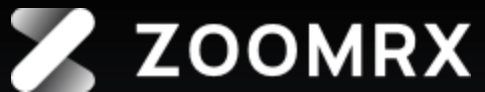


DIGITAL JOURNEY TRACKING

Plaque Psoriasis Digital Landscape





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METHODOLOGY & SAMPLE

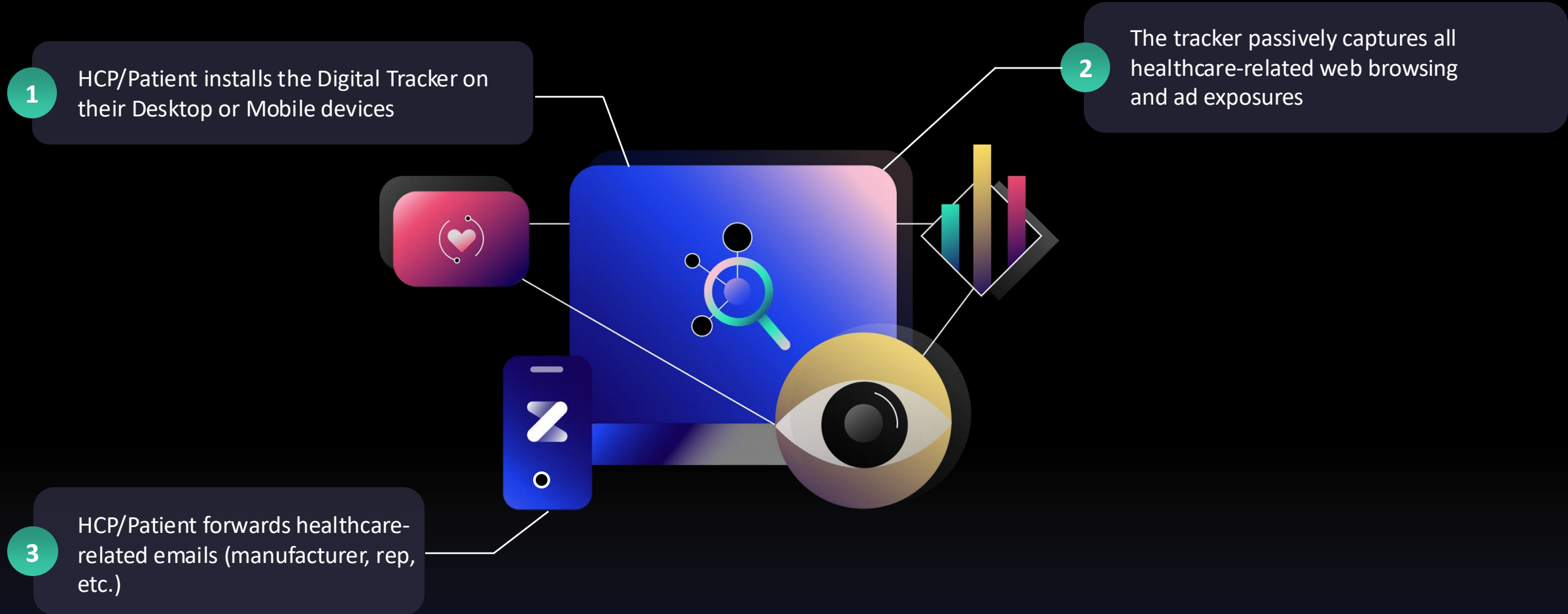
INSIGHTS

DETAILED FINDINGS

The Digital Journey Tracker provides a foundation for *digital strategy & media planning decisions* based on target customers' real-time browsing behavior and the competitive digital landscape

How It Works

A custom web extension passively captures target customer's healthcare browsing activity in real time



Channels Captured

The digital tracker passively captures the content target consumers view for all available treatments in your market basket



Browsing Across ALL Healthcare/Product Sites



And 5,000+ More...

Traditional Ad Channels



Paid Search



Banner Ads



Emails

Case Study Sample

Digital Plaque Psoriasis browsing behavior was captured for H1 2025 from an HCP panel balanced across specialties and devices



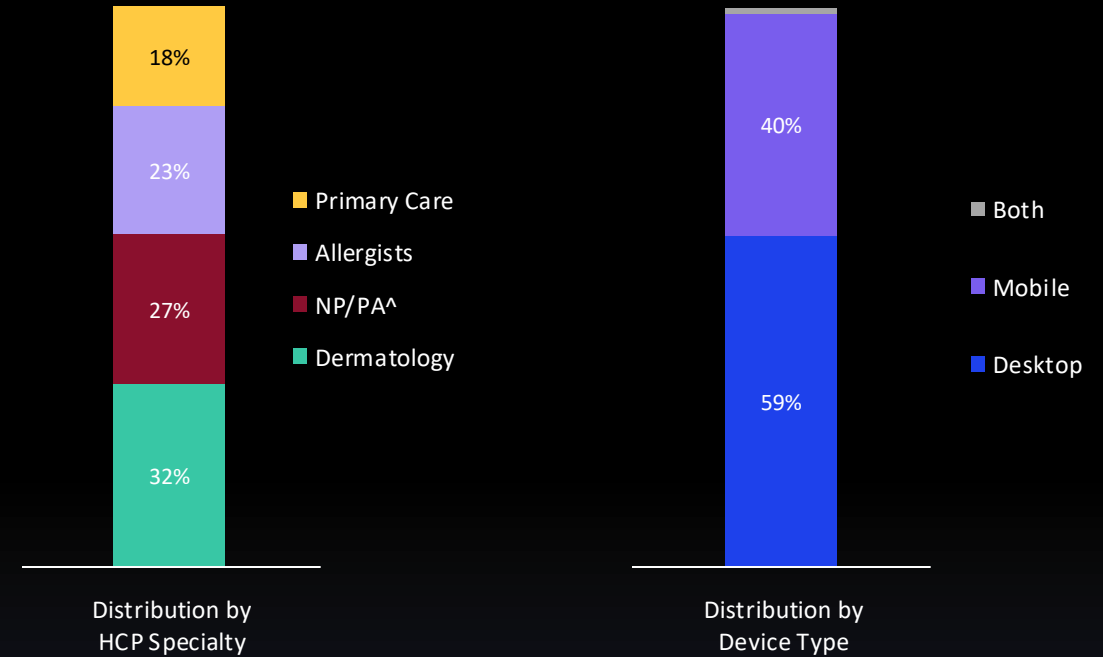
Digital Tracker Panelists

179 HCPs



HCP activity tracked from **Jan'25**
through **Jun'25**

Sample Composition by **Specialty and Device Type**



Brands Captured

Browsing behavior was captured for thirteen pre-LOE treatments in the study, including biologics, topicals, and oral systemics



TREATMENT CATEGORY	MECHANISM OF ACTION	MECHANISM OF ACTION	MECHANISM OF ACTION
	IL-17	IL-23	Other
	BRAND NAME	BRAND NAME	BRAND NAME
Biologics	Bimzelx, Cosentyx, Taltz, Siliq	Skyrizi, Tremfya, Ilumya	Stelara, Enbrel

TREATMENT CATEGORY	MECHANISM OF ACTION	TREATMENT CATEGORY	MECHANISM OF ACTION
	Multiple		Multiple
	BRAND NAME		BRAND NAME
Topicals	Zoryve, Vtama	Oral Systemics	Otezla, Sotyktu



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Key Insights – H1 2025



Biologics capture the most HCP attention, but **no single brand stands out in this category** despite strong digital marketing efforts from Bimzelx, Cosentyx, Skyrizi, and Tremfya



Zoryve draws more than **twice as much HCP attention** as **Vtama** and leads the Topical category across banner ads, paid search, and email campaigns



Otezla commands the **lion's share of attention** within the **Oral Systemic category**, outperforming Sotyktu in both banner and paid search advertising



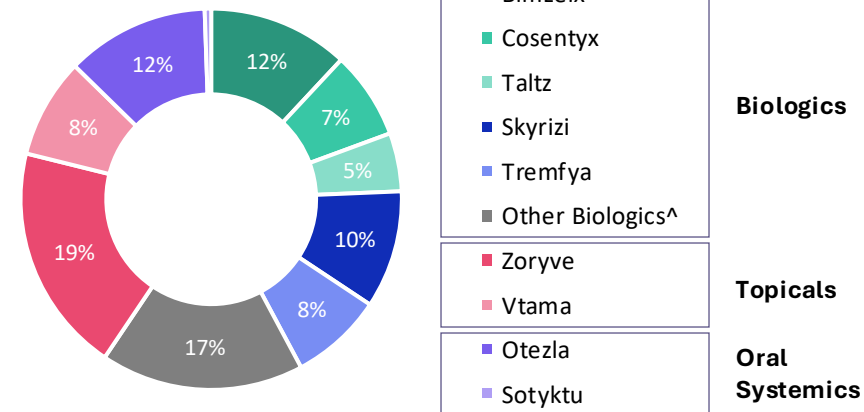
Brand websites are HCPs' **go-to source for PsO treatment information**, accounting for over half of HCPs' Tx-related browsing time

^Other Biologics – Stelara, Enbrel, Ilumya ,and Siliq

*Values <4% not shown

Share of Digital Attention

% Share of Plaque Psoriasis Related Browsing Time



Share of Exposures

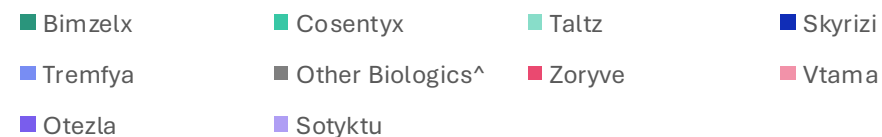
Banner Ad Exposures



Paid Search Exposures



Plaque Psoriasis Emails



% Share of Exposures





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DETAILED FINDINGS

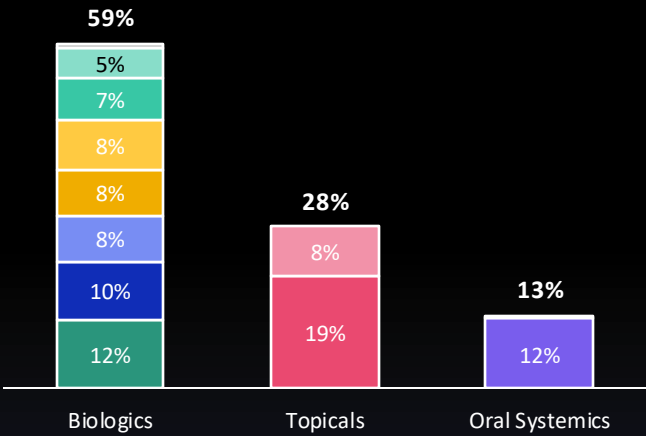
Biologics see intense competition for HCP attention, while Zoryve and Otezla lead within their respective treatment categories



Digital Tracker
Panelists

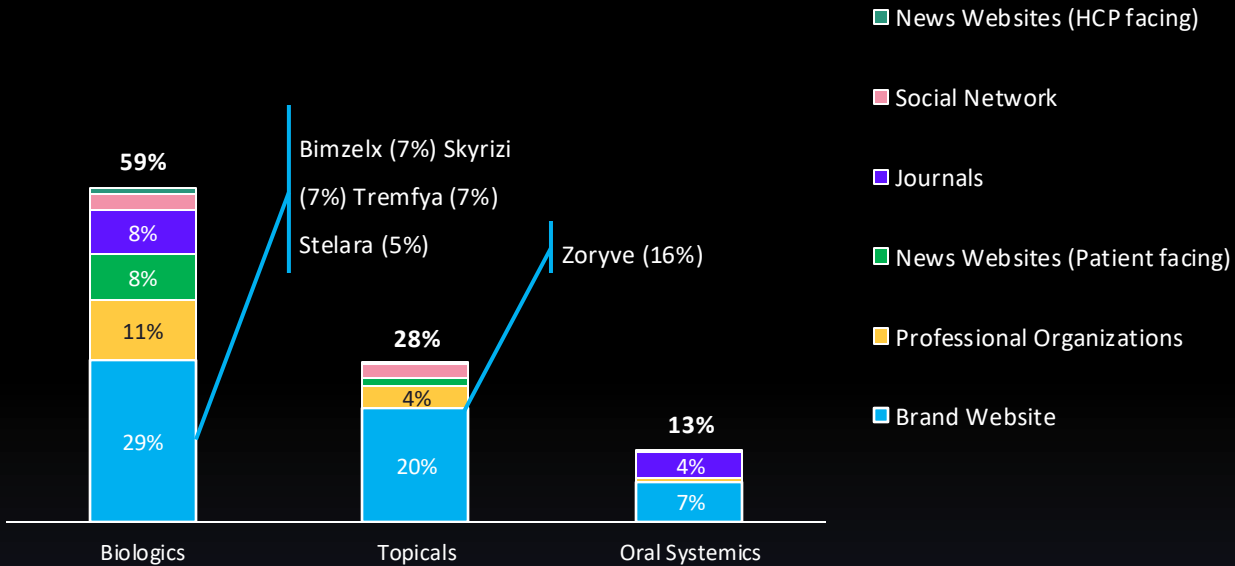
PsO Tx-Related Content Browsing
Jan'25 - Jun'25

Digital Share of Attention*



% of Time Spent Browsing Treatment Content

Sources of Attention (by Treatment type)*



% of Time Spent Browsing Treatment Content by Site Type

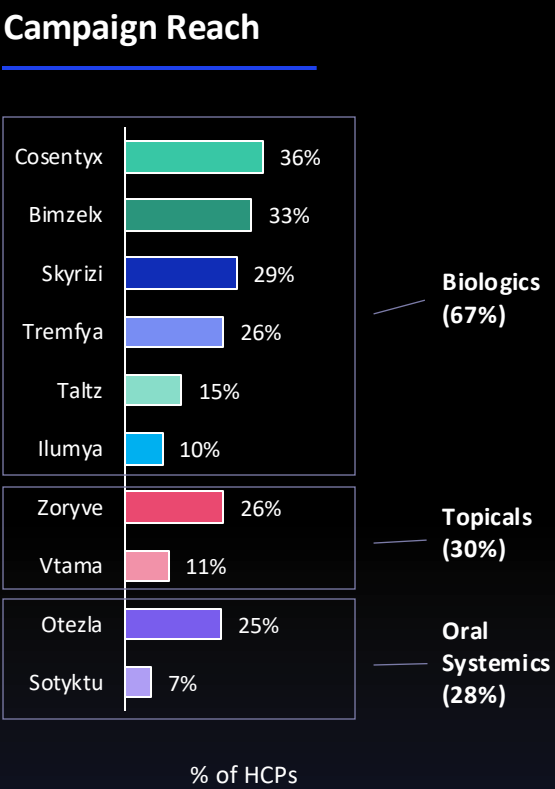
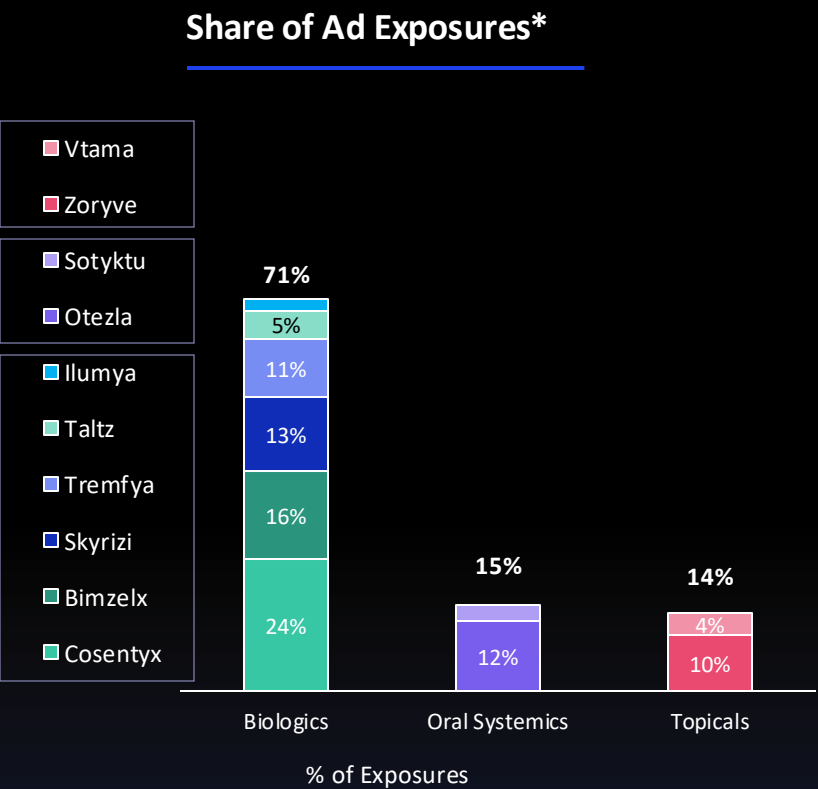
^Other Biologics - Ilumya and Siliq
*Values <4% not shown

Cosentyx accounts for nearly one-quarter of banner ad exposures, roughly twice the share of any of the next five leading brands individually

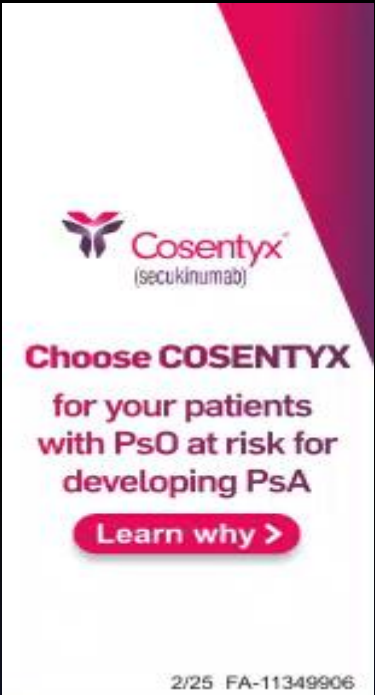
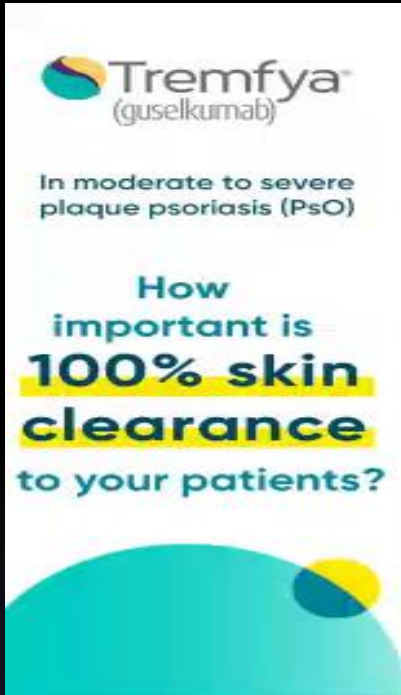


Digital Tracker
Panelists

Exposures to Display Ads
Jan'25 - Jun'25




Sample Display Ads



*Values <4% not shown

PsO brands advertise across a wide range of endemic sites



Digital Tracker

Panelists

Exposures to Display Ads

Jan'25 - Jun'25

Share of Exposures by Host Site *(only the top 10 websites are shown)*

			Biologics						Oral Systemics		Topicals	
		Overall	Cosentyx	Bimzelx	Skyrizi	Tremfya	Taltz	Ilumya	Otezla	Sotyktu	Zoryve	Vtama
Endemic Websites	webmd.com	Available As Part of Full Report										
	psoriasis.org											
	medscape.com											
	dermnetnz.org											
	inspire.com											
	Medpagetoday											
	drugs.com											
	healthline.com											
	aad.org											
	my.clevelandclinic											
Other Endemic websites												
Non-Endemic Websites												
Share of all Exposures		100%	24%	16%	13%	11%	5%	2%	12%	3%	10%	4%

HCPs typically search specific Tx's in 60% of their PsO-related searches; Skyrizi, Zoryve, and Otezla lead their categories in sponsored ad exposures



Digital Tracker
Panelists

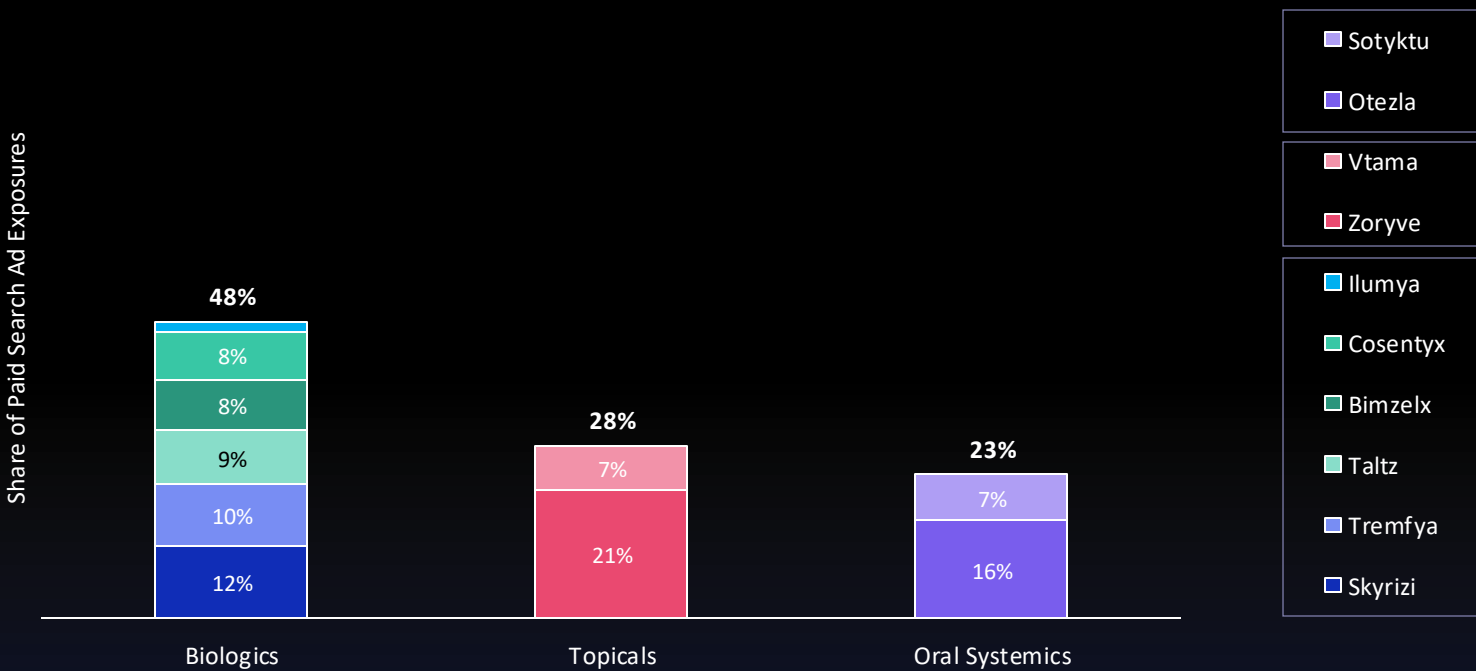
Paid Search Ad Exposures
Jan'25 - Jun'25



60%

Of PsO-Related Searches
Were for Specific
Brands/Molecules

Brand Share of Paid Search Exposures*



*Values <4% not shown

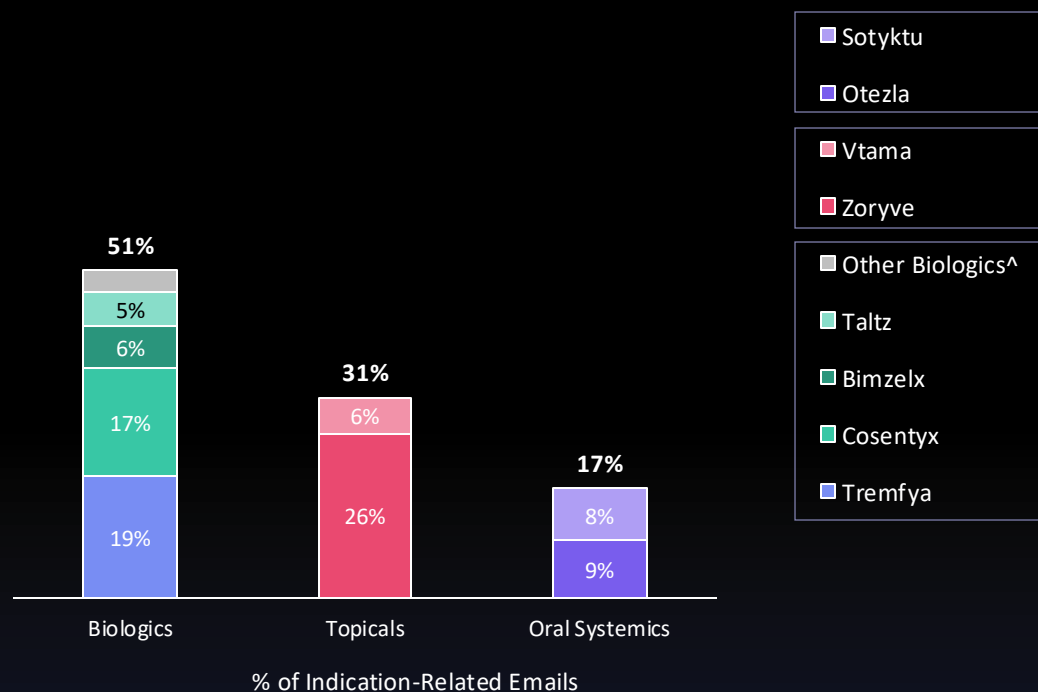
Zoryve, Tremfya, and Cosentyx collectively account for over 60% of PsO treatment-related emails reaching HCP inboxes



Digital Tracker
Panelists

Emails Received
Jan'25 - Jun'25

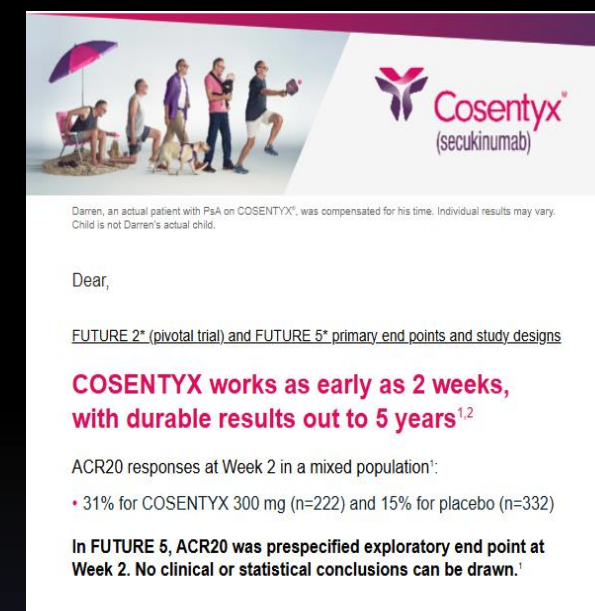
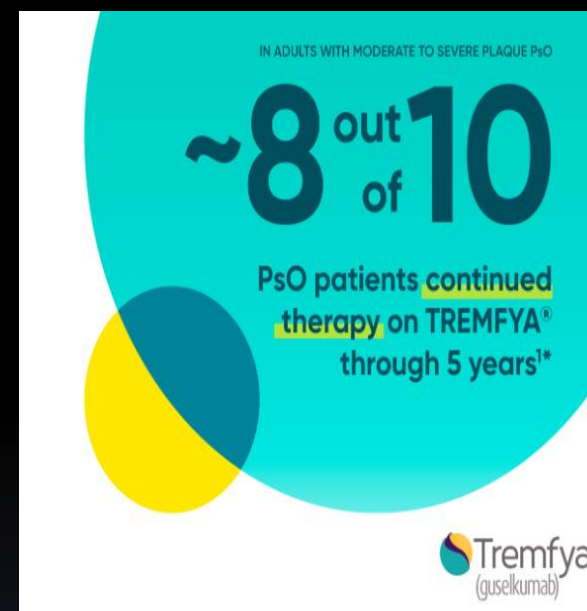
Share of Emails*



^Other Biologics – Skyrizi, Ilumya, and Stelara

*Values <4% not shown

Sample Emails





Get in touch

robert.faria@zoomrx.com