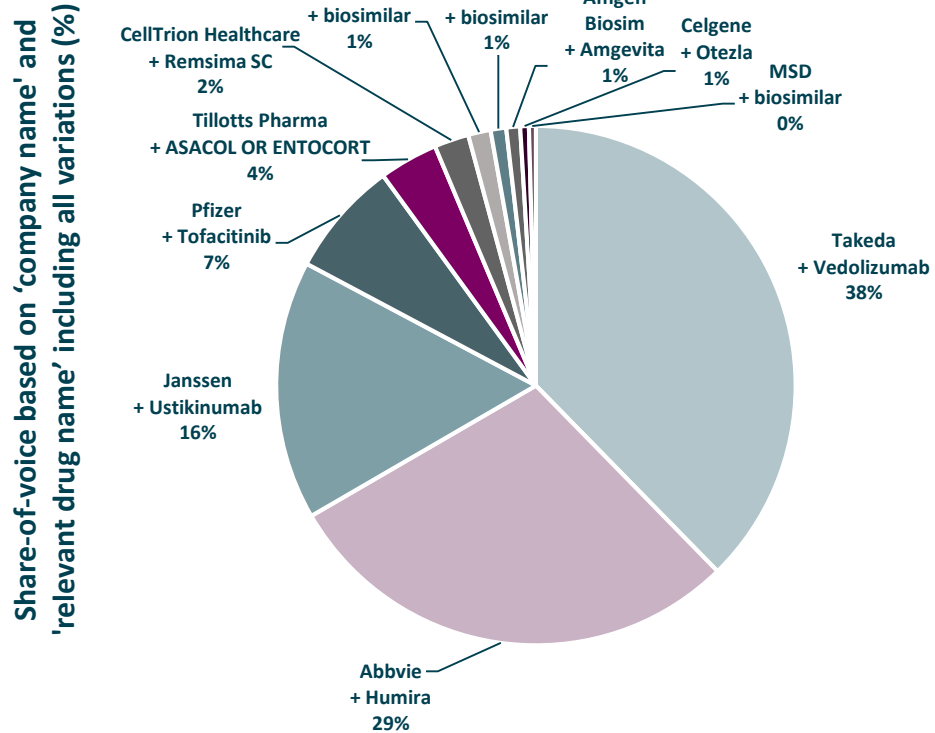


# How do you know you've made an *online impact*?

Share-of-voice is a useful measure

We've done an analysis of online share-of-voice for pharma companies during ECCO 2019; this example shows who is standing out in the 'noisy' congress environment



A deeper analysis of these online sources can identify trending topics and *the top news story*

<https://www.businesswire.com/news/home/20190309005005/en>

**Vedolizumab (Entyvio®) Achieves Superior Rates of Clinical Remission vs. Adalimumab (Humira®) in First Ever Head-to-Head Biologic Clinical Study in Ulcerative Colitis**

*Vedolizumab superior to adalimumab in achieving clinical remission and mucosal healing at week 52 in patients with moderately to severely active ulcerative colitis*

March 09, 2019 03:50 AM Eastern Standard Time

