving email subscribers / contacts to continue their journey, find out more on the website and/or speak to a rep

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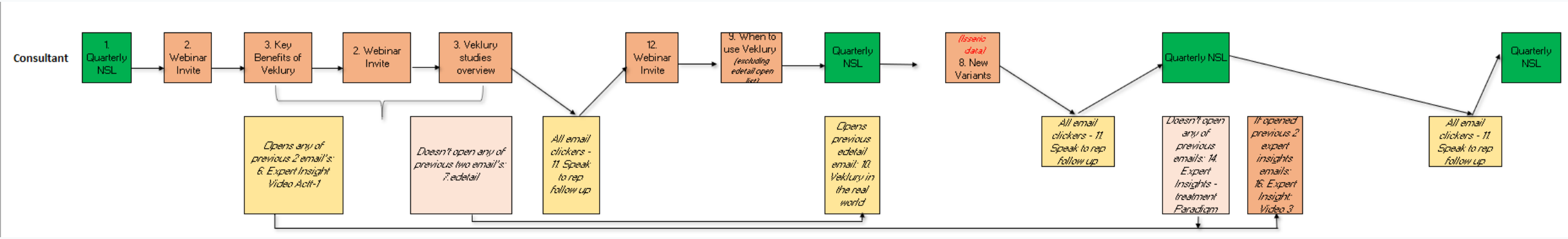
Consultant

Desired belief:
If used correctly, VEKLURY is a vital component in the fight against COVID-19

- What are their biggest concerns:
  - Treatment efficacy
  - Cost vs benefit
- Why will they come back to the portal:
  - Webinar series
  - Further learning around trial outcomes
- What KPIs should be set to ensure success:
  - E-detail aid views
  - Webinar sign ups
  - Views of VEKLURY trials page (especially new trial data)
- Which content formats are most relevant for them:
  - Webinar
  - Video content
  - Trial data
- Which content will they use most (based on new sitemap):
  - Events and webinars
  - VKY benefits
  - New data and trial outcomes
  - Expert videos and HCP resources

The Outline Plan - Consultants



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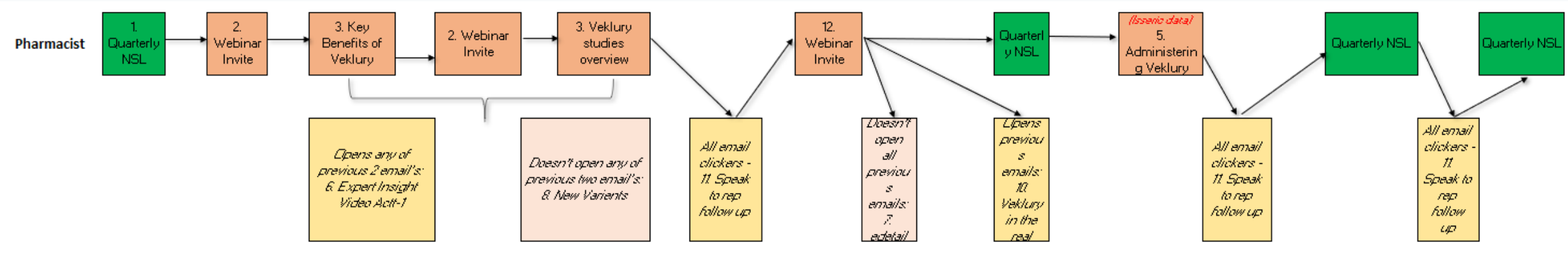
Pharmacist

Desired belief:
Veklury is the safe and efficacious treatment in the fight against Covid

- What are their biggest concerns:
  - Adverse events – hepatic/renal status, current medication interactions
  - Cost benefit
  - Efficacy of the treatment
  - Dosing requirement and considerations
- Why will they come back to the portal:
  - Webinars
  - New data
- What KPIs should be set to ensure success:
  - Webinar sign ups
  - Views of VEKLURY studies page
  - Expert insights video views
  - Dosing and admin guide downloads
- Which content formats are most relevant for them:
  - Webinar content
  - Short infographics
- Which content will they use most (based on new sitemap):
  - VEKLURY studies
  - Webinar sign-ups
  - Safety data
  - HCP resources downloads
  - Expert insights videos

The Outline Plan - Pharmacists



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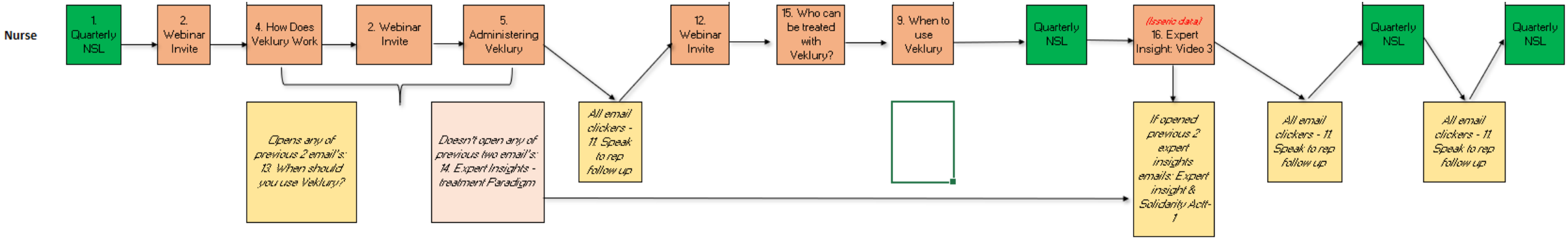
Nurse

Desired belief:
VEKLURY a simple to use treatment that will help speed up my patients recovery

- What are their biggest concerns:
  - Patient recovery
  - Simplicity of administration
  - Post hospital care
- Why will they come back to the portal:
  - Downloadable resources
  - Expert videos
  - Patient pathways and population data
- What KPIs should be set to ensure success:
  - Expert video views
  - Views of patient pathways
  - Dosing and admin LP downloads
- Which content formats are most relevant for them:
  - Simple infographics and visuals
  - Video content
  - Patient stories and quotes
  - Interactive tools
- Which content will they use most (based on new sitemap):
  - MOA video
  - How to treat with VEKLURY
    - Patient pathways and populations
  - Expert insights videos
  - Dosing and admin LP

The Outline Plan - Nurses



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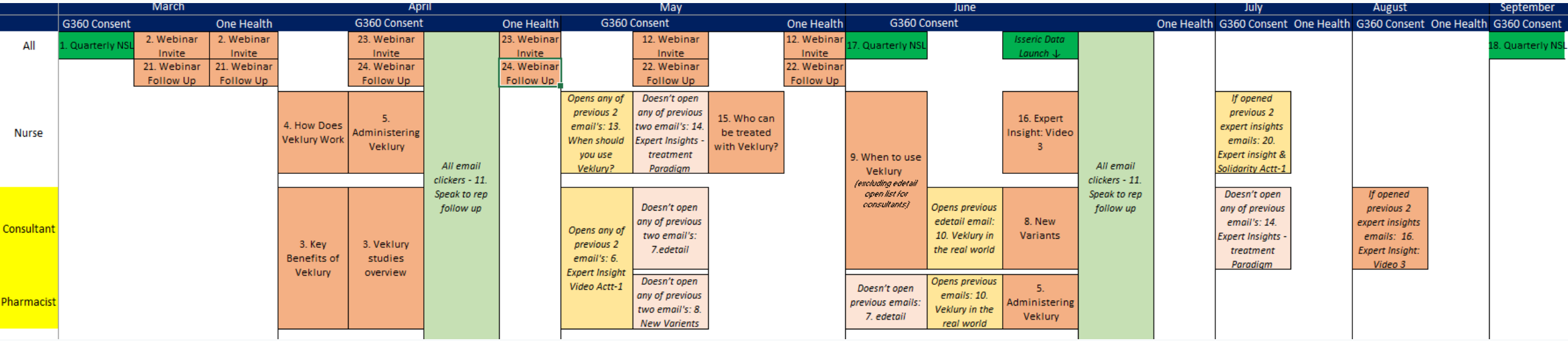
How It All Comes Together

1. Rolled out bi-weekly (emails sent every 2 weeks on average throughout the series)
2. Works to driving people through to next stage in their journey with Veklury



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Our Next Steps

1. Confirm outlines for key pieces of content
2. Confirm audience in each segment: are the segments worthwhile targeting individually with the full plan or a slimmed down version?
3. Confirm final number of emails required and get reviewer(s) on board
4. Consider a multi-channel approach – what other channels can support these comms (e.g. 3rd party emails with OneHealth Communications)

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Increased Personalisation: One Health

- There are amends to be made but it shows the personalisation of bringing in trust specific data.
- If you have the data it can* be applied in an email
- We can also pull name and trust personalisation into the subject headings which we are going to a/b test for the first transmission
- If lists are supplied we can do this right down to practice/hospital level.
- The other level of personalisation is pulling through rep names and contact details (and images)

SUBJECT HEADING (A)	Is [Insert hospital name] under increased pressure with high numbers of COVID-19 patients?
SUBJECT HEADING (B)	Are you under increased pressure with high numbers of COVID-19 patients?

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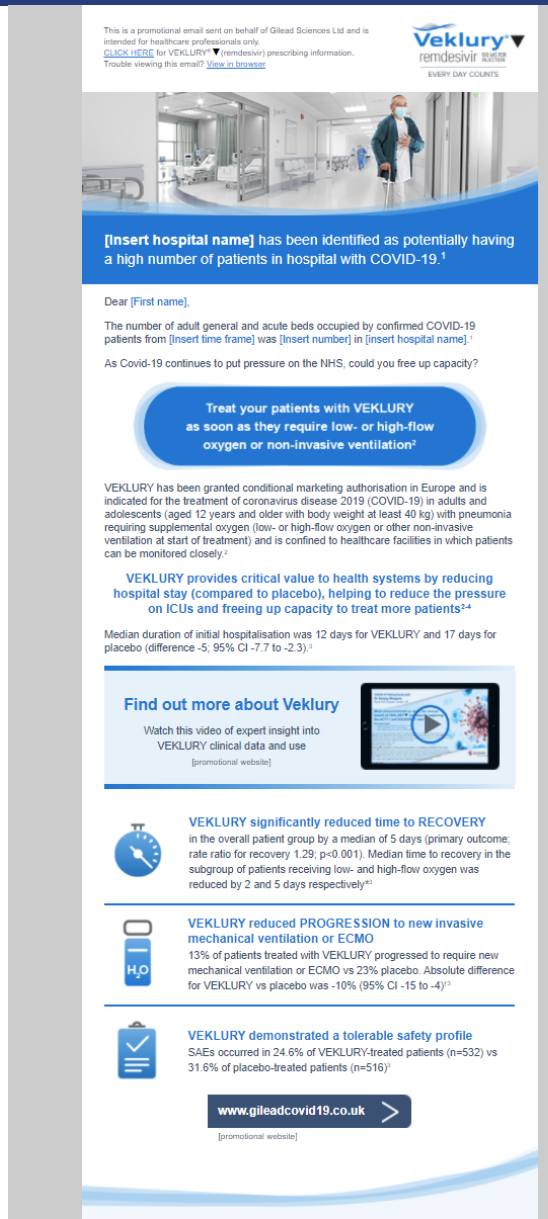
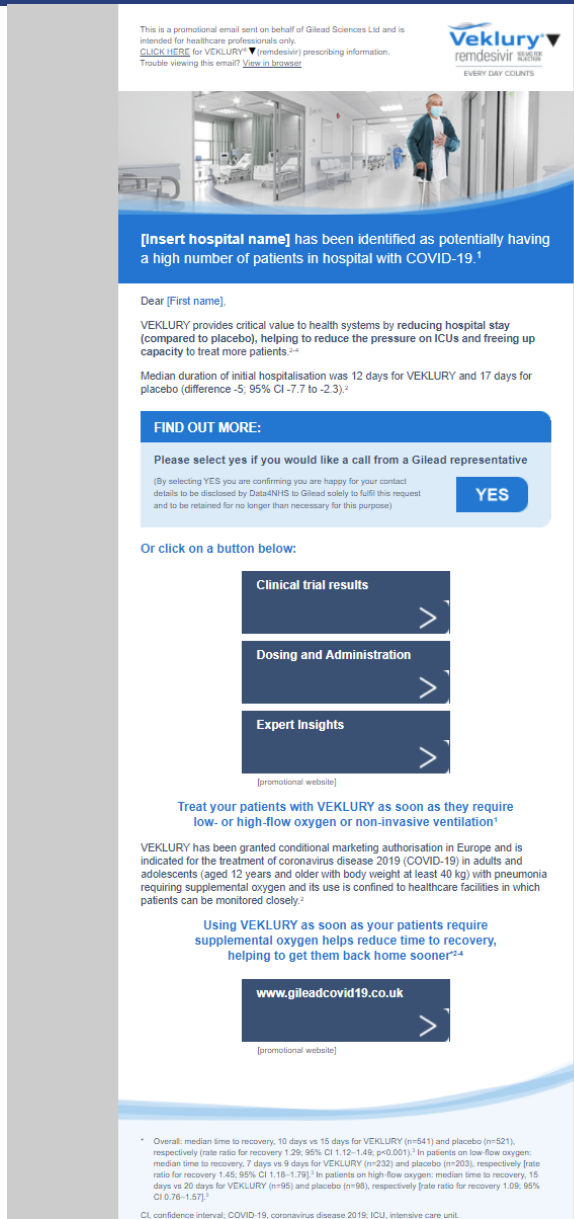
Increased Personalisation



Triggered email follow up



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Avoiding subjective opinion... Testing

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Making Your Tests Worthwhile

To make a test worthwhile, ask these questions:

- What do we want to improve? (or prove?)
- What can we change to test opportunities for improvement?
- Are the variations different enough?
- Can we re-use the resulting information in other campaigns?
- How will we measure the outcomes?

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Testing in Practice: OneHealth Example

One Health Communications have created an analysis of Gilead subject headings which will be updated after each a/b test and sent out periodically.

- Showing you, by product what hypothesis we can draw from each a/b test so that we can utilise these learnings in future transmissions.
- We have added a Tag to each transmission to indicate what sort of email it was e.g. FAD, Promo, Invite and there is a summary sheet for Gilead as a whole whereby you can filter by either product, tag or both.
    - Tab 1 – filter by tag
    - Tab 2 - all emails and subject line and hypotheses – you can filter by therapy area here is you only want to see what is relevant to your team or you can filter by Tag if you want to take learnings from other teams for a particular style of email.

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Any Questions?

Was this helpful?

What future topics would you like covered in these email surgery's?

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