

TOP 10 ONLINE BRANDS, JAN-JUNE 2014

Brands ranked by frequency of ad occurrences

Rank 2014	Brand/Manufacturer	% of all occurrences
1	Invokana (Janssen)	4.1%
2	Sovaldi (Gilead)	2.2%
3	Enbrel (Amgen)	1.6%
4	Belviq (Arena)	1.5%
5	Tecfidera (Biogen Idec)	1.3%
6	Xarelto (Janssen)	1.2%
7	Forteo (Eli Lilly)	1.1%
8	Xgeva (Amgen)	1.0%
9	Latuda (Sunovion)	1.0%
10	Brilinta (AstraZeneca)	0.9%

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TOP 10 ONLINE BRANDS, JAN-JUNE 2014

Brands ranked by quantity of sites used

Rank 2014	Brand/Manufacturer	# of sites used
1	Invokana (Janssen)	59
2	Xarelto (Janssen)	42
3	Belviq (Arena)	40
4	Enbrel (Amgen)	37
5	Brintellix (Takeda)	27
6	Breo Ellipta (GlaxoSmithKline)	27
7	Symbicort (AstraZeneca)	27
8	Sovaldi (Gilead)	24
9	Velcade (Millennium/Takeda)	24
10	Welchol (Daiichi Sankyo)	24

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