Digital maturity of the top 100 pharma companies | 2026

Benchmark of the visible digital ecosystem

- corporate brand websites only
- customer-facing communication layer
- corporate homepage and primary navigation
- product websites not included

Contents

Research segment and scope

This benchmark focuses on the visible digital ecosystem of the top 100 pharma companies.

The research examines **the customer-facing corporate communication layer**:

- Main global or corporate brand website
- Homepage
- Primary navigation
- Visible audience routes that shape how the company presents itself to patients, healthcare professionals, partners, investors, talent, and the broader public.

We reviewed **the top layer of the ecosystem** — not the full product web estate. The following were excluded unless they functioned as the primary corporate entry point:

- individual product websites,
- campaign microsites,
- standalone disease brands,
- gated HCP-only environments,
- deep-login service systems

The objective was **to assess how industry leaders structure their open, visible digital layer** - i.e. the part of the ecosystem that creates first impressions, directs stakeholders, and carries the core communication architecture of the brand.

Executive summary

The pharmaceutical industry is actively leveraging digital solutions. In an environment defined by high complexity - **spanning multiple brands, regions, languages, and regulatory requirements** - digital ecosystems play a critical role in enabling coordination and control.

These complex ecosystems **aim to function as integrated platforms** that unify multi-stakeholder interactions, support multi-brand portfolios, and facilitate localization across markets.

The analysis provides a structured view of how widely these platform characteristics are adopted and highlights the role of digital ecosystems as a foundation for managing complexity in the pharmaceutical industry.

To better understand the maturity and adoption of such platform-based approaches within the pharma sector, this benchmark report evaluates four key criteria:

1. **Multi-brand & multi-service capabilities** – the ability to manage multiple products and service offerings within a unified framework.
2. **Multi-region support** – effectiveness in addressing geographic diversity, including localization and compliance.
3. **Content strategies** – sophistication in content creation, management, and distribution across channels and audiences.
4. **Digital services & processes** – the extent to which digitally mature, omnichannel platforms enable and optimize operational workflows and stakeholder engagement.

Starting hypotheses

Global architecture hypothesis - multiple stakeholders

Digitally mature pharma leaders structure their websites as **multi-stakeholder (multi-brand & multi-service) ecosystems**, with distinct communication routes for different stakeholder groups and brands rather than a single undifferentiated corporate layer.

Global architecture hypothesis - multiple regions

Global pharma leaders rely on **multi-region** digital architecture, using country, language, and market-level routing to support localization, compliance, and regional communication scenarios.

Digital services hypothesis

Patient-facing and **healthcare professional-facing services** require highly sophisticated digitally mature omnichannel platforms, as the visible web layer acts as an interface to connect users with each other and get updates on support, trial discovery, medical information, and care-related resources.

Content strategy hypothesis

Educational and disease-oriented content acts as a primary communication layer, helping brands build authority, explain therapeutic areas, and guide users before they ever reach a product-level interaction.

Hypothesis validation

Stakeholder hypothesis | supported

★★★★☆

The visible layer is structured around audience routing. Mature pharma ecosystems design clear entry points for stakeholder groups rather than relying on one generic corporate path.

Global architecture hypothesis | strongly supported

★★★★★

Global-to-local routing is a recurring leader pattern, but multilingual execution remains uneven across the wider visible ecosystem.

Digital services hypothesis | partially supported

★★★☆☆

Service access is visible, but often attached to the communication layer rather than fully integrated across audiences, markets, and platform flows.

Content strategy hypothesis | strongly supported

★★★★★

Science, education, safety, and therapeutic-context content act as the primary trust-building layer of the visible ecosystem.

Visible ecosystem audit: multiple stakeholder architecture

The visible layer of leading pharmaceutical companies' digital landscapes is extensive, going beyond single-audience websites and targeting a wide range of stakeholders.

- Patients / caregivers are frequently visible
- HCP / medical information routes recur across leader sites
- Investor and career routes are widely visible across the leader tier
- Partnering and clinical trials are recurring science / business routes
- Payer / public policy content is usually secondary, not first-level navigation

Across the visible layer of their digital platforms, leading pharmaceutical companies repeatedly segment access around patients and caregivers, healthcare professionals, investors, careers, partnering, media, and clinical trials. This suggests that **visible maturity is expressed through audience routing**, not just corporate messaging.

Patient support, medical information, access resources, investigator information, and **scientific contact routes** are often exposed as **visible entry points** rather than hidden support utilities.

Payer and public-affairs communication is present, but it usually **appears as a secondary layer** rather than a primary audience route.

Visible ecosystem audit: regional and content architecture

The visible layer is shaped less by product promotion and more by regional orchestration, science storytelling, and educational authority.

- Disease / therapeutic area content is more visible than product-first navigation
- Science / innovation / clinical trial content is central to Authority-building
- Country and region switching is common across global leaders
- Global and local communication layers are often separated structurally

Across the visible layer of their digital platforms, leading pharmaceutical companies **rarely organize the top layer as a simple product directory**. Instead, they place emphasis on science, therapeutic context, disease education, patient resources, innovation, clinical trials, safety, transparency, and corporate trust signals.

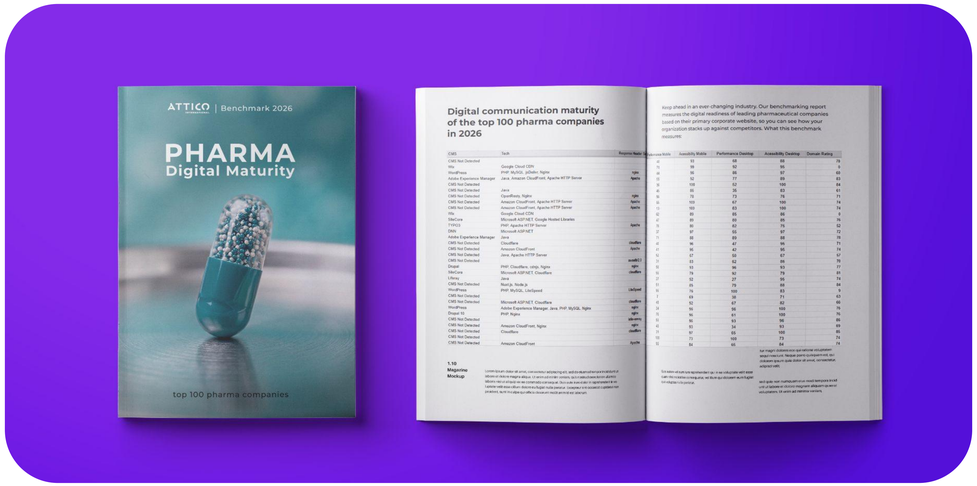
A second recurring pattern is **global market orchestration**:

- country selectors,
- region gateways,
- local market switching,
- global-to-local routing recur across the leader tier.

Together, these patterns explain why this benchmark report quantifies discoverability, accessibility, multilingual execution, and platform coherence rather than evaluating product promotion alone.

What this benchmark measures

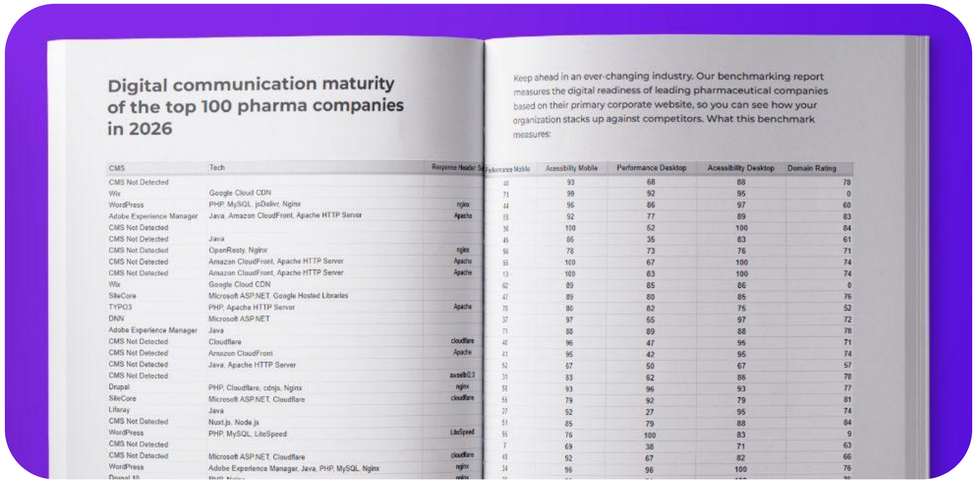
We assess visible layer maturity across four dimensions: discoverability, experience & access, global orchestration, and platform coherence.



- Homepage organic traffic (monthly)
- Organic keyword footprint
- Structured data detectability
- Page speed (desktop vs mobile)
- Accessibility (desktop vs mobile)
- Server / infrastructure headers
- Domain Rating
- SEO score
- AI visibility
- Hreflang errors
- CMS / platform signals
- Multilingual readiness

Data coverage

Not every site returned every metric (tooling / crawl limitations, “no data”)*



Digital communication maturity of the top 100 pharma companies in 2026

Keep ahead in an ever-changing industry. Our benchmarking report measures the digital readiness of leading pharmaceutical companies based on their primary corporate website, so you can see how your organization stacks up against competitors. What this benchmark measures:

CMS	Tech	Response Header Se	Performance Mobile	Accessibility Mobile	Performance Desktop	Accessibility Desktop	Domain Rating
CMS Not Detected			48	93	68	88	78
Wix	Google Cloud CDN		71	99	92	95	0
WordPress	PHP, MySQL, jsDelivr, Nginx	nginx	44	96	86	97	60
Adobe Experience Manager	Java, Amazon CloudFront, Apache HTTP Server	Apache	55	92	77	89	83
CMS Not Detected			36	100	52	100	84
CMS Not Detected	Java		45	86	35	83	61
CMS Not Detected	OpenResty, Nginx	nginx	56	78	73	76	71
CMS Not Detected	Amazon CloudFront, Apache HTTP Server	Apache	66	100	67	100	74
CMS Not Detected	Amazon CloudFront, Apache HTTP Server	Apache	13	100	63	100	74
Wix	Google Cloud CDN		62	89	85	86	0
SiteCore	Microsoft ASP.NET, Google Hosted Libraries		47	89	80	85	76
TYPO3	PHP, Apache HTTP Server	Apache	78	80	82	76	52
DNN	Microsoft ASP.NET		37	97	55	97	72
Adobe Experience Manager	Java		71	88	89	88	78
CMS Not Detected	Cloudflare	cloudflare	48	96	47	95	71
CMS Not Detected	Amazon CloudFront	Apache	41	95	42	95	74
CMS Not Detected	Java, Apache HTTP Server		52	57	50	67	57
CMS Not Detected		awselb/2.0	31	83	62	86	70
Drupal	PHP, Cloudflare, cdnjs, Nginx	nginx	58	93	96	93	77
SiteCore	Microsoft ASP.NET, Cloudflare	cloudflare	55	79	92	79	81
Liferay	Java		27	92	27	95	74
CMS Not Detected	Nuxt.js, Node.js		51	85	79	88	84
WordPress	PHP, MySQL, LiteSpeed	LiteSpeed	55	76	100	83	9
CMS Not Detected			7	69	38	71	63
CMS Not Detected	Microsoft ASP.NET, Cloudflare	cloudflare	41	92	67	82	66
WordPress	Adobe Experience Manager, Java, PHP, MySQL, Nginx	nginx	34	96	96	100	76
Drupal 10		nginx					

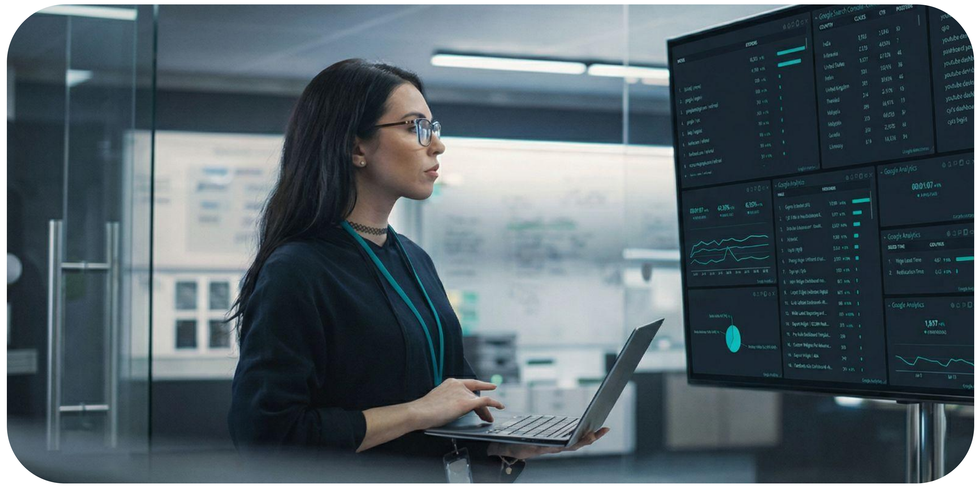
Measured (numeric values available)

- SEO: **87%**
- Homepage organic traffic: **100%**
- Mobile performance: **95%**
- Desktop performance: **94%**
- Mobile accessibility: **95%**
- Desktop accessibility: **94%**
- Structured data status: **86%**
- Multilingual status measurable: **86%**

*From slide 09 onward, all percentages are calculated only within successfully measured values for that metric.

Benchmark highlights

Leaders combine strong domain authority and discoverability, but execution remains uneven across technical implementation, multilingual and multiregional realization and performance scores.



Top 10 sites capture
57.3% of organic traffic among pharma leaders

Median organic traffic
15,440/month

Median domain rating
73

AI visibility = High
46.7%

Mobile speed < 50
48.8%

Clean multilingual implementation
20.5%

Platform mix	Open-source **40.0%**	Closed **23.3%**	Framework-based **25.6%**	Other **11.1%**
CMS landscape	WordPress **22.2%**	Drupal **14.4%**	Adobe (AEM) **11.1%**	Sitecore **5.6%**

Infrastructure signals	Response header not exposed: **30.0%**			
Top server headers	Cloudflare **31.7%**	nginx **27.0%**	Apache **19.0%**	

The stack is operationally diverse, and not aligned around one clear architectural standard

What we found: The leader tier is split across open-source CMS, enterprise DXP, and framework-based or custom-built environments.

Most of the analyzed companies lack adherence to one recognizable architectural standard, with a technically diverse environment, different levels of transparency, operational maturity, and overall tech landscape complexity. At the infrastructure layer, a significant share of sites does not expose a server header, while the exposed layer is split across CDN, web server, and enterprise delivery patterns.

Why this matters: This suggests uneven governance, limited scalability potential, rising tech debt, and low readiness for evolution toward a unified platform model across the visible layer. At the infrastructure layer, the visible estate is equally heterogeneous.

SEO maturity

SEO ≥ 85
87.3%

Among sites with SEO ≥ 85 traffic < 1,000/month
18.8%

Organic demand distribution

0 visits **4.4%**	100–999 **10.0%**	10k+ **60.0%**
1–99 **5.6%**	1k–9.9k **20.0%**	

Median homepage organic traffic
15,440/month

Median SEO score
92

Top 10 sites capture: **57.3%** of total traffic among pharma leaders
Top 20 sites capture: **78.5%** of total traffic among pharma leaders

Demand is meaningful, but visibility is concentrated and technical SEO has become a baseline

What we found: SEO maturity is nearly universal, with 87.3% of sites scoring 85 or higher. However, high scores do not translate into traffic dominance, as organic traffic is highly concentrated among a few leaders: the top 10 sites capture 57.3% of total traffic, while the top 20 account for 78.5%.

Why this matters: Technical SEO is the baseline. With a median SEO score of 92 across the sample, the gap between winners and the rest isn't being decided by on-page fundamentals. Other factors are driving the concentration at the top, and that's where the real competitive question lies.

Domain rating	Median
	73

Median traffic / month	<50	50-69	70-79	80+
	71	**6,7**	**22,1**	**139,7**

Domain rating distribution	<50	70–79
	16.7%	**41.1%**
	50–69	80+
	22.2%	**20.0%**

AI visibility = high by domain rating	<50	70–79
	0%	**59.5**
	50–69	80+
	10.0%	**100.0%**

Traffic 10k+ by domain rating	<50	50–69	70–79	80+
	0%	**35.0%**	**78.4%**	**100.0%**

Domain authority is the clearest structural divider between weak, mid-tier, and leading digital players

What we found: Domain Rating (DR) does not behave like a secondary SEO detail. It acts as a primary structural divider between weak, mid-tier, and highly visible digital players. The jump from 71/month median traffic in the DR <50 group to nearly 140k/month in the DR 80+ group is too large to treat as incidental.

The same pattern appears in AI visibility: none of the DR <50 sites fall into the High-AI group, while all DR 80+ sites do.

Why this matters: The data suggests that without sufficient authority, other optimizations have limited ceiling — and that ceiling is becoming relevant across both search and AI channels.

AI visibility distribution

Low	Medium	High
22.2%	**31.1%**	**46.7%**

Among sites with SEO ≥ 85,
23.2% still fall into low AI visibility

Median traffic by AI visibility

Low: 316/month
Medium: 10,849/month
High: 68,391/month

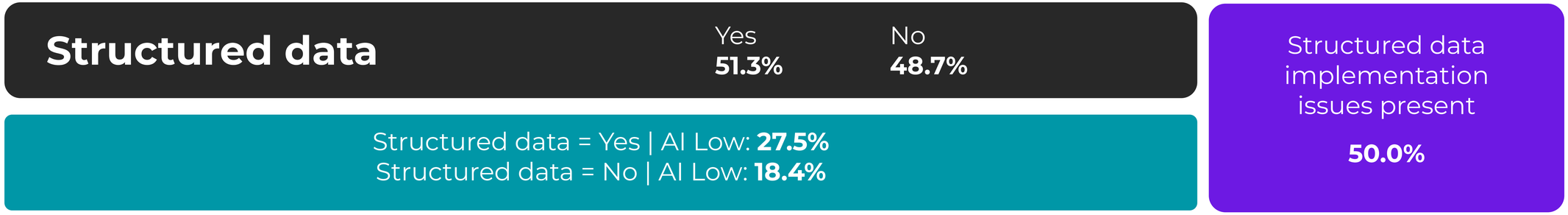
Traffic 10k+ by AI visibility

Low	Medium	High
10.0%	**53.6%**	**88.1%**

AI visibility separates leaders better than conventional SEO because discoverability now extends beyond the click

What we found: AI visibility is a stronger separator than the raw SEO score. The gap between 316/month median traffic in the Low-AI group and 68,391/month in the High-AI group indicates that digital leaders are not simply better optimized; they are more broadly visible, more retrievable, and more likely to surface in emerging answer-driven environments.

Why this matters: High AI visibility co-determines whether a site reaches meaningful organic scale at all. For the pharmaceutical industry, where content spans HCP resources, trial information, and patient support, that discoverability gap has direct business consequences.



Structured data supports discoverability, but implementation quality and consistency matter more than simple presence

What we found: Structured data is nearly split down the middle — 51.3% of sites implement it, 48.7% don't. But presence alone doesn't predict better outcomes. Sites with structured data actually show higher rates of Low AI visibility (27.5%) than those without (18.4%) — a counterintuitive pattern that points directly at implementation quality. Half of all sites with detected structured data also carry implementation issues, which likely explains the gap.

Why this matters: Errors in structured data, including not suitable types, may harm your website AI presence and organic rankings. The 50% issue rate suggests that for many sites, markup is present but not functioning as intended — creating a false signal of technical completeness. In a segment where AI discoverability increasingly depends on how reliably content can be parsed and interpreted, broken or inconsistent structured data is a critical issue.

	<50	50–89	≥90
Desktop speed	**17.6%**	**62.4%**	**20.0%**
Mobile speed	**48.8%**	**48.8%**	**2.3%**

Median desktop – mobile gap

20 points

Mobile slower than desktop: 85.7%

Gap >20 points
47.6%

Mobile remains the clearest execution gap, even among digitally visible organizations

What we found: Mobile performance is the clearest technical weakness in the sample. Fast mobile experiences remain rare, while underperformance versus desktop is systematic rather than occasional.

Why this matters: The mobile gap is not only a pharma niche problem. This gap is observed for many other niches and became normal in many segments, depending on the CMS or solution that are used at the websites. The more pointed finding is that only 2.3% of sites reach score of 90 or higher on mobile, compared to 20.0% on desktop, which means fast mobile performance remains genuinely rare even among digitally mature pharma organizations. High authority can partially offset a slow experience, but it doesn't close the gap.

Multilingual readiness

Yes **33.3%**

No **66.7%**

AI Visibility = Low among multilingual sites: **38.5%**
AI Visibility = Low among non-multilingual sites: **15.4%**

Hreflang errors present

38.5%

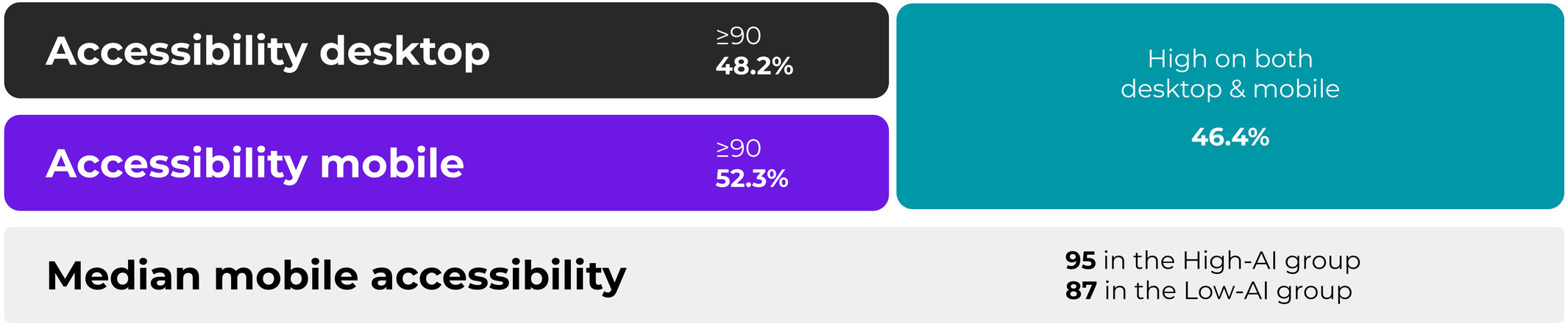
Clean multilingual implementation

within multilingual sites **61.5%**
among measurable multilingual cases **20.5%**

Language access remains limited, and multilingual rollout often looks more like execution debt rather than digital readiness for scalability

What we found: Despite the global scale of top layer pharmaceutical companies, two-thirds of their sites remain monolingual, and among those that have gone multilingual, execution is frequently incomplete. Only 61.5% of multilingual sites show a clean implementation, and hreflang errors are present in 38.5% of cases.

Why this matters: The AI visibility data adds a sharper edge to this finding. Multilingual sites in this sample are actually more likely to fall into the Low AI visibility group (38.5%) than non-multilingual ones (15.4%). Inconsistent hreflang, mismatched signals, and fragmented regional architecture appear to create more discoverability problems than they solve.



The leaders are not always faster, but they are more consistently accessible

What we found: Accessibility looks materially stronger than performance in this sample, but it still falls short of full maturity. Fewer than half of measured sites achieve 90+ across both desktop and mobile. At the same time, leaders are not necessarily faster, but they are more consistently accessible.

Why this matters: In a regulated, trust-sensitive sector, accessibility should be treated as part of communication quality — especially where users rely on scientific, safety, support, and stakeholder information across the visible ecosystem.

Overall research conclusion

This benchmark report does not evaluate performance of every digital asset pharma companies own; it measures the visible layer that shapes first impressions, discoverability, stakeholder direction, and trust.

At that level, leaders are not winning through SEO hygiene alone. They win through a stronger combination of authority, audience routing, educational content, regional orchestration and a more coherent platform foundation.

The wider segment, however, still shows **clear execution debt**:

- mobile performance remains weak,
- multilingual delivery is inconsistent,
- accessibility is uneven, and
- platform fragmentation limits standardization.

The implication is not simply that some websites underperform. It is that **many visible ecosystems have evolved as disconnected layers** rather than as one governed digital platform.

That is the next maturity step for pharmaceutical companies: not more pages, but a **unified platform approach** that connects **corporate sites, local markets, stakeholder services**, and **companion digital experiences** inside one scalable ecosystem.

Where does your platform stand?

www. attico.io/industries/healthcare

Get a benchmark assessment of your visible digital ecosystem.

We compare your KPIs, audience routing, and platform architecture against top pharma benchmark patterns, identify gaps in discoverability, multilingual governance, accessibility, mobile performance, and service integration, and show where a unified platform approach can improve trust, scalability, and stakeholder experience.