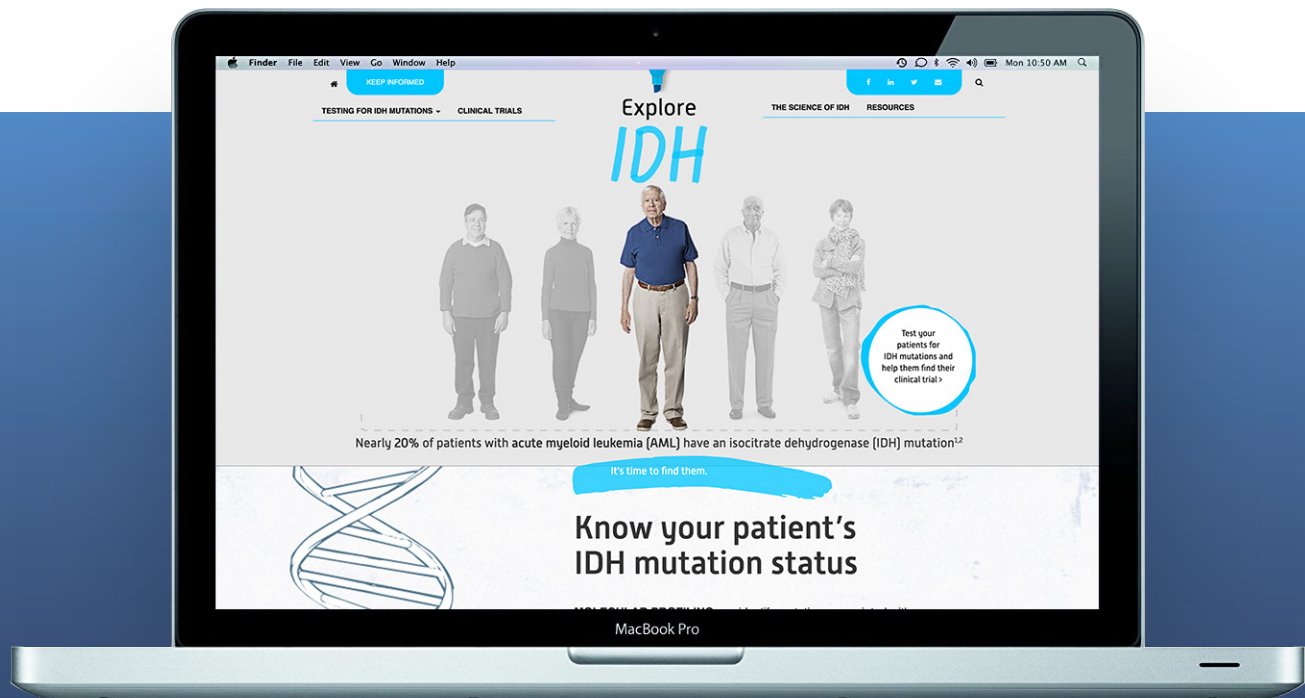


Disease Education Website for Agios Pharmaceuticals

Date: September 2017



THE CHALLENGE

In conjunction with Agios' unbranded disease education campaign, focused on helping healthcare professionals to identify isocitrate dehydrogenase (IDH) mutations in patients, Viscira was challenged to redesign and relaunch the Agios disease education website known as ExploreIDH.com.

The goals of the disease education campaign were as follows:

1. To raise awareness among healthcare professionals of the relevance of IDH mutations in patients with hematologic malignancies and solid tumors, with a specific focus on patients diagnosed with acute myeloid leukemia (AML).
2. To motivate healthcare professionals to test their patients for IDH mutations and to help them find an appropriate clinical trial.

Statistics and Results

*Increased user sessions by **232.51%** compared to 60 days preceding launch*

*Increased page views by **285.82%** compared to 60 days preceding launch*

*First-page rankings increased by **7 times** from January to March*

In addition to the above goals, the specific goal related to the website relaunch was to:

1. Identify the most effective user experience to begin to position ExporeIDH.com as the go-to disease education site for IDH in AML and solid tumors in a rapidly evolving therapeutic space.



THE SOLUTION

Viscira worked closely with the client to strategically develop scientific content and position Agios as the scientific leader in this important field. The site includes detailed information on the science of IDH and the role of IDH mutations in cancer. The information is presented in an organized, easily digestible manner that includes video, a downloadable brochure, and links to publications and advocacy and support groups.

Viscira designed, developed, and deployed a responsive website based on best practices for mobile and desktop users. The content, structure, navigation, visual design, and interactivity of the site meet the highest industry standards for disease education/awareness programs. Some of the key features include:

- Animation and effects used to emphasize content and support narrative
- Email newsletter and social sharing features for ongoing marketing touch points
- A design that provides for content evolution, extensibility, and maintainability

The site also includes a specific and clear call to action for HCPs by providing specific information on Agios-sponsored research into oncology therapeutic agents and contact information for HCPs to learn more about Agios-sponsored clinical trials for patients with IDH mutations.

Viscira also provides ongoing oversight and strategy for SEO (keywords most closely related to ExploreIDH's topic areas) and SEM (display and paid search) to continue driving traffic to the site.

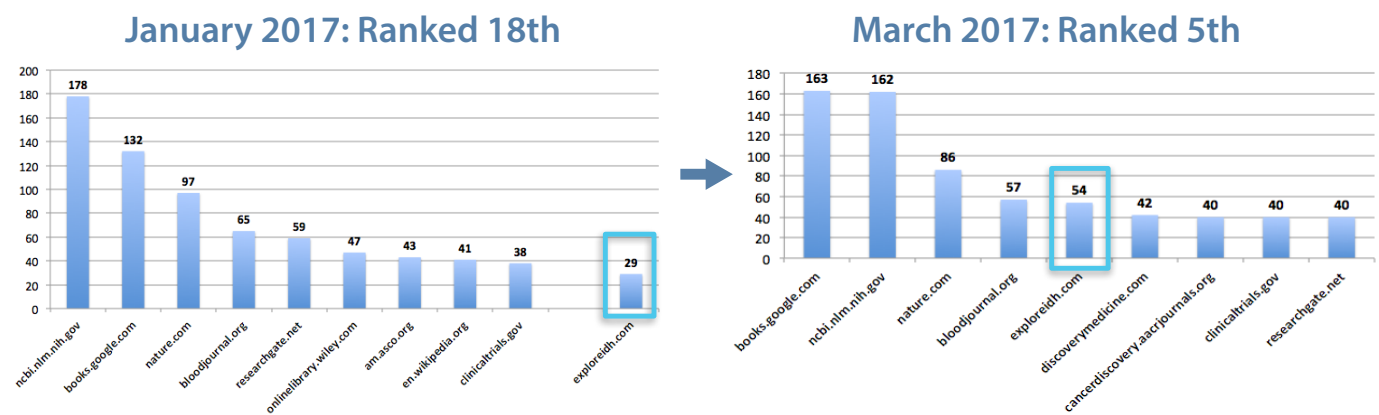
THE RESULTS

The Agios ExploreIDH website was launched on December 1, 2016. The launch metrics for the period 12/1/16 – 1/20/17 show that overall site activity since launch far surpassed the activity in the 60 days preceding the launch and that overall traffic was significantly higher compared to the 11 months preceding the launch. It should be noted that support tactics tied to the campaign launch, including email blasts, display, and high visibility at the American Society of Hematology (ASH) meeting, also likely contributed to this increased activity.

SEO results for the site steadily improved throughout Q1 2017. First-page rankings for ExploreIDH.com increased sevenfold from January to March. In January, the ExploreIDH website was ranked 18th among domains. By the end of March, the ranking had improved to 5th. Furthermore, users are spending more than 3 times longer on heme/AML-related content on the site than before the launch.

Average user session duration for the launch period through Q1 was 1:17, which is more than double the average user session time of 36 seconds/session for the 60 days prior to launch. Additionally, the bounce rate for the revised site was reduced by approximately 15%, from 89.87% to 75.34%, indicating users not only spent more time on the new site but also engaged more deeply in the content.

Many areas have been identified to continue strategically improving performance and engagement. Planned promotional activities for the remainder of the year, including paid search, email campaigns, and display advertising, are expected to bolster future activity and traffic.



LEARN MORE

To learn more about Viscira’s website capabilities and SEO/SEM strategies, please contact our Business Development team at sales@viscira.com.