

**Teva on a  
mission to optimize  
audience experience  
based upon  
data & insights**

**teva**



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**multiminds**  
now you know

# About Teva

Teva Pharmaceuticals develops and produces high quality and affordable medicines, as well as innovative, specialty pharmaceuticals and active pharmaceutical ingredients.

The company was established in 1901 and they have been building a strong global footprint ever since. Teva has a clear human focus and is committed to enabling as many people as possible to live better, healthier lives, whilst ensuring the highest standards of compliance and business integrity in all their activities.

The company’s headquarters can be found in Israel and, meanwhile, Teva operates in 60 countries. With a portfolio of more than 3,500 medicines, their annual production amounts to around 120 billion tablets and capsules a year across 70 manufacturing facilities.

Approximately 43,000 employees worldwide are dedicated to their mission.

## Situation sketch

Teva had a very fragmented external digital landscape. The range of technical and other skills required to perform analytics in a consistent manner were basically lacking.

Samuel Driessen, responsible for External Digital Channels at Teva Pharmaceuticals explains: “The way we measured our external digital channels was inconsistent. Some regions actively measured their external channels and based decisions on the collected data. Even so, they used different criteria to make their decisions. Other regions had no analytics approach in place at all.”

## Challenges

Teva is on a mission to unify, simplify and professionalize the way they measure their external corporate channels.

In an international environment, the scale involved in creating and implementing a single strategy or approach is tremendous. All regions, and a diverse range of cultures and people are affected.

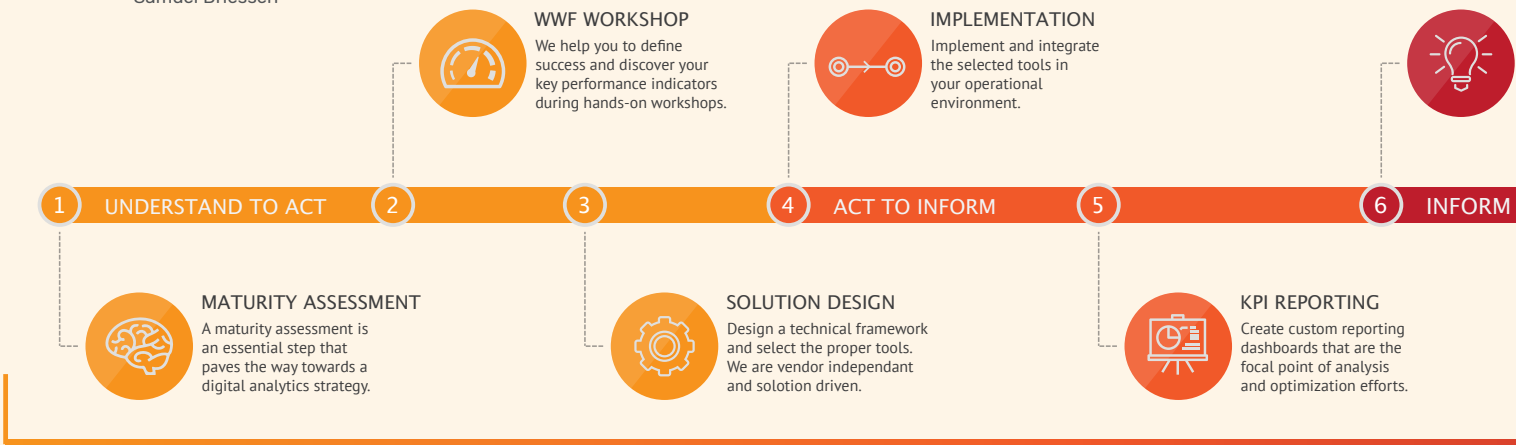
In order to implement a digital analytics strategy, everyone needs to be aware of the importance of a data-driven mindset, and how this benefits the company’s growth.

When it came to analytics, the level of knowledge among the people and teams concerned was very varied. The comprehension and use of data in decision-making was generally low.

The outcome of an effective approach should provide insights on how to strengthen the Teva brand.



Samuel Driessen



LEARN TO GROW

# Solution



“Teva’s first step was to launch a large digital transformation program”, says Samuel Driessen. “This is aligned with the new global brand, the Teva story, the global content management system and the unified analytics approach. We selected MultiMinds to help us get the analytics job done. MultiMinds has specific and unmatched technical skills, together with the ability to roll out strategies and dashboards worldwide across the Teva organization without ignoring the needs in local markets.”

## 1. Understand to Act

MultiMinds developed a unique Digital Analytics Maturity Assessment, created to perform a gap analysis between Teva’s current situation and TO BE objectives. The scores provide an overview of Teva’s maturity AS IS and form the basis for a roadmap to reach the TO BE objectives.

The first action defined in the roadmap was to clearly define the Key Performance Indicators per channel. MultiMinds used their WWF framework (Why – What – Figures) during a series of KPI workshops together with Teva to improve and simplify the selection of KPIs and metrics for the different digital touchpoints.

## 2. Act to Inform

From an operational perspective, MultiMinds provided Technical Support in the implementation of Google Tag Manager & Google Analytics

MultiMinds developed the KPI dashboard platform – using Google Data Studio – giving structure and making sense of masses of data in visual and flexible dashboards. Data was integrated from Google Analytics and all social channels

## 3. Inform to Optimize

Ongoing analysis of the data is conducted by MultiMinds, and the insights are shared with Teva on a monthly basis. Each month, a minimum of 3 optimization activities are defined and plotted in our optimization framework.

This accumulation of activities is discussed every 3 months, during optimization workshops per channel. The use of a clear optimization framework helps us to focus on what matters and to pinpoint at least 3 optimization activities to apply in the following weeks. This makes Teva agile, flexible, smarter and empowered in their decision-making.

## 4. Learn to Grow

Together with Teva, MultiMinds outlined a customized training program to create a data-driven culture, to structure and publish content efficiently and to interpret information provided. The classroom and webinar trainings covered different topics:

- The whys and hows of Analytics – the bigger picture
- How to read KPI dashboards
- Advanced use of Google Analytics
- Etcetera

In addition to training sessions, MultiMinds also outlined an Analytics Toolbox, including a series of Playbooks and Reference Cards, as a first-line resource in both technical and business guidelines for the various stakeholders.



### ACTIONABLE INSIGHTS

Discover actionable insights and make data driven decisions. We help you to engineer success.

### TO OPTIMIZE

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#### OPTIMIZATION

By optimizing your conversion rate we increase your return on investment.

## Results

Thanks to the Business Solution design, Teva has achieved universal agreement on the measurement plan in place for all external corporate digital channels. MultiMinds has brought unification in the diversity of data and metrics from different channels. This unification now facilitates internal benchmarking between channels and regions.

Today, results are less susceptible to personal interpretation, more fact-based and therefore more meaningful, making the data more valuable. The visual and focused dashboards have helped to accomplish this, and local teams are now able to deduce actionable insights from their data. In this way, the shift from data-driven to insight-driven activity is ongoing.

“The quarterly optimization workshops per channel encourage the Teva team to take action”, says Samuel Driessen. “Within a period of 12 months - from the start of the project - Teva applied its first optimization activities based upon insights, and achieved proven success in boosting the company’s brand awareness, brand experience and brand recognition. For a large international company, with a history of offline focus, this is a major accomplishment.”

With a growing maturity among all stakeholders thanks to the training program, the focus will be more and more on optimization of the audience experience based upon data and insights.

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