Digital maturity of the top 100 pharma companies | 2026

Benchmarking the visible digital ecosystem

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

Benchmark report snapshot

Top 10 sites

capture 57.3% of organic traffic among pharma leaders

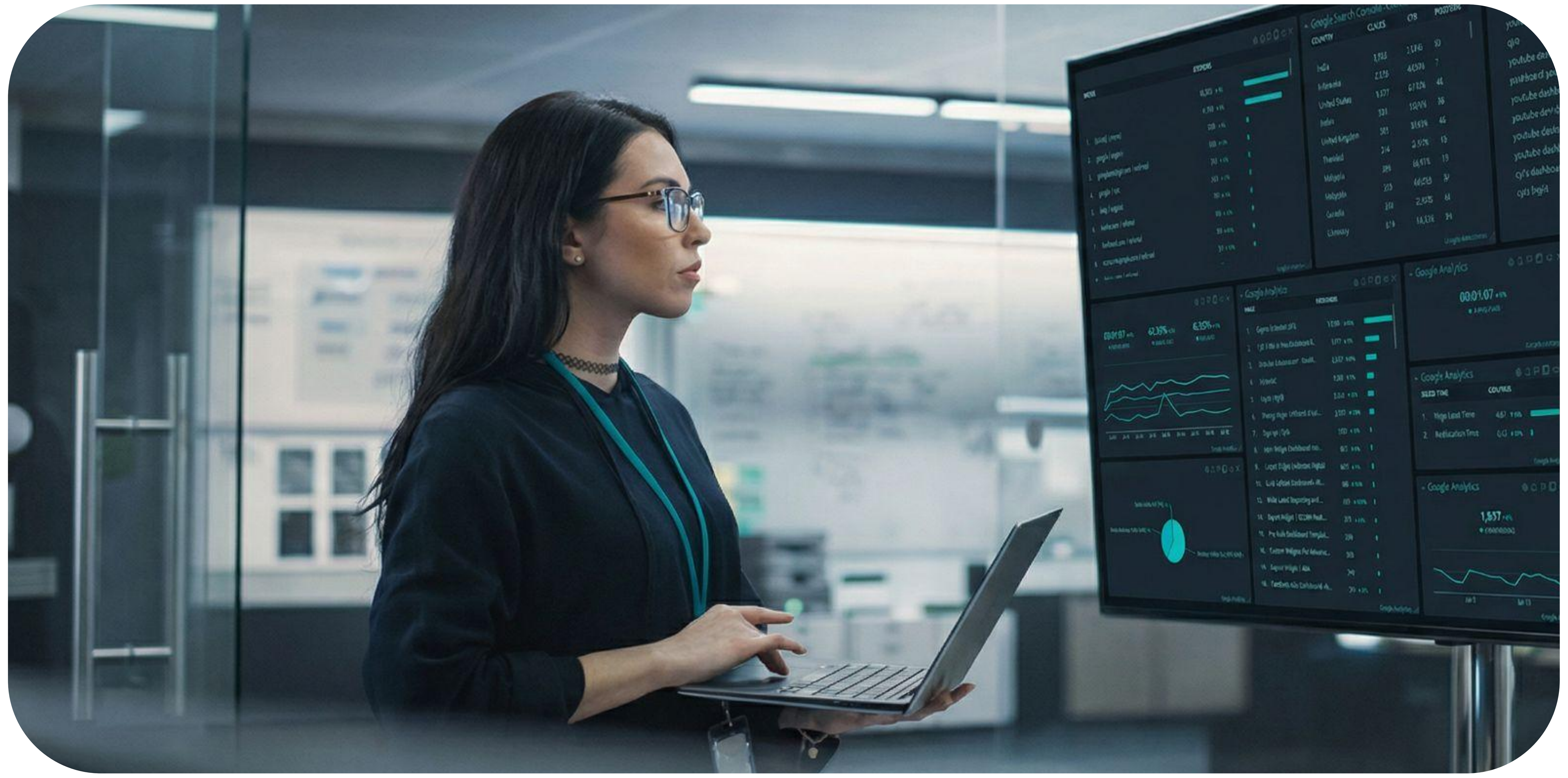
Median organic traffic
15,440/month

Median domain rating
73

AI visibility = High
46.7%

Mobile speed < 50
48.8%

Clean multilingual implementation
20.5%



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Methodology

Research purpose and evaluation criteria

The pharmaceutical industry is characterized by immense complexity, encompassing a diverse array of stakeholders, brands, regions, and languages within a strict regulatory framework.

This environment demands sophisticated, digitally mature omnichannel platforms that can unify multi-stakeholder interactions, support extensive brand portfolios, and streamline localization across global markets.

To assess maturity and adoption of these platform characteristics ascross the visible digital ecosystem of the top 100 pharmaceutical companies, this benchmark report **utilizes four primary criteria:**

Multi-brand & multi-service capabilities

the ability to manage multiple products and service offerings within a unified framework.

Multi-region support

effectiveness in addressing geographic diversity, including localization and compliance.

Content & user engagement strategies

capability in content creation, distribution and lifecycle management across channels and audiences for increased user adoption and engagement.

Digital services & processes

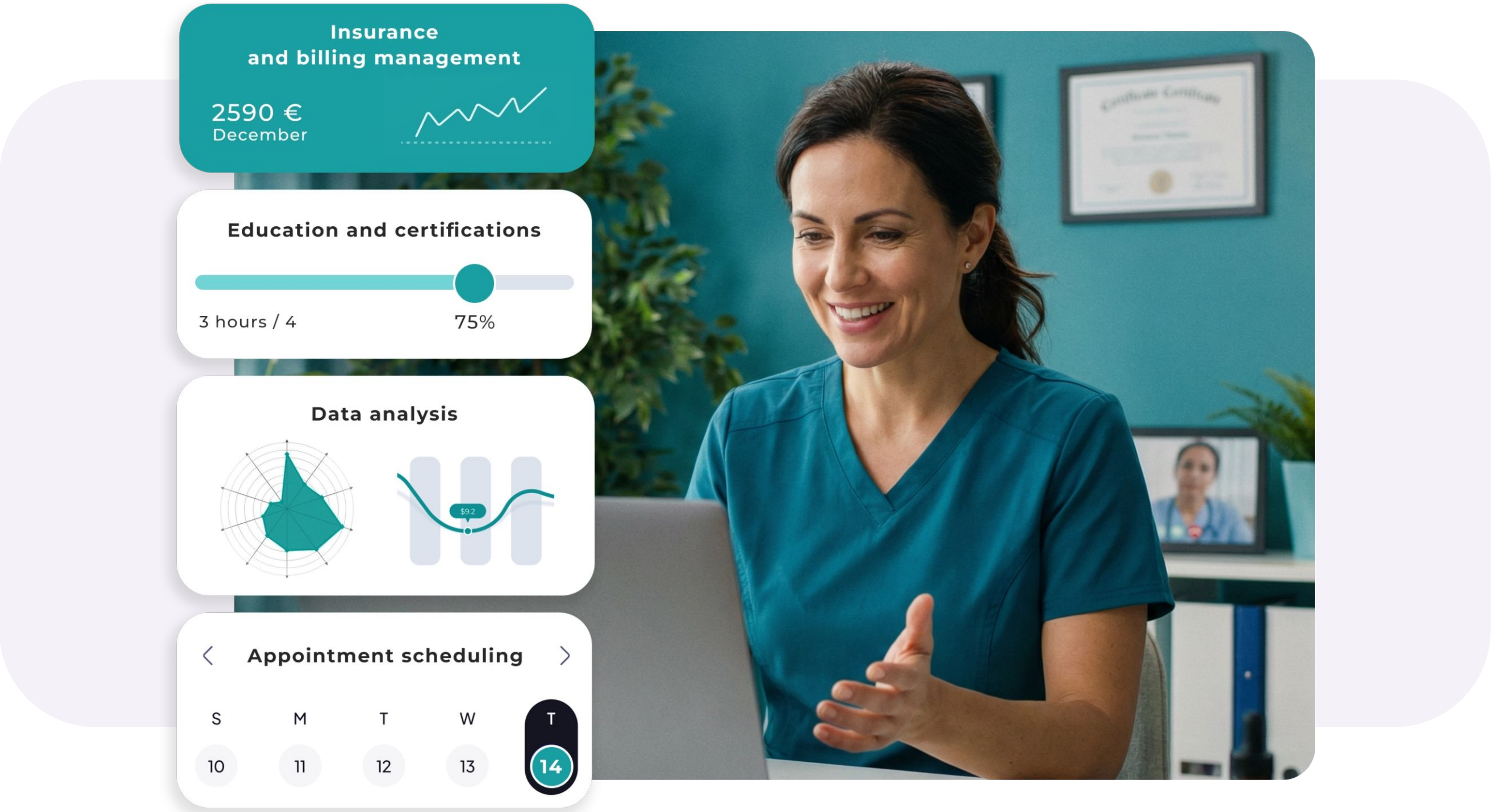
the extent to which digitally mature, omnichannel platforms enable and optimize operational workflows and stakeholder engagement.

Methodology

Research scope

This benchmark report evaluates performance of the *visible* digital ecosystem of the top 100 pharma companies.

The objective is to assess how industry leaders structure their **open, visible digital layer** — i.e. the part of the ecosystem that shapes first impressions, stakeholder direction, discoverability, and trust.



In our research, this visible, customer-facing corporate communication layer **includes**:

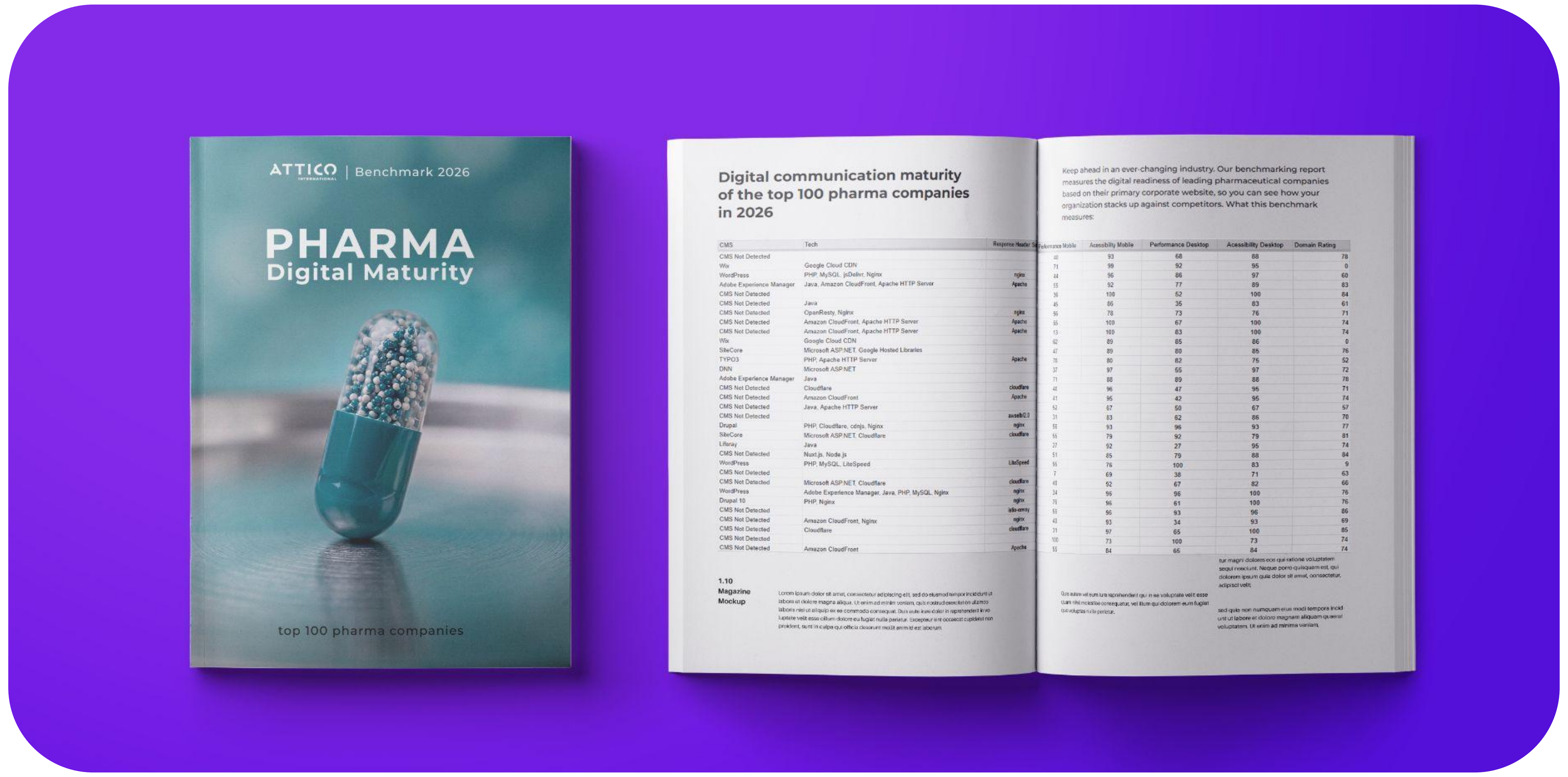
- Main global or corporate brand website
- Homepage
- Primary navigation
- Visible audience routes that shape how the company presents itself to patients, healthcare professionals, partners, investors, talent, and the broader public.

The following digital assets **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

Methodology

Evaluation metrics



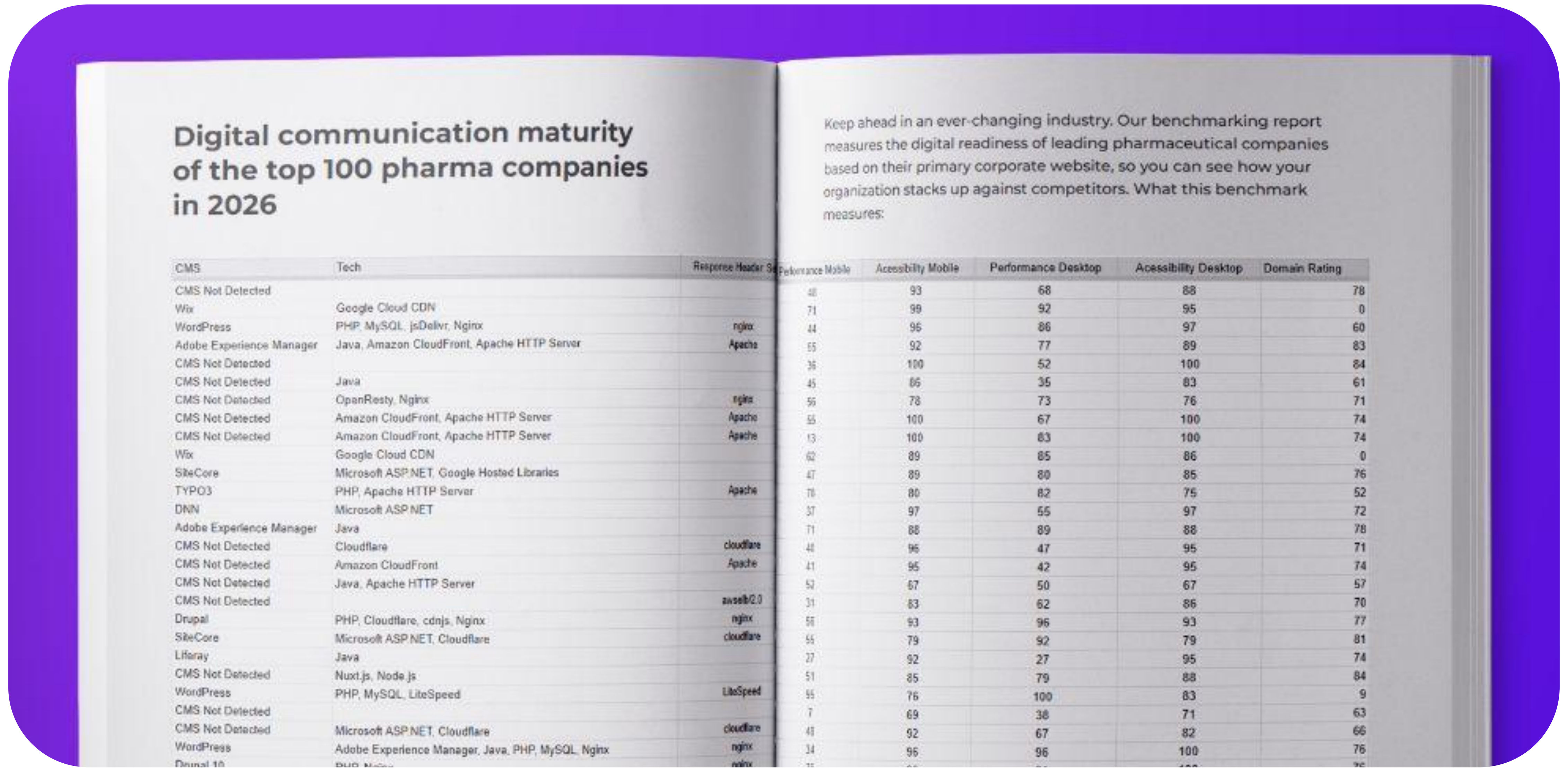
We assess visible layer maturity across the following dimensions:

- Audit of the visible ecosystem architecture
- Discoverability
- Experience and 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

Methodology

Research data coverage



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

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%**

*Onwards in the report, all percentages are calculated only within successfully measured values for that metric.

2 Findings

Findings

1. Audit of the visible ecosystem architecture: Multi-brand & multi-service capabilities

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.

2. Audit of the visible ecosystem architecture: Multi-region support

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.

Findings

3. Platform consistency analysis

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 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.

Findings

4. Organic demand & SEO maturity

SEO maturity	SEO ≥ 85 **87.3%**

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

Organic demand distribution

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

5. Domain authority & traffic

Domain rating	Median
	73

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

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

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

Findings

6. AI visibility & discoverability

AI visibility distribution	Low	Medium	High
	22.2%	**31.1%**	**46.7%**

Median traffic by AI visibility

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

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

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.

7. Structured data quality

Structured data	Yes	No
	51.3%	**48.7%**

Structured data = Yes | AI Low: **27.5%**
Structured data = No | AI Low: **18.4%**

Structured data implementation issues present

50.0%

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.

Findings

8. Performance analysis

	<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.

9. Multilingual readiness

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.

Findings

10. Accessibility consistency

Accessibility desktop ≥90 **48.2%**

Accessibility mobile ≥90 **52.3%**

High on both desktop & mobile **46.4%**

Median mobile accessibility
95 in the High-AI group
87 in the Low-AI group

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.

3 Conclusions

Conclusions

Performance summary by evaluation criteria

Top 100 pharmaceutical companies actively leverage digital solutions, with the visible web layer serving as an interface that addresses multi-stakeholder interactions, supports multi-brand portfolios, facilitates localization across markets.

This strategic foundation is further enhanced by high-quality content that builds authority and trust through educational and safety-focused narratives well before product interaction.

Multi-brand & multi-service capabilities

★★★★☆

The leading pharmaceutical companies organize their websites with distinct communication routes for different stakeholder groups, services and brands rather than a single undifferentiated corporate layer.

Digital services & processes

★★★☆☆

Access to services for patients and HCPs is visible, but is often attached to the communication layer rather than fully integrated across audiences, markets and omnichannel platform flows.

Multi-region support

★★★★☆

Global-to-local routing is a recurring pattern in global pharmaceutical leaders, who actively leverage country, language, and market-level segmentation to support localization, compliance, and regional communication scenarios. However, multilingual execution remains inconsistent across the visible parts of the ecosystem signaling challenges in adopting a coherent architecture.

Content & user engagement strategies

★★★★★

The researched companies demonstrated strong domain authority and discoverability, underpinned by trust-building content strategies (educational, safety, therapeutic-context content) that guide the user journey from the earliest stages of engagement.

Conclusions

Areas for improvement

Despite strong digital capabilities, execution remains inconsistent across technical implementation, multilingual and multiregional delivery, and core performance benchmarks.

A significant 'execution debt' is evident:

- Mobile performance lags
- Multilingual delivery remains fragmented
- Accessibility is uneven
- Platform is fragmented and lack adherence to recognizable architectural standard

The implication extends beyond mere website underperformance, uncovering **a more fundamental structural challenge**: many **visible ecosystems have evolved as a series of disconnected layers rather than as a single, governed digital platform.**

This represents **the next maturity milestone for pharmaceutical leaders** - a transition away from the simple proliferation of webpages toward **a unified platform approach.** This model integrates multiple brands, services, regions, and audiences, alongside diverse content and regulatory requirements, into a coherent, orchestrated omnichannel experience.

This transformation is a significant undertaking, requiring a **philosophy that prioritizes legacy harmonization and operational continuity.** The objective is not to "rip and replace" functioning assets, but to **build a modern, innovative environment in parallel with legacy systems.** By adopting this approach, organizations can ensure a **smooth migration of business logic to a high-performance stack without disrupting current operations.**

Where does your platform stand?

[www. attico.io/industries/healthcare](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.