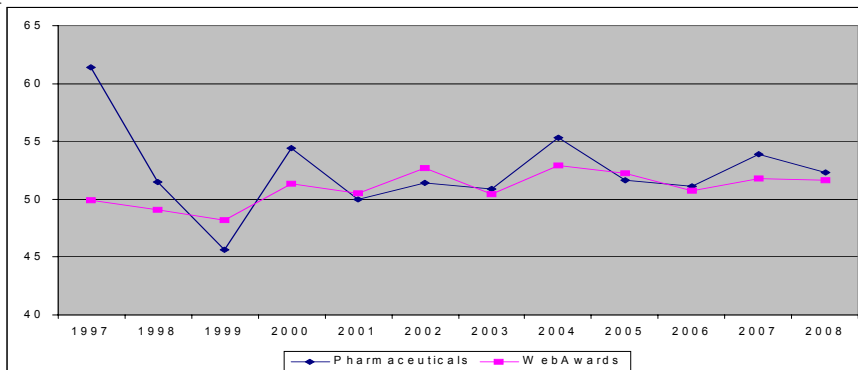# WebAward Internet Standards Assessment Report

2009 Pharmaceuticals Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Pharm	WebAwards
1999	45.6	48.2
2000	54.4	51.3
2001	50	50.5
2002	51.4	52.7
2003	50.9	50.4
2004	55.3	52.9
2005	51.6	52.2
2006	51.1	50.7
2007	53.9	51.8
2008	52.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	7.3	7.3	7.8	7.4
Innovation	6.9	6.6	6.7	7.4	6.8
Content	8.2	7.5	7.8	8.2	7.9
Technology	7.0	6.4	7.0	7.5	7.0
Interactivity	7.3	6.7	7.1	7.2	7.5
Copywriting	8.2	7.5	7.7	7.9	7.8
Ease of use	8.2	7.2	7.5	8.0	7.9

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
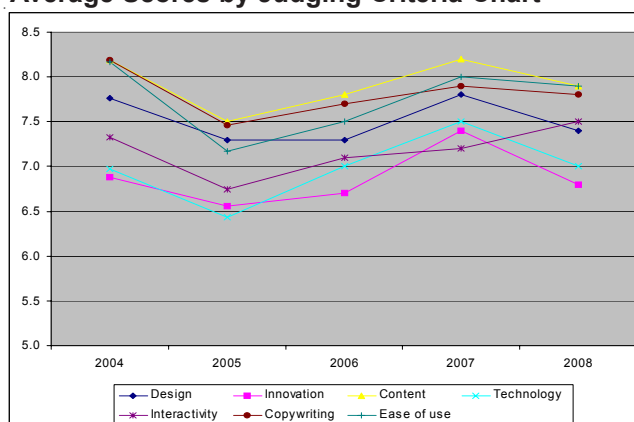
Analysis

Pharmaceutical Web sites have closely mirrored the ISAR index for the past twelve years. These sites have outpaced the 5-year criteria benchmark averages for copywriting, content, design, innovation, and ease of use. They have narrowly missed the benchmark in technology and interactivity. Pharmaceutical Web sites score highest in content and copywriting and lower in innovation and technology.

With the dramatic changes in marketing strategy and outreach directly to the public by many drug companies, it appears that their Web efforts have kept up with overall Web development, but surprisingly not exceeded it.

Industry vs ISAR 5-Year Average By Criteria
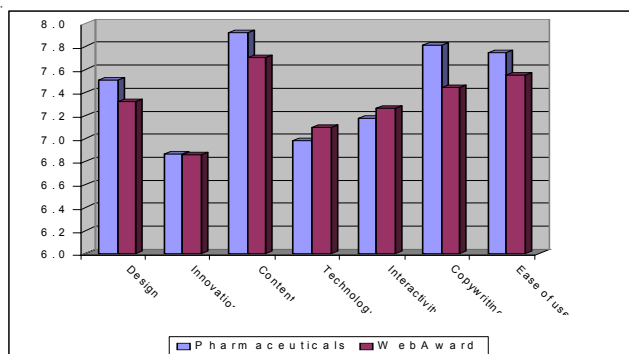
Best of Industry Winners

Year	Winner	Web site
2008	Publicis Modem	RA Advisor Program
2007	Biggs|Gilmore	Perrigo
2006	Studiocom	CVS Medicare Expert
2005	SimStar	BotoxCosmetic.com
2004	MagiClick Digital	Healthcare Portal - Morning After Pill
2003	Insight Interactive Group	CrohnsResource.com Website
2002	ivpcare, inc	ivpcare, inc
2001	Ion Global China	Loreal Paris China Web Site
2000	Digitas LLC	Bausch and Lomb Website
2000	AGENCY.COM	Alluna Sleep Web Site
1999	SmithKline Beecham	Avandia

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org