

ABCC CSP Homepage Redesign

2019



Homepage Purpose

Service, Content, Brand

The ABCC Homepage has 3 Main Purposes: Service, Content, Brand



PURPOSE

1 PROVIDES SERVICE

- **Functions as the access portal to the ordering platform**
- **Augments the customer communication pipeline.** Serves as an expedient messaging tool for announcements (delivery delays, holiday schedules, system/inventory events, training)

2 DELIVERS CONTENT

- **Elevates high-value content.** Aligns with customer and business priorities to enhance overall ecommerce experience
- **Creates a connection to a full-line hub of information.** Supports solutions, compliance, education, advocacy, and product and distribution needs

3 PROMOTES BRAND

- **Extends the corporate brand.** Promotes key AmerisourceBergen events and programs (ThoughtSpot, Good Neighbor Pharmacy, Elevate); reflects the branded 'look & feel'
- **Showcases business interests.** Features customer testimonials, paid ads, feedback surveys

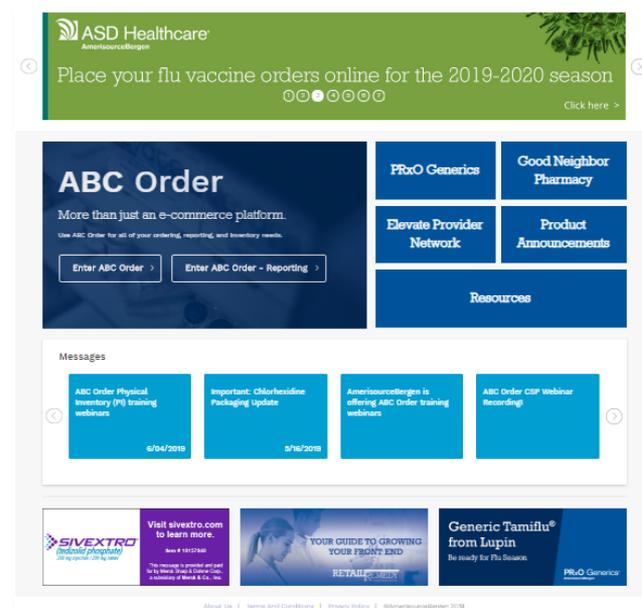
Homepage Engagement

1/1/19 - 6/4/19

Content Engagement on the Homepage

ABCC Homepage Content Engagement (1.1.19-6.4.19)

Top Events	Total Events	Unique Events	% of Total Events (All)
Top Carousel Banners	6,707	6,344	15%
ASD Flu Orders	2,455	2,330	6%
ThoughtSpot	2,103	1,961	5%
We are GNP	541	511	1%
Independent Voice	515	504	1%
Pharmacy Ownership	303	282	1%
Programs/Resources/Announce	30,571	26,590	70%
Good Neighbor Pharmacy	13,343	11,113	31%
Product Announcements	7,529	7,004	17%
Resources	7,118	6,187	16%
Elevate Provider Network	2,033	1,789	5%
PRxO Generics	548	497	1%
Message Center	3,555	3,313	8%
Action Required! Report Builder	606	561	1%
New Branded Catalog w/Cost Savings	369	341	1%
ABC Order Training Webinars	360	323	1%
MIR3 Self-Registration Portal	342	315	1%
ABCO Reporting Webinar Recording	212	198	0%
Bottom Banners	2,715	2,674	6%
Branded Rx First-to-Shelf*	1,884	1,883	4%
PRxO Generics Tamiflu	159	159	0%
Retail Remedy Program	158	152	0%
Survey Monkey Survey	87	84	0%
PRxO Generics Levothyroxine Avail.	69	67	0%



- Customers leverage the homepage to connect to a hub of program and product information
- 70% of the total customer engagement with content initiates with clicks on the homepage Super Buttons, with the GNP program generating almost one third of the engagement
- Engagement levels can be impacted by the content's location and/or duration on the homepage

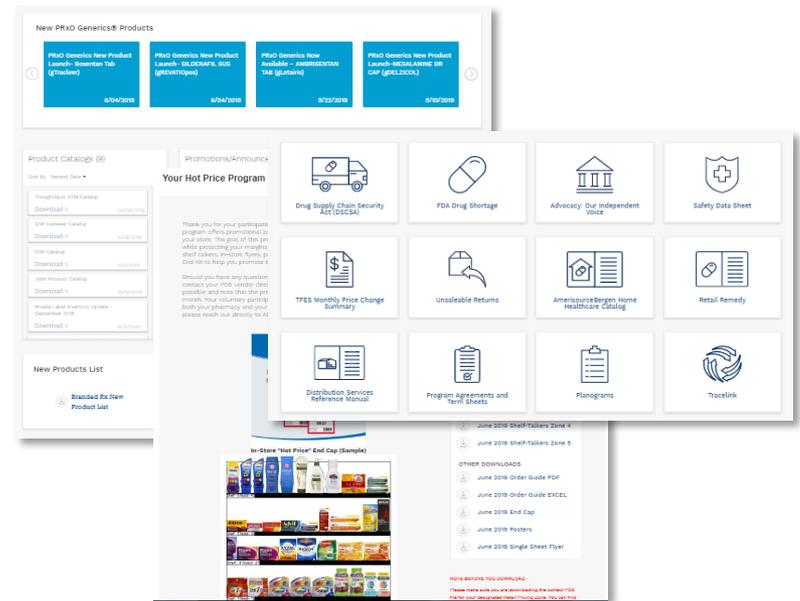
Landing Page Engagement

1/1/19 – 6/4/19

Content Engagement on the Landing Pages

ABCC Landing Page Content Engagement (1.1.19-6.4.19)

Top Events	Total Events	Unique Events	% of Total Events (All)
Good Neighbor Pharmacy Page	13,343	11,113	44%
Planogram Page Downloads	7,213	6,134	24%
GNP Super Buttons	4,072	3,166	13%
GNP External Links	1,320	1,154	4%
Front-end Marketing Programs	708	631	2%
GNP Autoship Program Downloads	30	28	0%
Product Announcements Page	7,529	7,004	25%
Recall Downloads	5,328	4,950	17%
Product Catalog Downloads	958	879	3%
New Product List Downloads	546	520	2%
New PRxO Generics Product Carousel	375	360	1%
Promotions/Announcements	322	295	1%
Resources Page	7,118	6,187	23%
ABC Home Healthcare Catalog	2,499	2,107	8%
Unsaleable Returns	1,042	936	3%
Retail Remedy Catalog	922	845	3%
Safety Data Sheets	525	411	2%
Distribution Services Reference Man.	455	420	1%
Elevate Provider Network Page	2,033	1,789	7%
External Links	1,047	880	3%
EPN Announcements	324	301	1%
Elevate Advanced Features	277	258	1%
CMS Star Ratings	241	216	1%
EPN Enrollment Materials	144	134	0%
PRxO Generics Page	548	497	2%
First-to-Shelf Carousel	333	304	1%
Super Buttons	92	81	0%
Bottom Banners	41	37	0%
Announcements	30	25	0%
News and Notes	18	17	0%



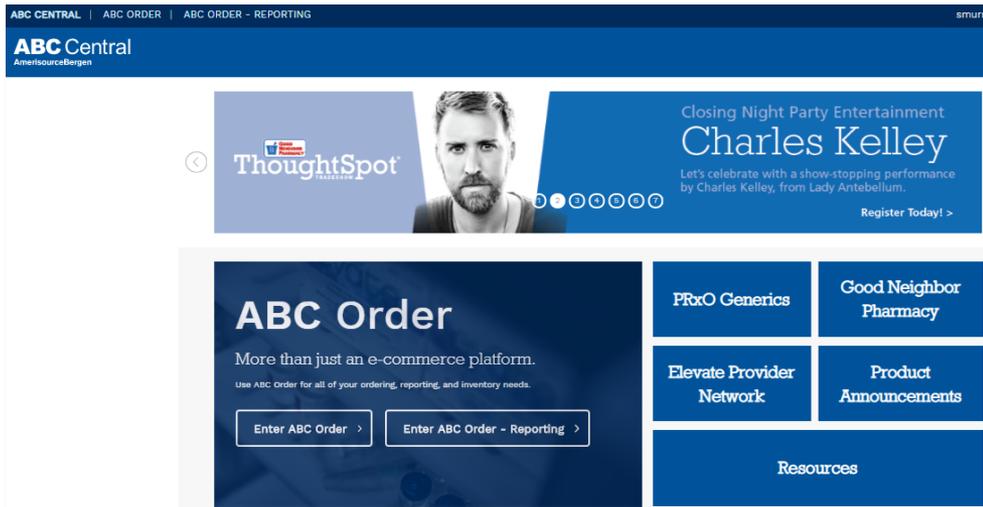
- The top-engaged page, GNP, generates 44% of the total engagement activity across the landing pages, followed by the Product Announcements and Resources pages which generate 25% and 23%, respectively
- Planograms, recalls, and the HHC catalog generate some of the highest engagement levels on the landing pages and are candidates for increased elevation
- Despite prime placement on the homepage, the Elevate Provider Network and PRxO Generics pages remain some of the least-engaged content

Button & Global Nav Link Engagement (Access from ABCC)

4/3/19 – 6/3/19

Access Engagement from ABC Central

Access Point from ABC Central (to ABC Ordering/Reporting App)	Total Events (4/3-5/3/19)	% of Total Events	Total Events (5/4-6/4/19)	% of Total Events	MOM Chg (%)
ABC Order Button	610,334	84.5%	583,272	83.1%	-4.4%
ABC Order Reporting Button	4,681	0.6%	4,470	0.6%	-4.5%
ABC Order Global Nav Link	104,362	14.4%	110,277	15.7%	5.7%
ABC Order Reporting Global Nav Link	3,251	0.4%	3,645	0.5%	12.1%
	722,628	100.0%	701,664	100.0%	



- To access ABC Order and ABC Order Reporting from ABC Central, customers engage with the button 84% of the time and with the global link 16% of the time. This split isn't unexpected as customers have been trained to follow this access path
- MOM engagement with the global nav links increased by 6% for ABC Order and 12% for ABC Order Reporting. A concomitant decrease of 4-5% was seen in button engagement by customers. This MOM change appears to be customer-driven



AmerisourceBergen®

Where knowledge,
reach and partnership
shape healthcare delivery.