



Janssen-Cilag achieved a 1400% increase in site traffic with Google Adwords

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Ruud Kooi
Key Account Manager
at Janssen’s Interactive
Agency, Across



www.psychiatry24x7.com

Janssen-Cilag is a major research-based organisation that develops and markets prescription medicines to doctors. It is part of the Johnson and Johnson group of companies which makes over \$50.5 billion in sales and, through its operating companies, is the world’s most comprehensive and broadly based manufacturer of health care products and services for the consumer, pharmaceutical, and medical devices and diagnostic markets.

Janssen has become a leader in its use of the internet versus many of its competitors in the pharmaceutical industry. It has built strong web assets that target both patients directly with disease awareness information and doctors with treatment specific information.

Janssen launched the psychiatry24x7.com site to educate patients and doctors about key psychiatric conditions such schizophrenia, dementia, depression and ADHD.

The challenge

When launching the site, the key objectives for the Psychiatry 24x7 team were to build awareness of the website and drive traffic.

As Nathalie Thijssens, Digital Marketing Manager at Janssen explains, “Our aim was to get as many relevant patients as possible to visit the site to gather information about their specific psychiatric condition. This would give them the information they needed and equip them to consult with their doctor about their condition. We wanted high volumes of traffic, but it also needed to be the right kind of traffic, as our site is highly targeted.”

In this highly competitive environment, it was essential that the success and growth of Janssen’s new site beat those of the similar sites offered by competitors.

At the same time, the team needed to achieve these goals in the most efficient and cost-effective way possible.

The Adwords solution

Janssen knew that Google is the primary source of healthcare related information for patients. 86% of patients use a search engine to find healthcare related information and 71% of these uses Google as their preferred gateway to the internet*.

Therefore, in order to maximise their exposure on Google, the team adopted AdWords. With the help of Across, Janssen’s interactive agency, they aimed to achieve the highest ad position rankings for all keywords related to the key disease areas featured on the site, such as schizophrenia and bipolar disease.

As Ruud Kooi, Key Account Manager at Across explains, “Since Google is so widely used for health-related queries, we were able to successfully leverage Google’s pay-per-click (PPC) ads to promote the Psychiatry 24x7 site.”

*Forrester Consumer Technographics, Q4 2005

“Google AdWords has been key to driving high volumes of the right sort of traffic to our site. It is an extremely valuable tool for us and will remain so in the future.”

Nathalie Thijssens
Digital Marketing Manager
Janssen-Cilag

ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit
www.google.co.uk/ads

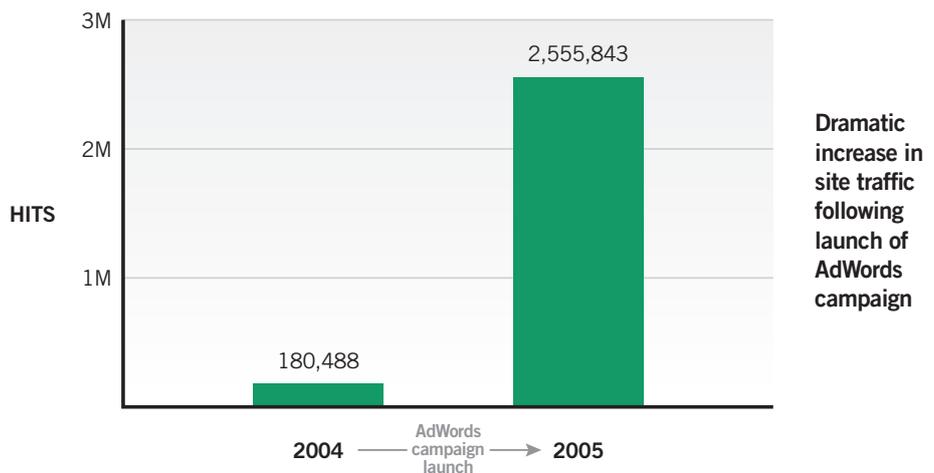
Impressive results

Janssen tracked their AdWords activity in detail and were delighted with the traffic and ROI they received.

In 2004, prior to launching the AdWords campaign, the site received 180,488 hits. A year later this figure was 2,558,843, a huge increase of 1400% thanks directly to AdWords.

At one point during this period, the site was receiving 300,000 visits per month direct from Google AdWords.

“Using Google AdWords to grow our site traffic to Psychiatry 24x7 proved to be highly successful”, says Thijssens.



An ongoing partnership

Janssen management has been very impressed with the results of the Google Adwords activity. Thijssens explains, “We have been able to get full management buy-in for this activity and its results. Significant investment in PPC seems justified and we will look further into our Return on Marketing Investment to make our case even stronger. Google’s reporting and tracking tools are invaluable in helping us to assess these metrics and I believe that there is a lot of potential for us to further leverage the power of Google Analytics, in particular, to help assess ROI in the future.”

The Janssen team is confident that AdWords has been extremely successful in achieving the objectives – awareness and traffic – that it set for the campaign. Nathalie Thijssens sums up, “Google AdWords has been key to driving high volumes of the right sort of traffic to our site. It is an extremely valuable tool for us and will remain so in the future.”

