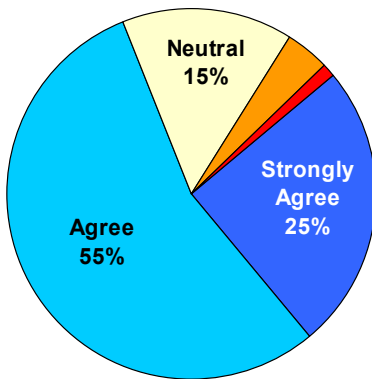


## European Online Marketing and eDetailing Survey Results

The following are results from a survey of pharmaceutical experts on eDetailing and Online Marketing conducted in 2005 by eyeforpharma, MediQuality, and PharmiWeb Solutions (see [http://www.eyeforpharma.com/edetail\\_report.asp](http://www.eyeforpharma.com/edetail_report.asp)). The results are based on 722 responses, mostly from European pharmaceutical marketing professionals.

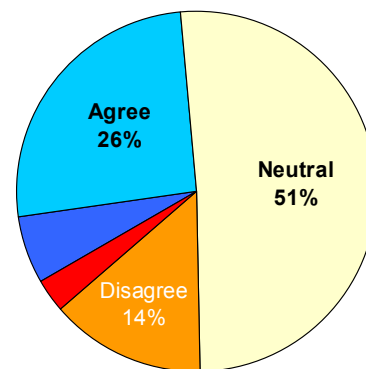
E-detailing will become more popular in the next three years



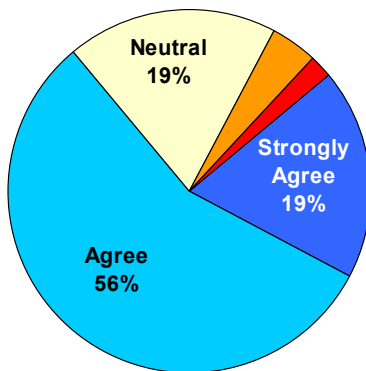
**FIGURE 1** (left): Eighty percent (80%) of the respondents agree or strongly agree that e-detailing will become more popular in the next three years. PMN Chart

**FIGURE 2** (right): However, only a minority of respondents (32%) believe that eDetailing has a proven ROI and the majority simply don't know. PMN Chart

E-detailing has proven ROI in key therapeutic areas.



Pharma companies need assistance in working out how to use the internet from 3rd parties



**FIGURE 3** (left): More than 75% of respondents agree that the industry needs assistance from 3rd parties about how to use the Internet (PMN Chart) while 92% of the respondents do not agree that the industry is good at using the web compared to other industries (data not shown).