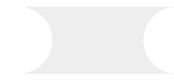




# GRIFOLS



## Diagnostic Solutions

Social Insights +  
Competitive Intelligence



Transfusion Medicine



## EXECUTIVE SUMMARY.

### Project Overview :

- The featured brands and the listed competitors were chosen based on an analysis of revenue, overall market share, the online share of voice and industry trends. We analyzed competitors' brands such as **Roche Diagnostics, Ortho Clinical Diagnostics, Quotient, Bio-Rad and Abbott.**
- Based on market insights, this report provides a series of **strategic recommendations** to better align the future of the brand's **digital and social strategy** with this market's needs.

### Channels Analysed:

Blogs, Forums,  
Reddit, Reviews,  
News, Twitter,  
YouTube, Facebook,  
Instagram, Tik Tok,  
LinkedIn.

### Data and Content Sources:

AI analytic platforms -  
Brandwatch,  
SemRush,  
Buzzsumo, Spark  
Toro, Google Trends,  
Facebook Library,  
Android and IOS  
apps.



# Methodology: Tools & Data Sources

2

**U.S. Market**

3

Timeframe Analysed:  
**July 2021 – July 2022**

4

Languages: **EN/ES**

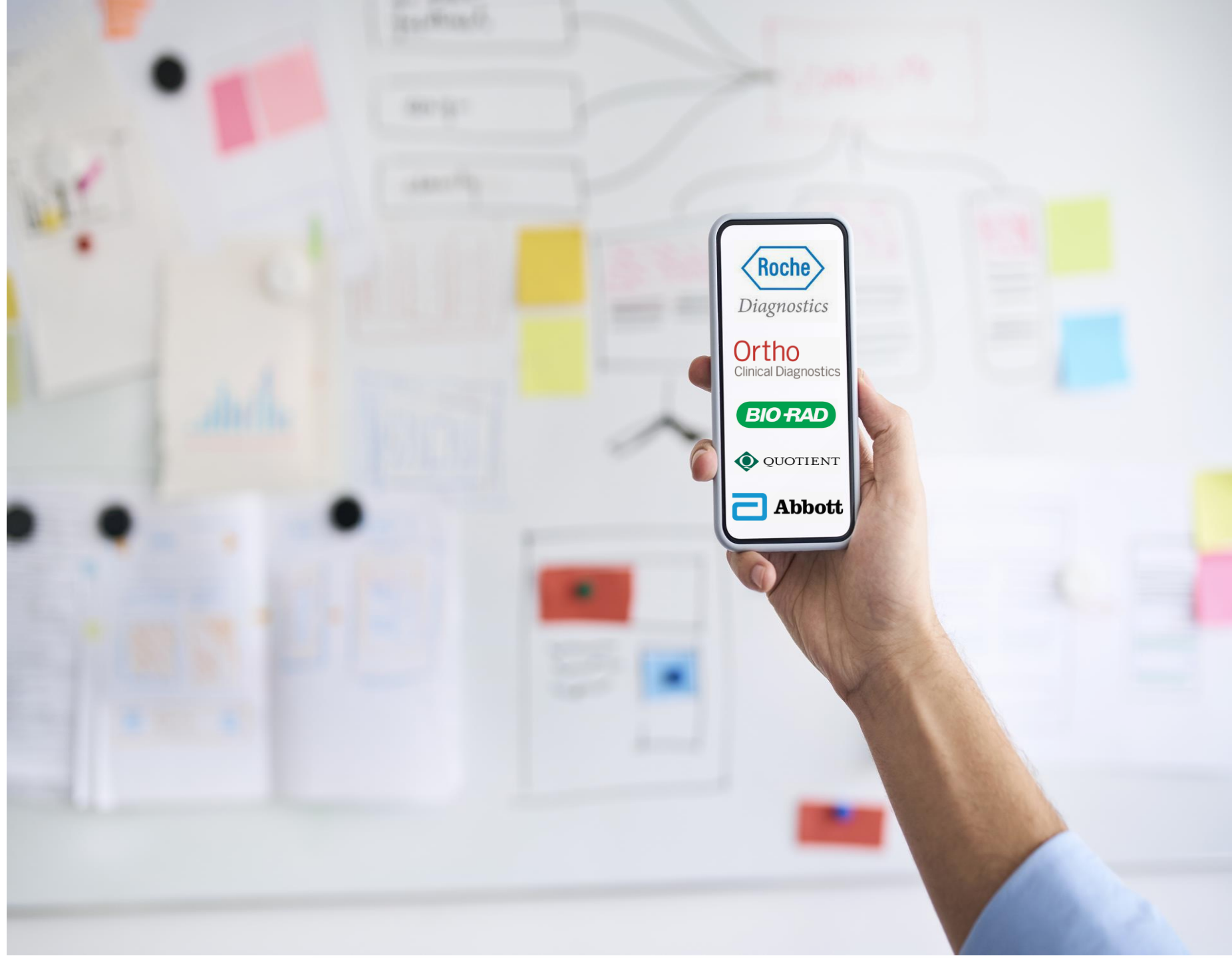
5

**AI queries set up - an example for Brand Analysis:** "grifols diagnostic" OR "grifols diagnostics OR #grifolsdiagnostics OR site:diagnostic.grifols.com.



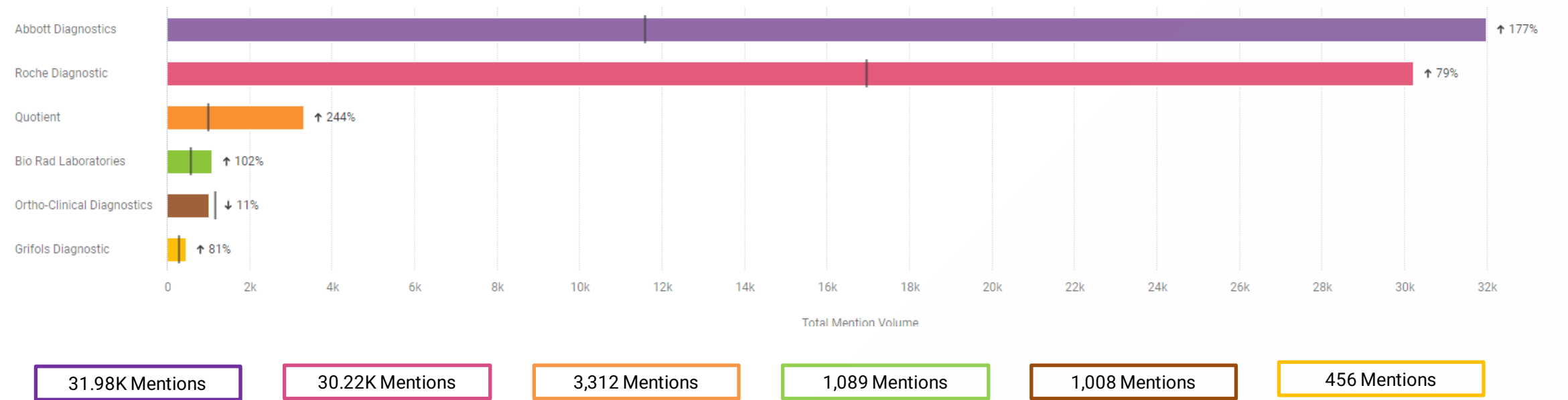
# BENCHMARK

Competitive Intelligence



This chart shows the volume from July 1 in 2021 to July 31 in 2022 regarding Grifols Diagnostics vs competitors' mentions in the US market.

Abbot Diagnostics and Roche Diagnostics have a significant volume of mentions compared with their competitors and, in 2022, have increased mentions. Quotient has a 244% higher volume of mentions this year. Bio-Rad Diagnostics and Ortho Clinical Diagnostics are the most similar volume of mentions during the period analyzed. Grifols Diagnostics has a lower volume of mentions vs competitors; this can be explained by having low mentions on Social Media channels such as Facebook and Twitter instead of their competitors that have Social Media owner channels.



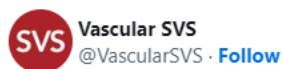
The breakdown of each mention through knowledge-based classifiers: Positive / Negative and Neutral sentiment.

The emotional tone behind a series of words is used to understand the **attitudes, opinions, and emotions** expressed within an online mention. **Neutral is not classified** as positive or negative sentiment.

SENTIMENT ▾	BIO RAD LABORATORIES	ABBOTT DIAGNOSTICS	ROCHE DIAGNOSTIC	GRIFOLS DIAGNOSTIC	QUOTIENT	ORTHO-CLINICAL DIAGNOSTICS
Positive	109	1 498	177	1	5	37
Neutral	958	25 079	29 995	455	3 306	967
Negative	22	5 405	46	0	1	4

POSITIVE SENTIMENT

Abbott has the highest number of positive mentions vs competitors with almost 1,500. A good example of positive sentiment generated on Twitter is the [VascularSVS](#) Twitter account. The tweet is to recognize **Abbot as a premier sponsor of their campaign.**



The SVSF is excited to recognize [@AbbottNews](#) as a Premier Sponsor of our **#STEPtember** campaign! Abbott's life-changing technology helps people live their best lives through good health. We are grateful for their support during **#PADAwarenessMonth** [ow.ly/6XWt50Ky7hm](#)

[Twitter Link](#)

NEUTRAL SENTIMENT

**Roche Diagnostics** has the highest percentage of neutral mentions vs competitors; this can be explained **that 97% of this volume (almost 30K)** is from News Portals conversations; in this case, it is considered a neutral mention when **it can't be classifier** such as reactions, engagement, specific words classifier as positive or negative, emotions, and other factors. An example is this post on their Facebook page that **doesn't generate any engagement or feeling** that can be classified as positive or negative.



[Facebook Link](#)

NEGATIVE SENTIMENT

**Abbot Diagnostics** has the highest negative mentions on the internet. This can be explained by having the most online presence, the volume of conversations and engagement. A good example is more than **1K of the total negative sentiment from their Facebook owner page**, as they have turned on comments on Facebook.



[Facebook Link](#)

## Social Media channels owner analysis – Grifols Diagnostics vs competitors.

**LinkedIn** is the platform on which all brands have an account. **Quotient and Grifols Diagnostics** are the brands with fewer social media channels.

**Roche Diagnostics and Bio-Rad** have a domain presence online regarding social media channels. They have six active channels and the same Social Media channels, except that **Roche Diagnostics has a TikTok account and Bio-Rad Pinterest**.

GRIFOLS DIANOSTICS & COMPETITORS	FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE	LINKEDIN	PINTEREST	TIKTOK	VIMEO
Roche Diagnostics	✓	✓	✓	✓	✓	✗	✓	✗
Bio-Rad	✓	✓	✓	✓	✓	✓	✗	✗
Quotient	✗	✗	✓	✗	✓	✗	✗	✓
Abbott	✓	✓	✓	✓	✓	✗	✗	✗
Ortho Clinical	✓	✓	✓	✗	✓	✗	✗	✗
Grifols Diagnostics	✗	✗	✗	✗	✓	✗	✗	✗

➤ The table shows how many brands have on social media channels and which are these.

## Social Media channels owner analysis – Grifols Diagnostics vs competitors.

Abbott has a presence online on the leading social media platforms, and, in terms of followers, there is a **significantly high volume of followers on the main social media channels** as it is very active and generates increased importance of engagement such as sharing posts, comments posts, like, etc.

SOCIAL MEDIA	Roche Diagnostics	Bio-Rad	Abbott	Ortho Clinic
FACEBOOK Followers	10K	7.2K	335K	6.1K
INSTAGRAM Followers	205	6,653	122K	1,381

SOCIAL MEDIA	Roche Diagnostics	Bio-Rad	Abbott	Quotient
TWITTER Followers	4,410	43.3K	119.2K	292

SOCIAL MEDIA	Roche Diagnostics	Bio-Rad	Abbott
YOUTUBE Subscribers	61.1K	61.1K	344K

SOCIAL MEDIA	LINKEDIN Followers
Roche Diagnostics	71K
Bio-Rad	296K
Abbot	3M
Quotient	7,384
Ortho Clinic	81K
Grifols Diagnostics	1,205





This table shows the volume from July 1, 2021, to July 31, 2022, regarding Roche Diagnostics, Abbot, Bio-Rad, and Ortho Clinical Diagnostics Facebook pages in the US market.

**Abbot Diagnostics** has a significant engagement on the Facebook channel, followed by **Bio-Rad**. However, **Ortho Clinical Diagnostics** has the most potential impact.

	Owner Posts	Owner Comments	Audience Posts	Audience Comments	New Content Likes	Net Page Likes / Total Page Likes
Abbott Diagnostics (Abbott)	199	321	154	2,734	24,258	24,266 / 319,410
Bio Rad (Bio-Rad Laboratories)	369	5	0	107	655	60 / 7,089
Ortho Clinical Diagnostics (Ortho Clinical Diagnostics)	144	1	0	46	228	14 / 5,764
Roche Diagnostics (Roche Diagnostics USA)	134	6	0	42	1,866	265 / 9,004

17.6 IMPACT

22.5 IMPACT

25.8 IMPACT

23.4 IMPACT

➤ The impact Score shows you the potential impact on an author, site, or mention.












This table shows some examples of Facebook Posts detailed on Bio-Rad Laboratories.

Facebook Posts		Bio Rad	Jul 01, 2021 - Sep 01, 2022							
POST			MEDIA TYPE	DATE	IMPACT ▼	LIKES	COMMENTS ⓘ	SHARES	RESOURCE TYPE	REACH ⓘ
	<b>Bio-Rad Laboratories</b>  Como cada año, en Bio-Rad Latinoamérica degustamos con ustedes, diferentes platillos y sabores en educación continua, que ponen sazón a su conocimiento del día a día. ¡2022 no es la excepción! Les...	21st Jul	Photo	21st Jul 10pm	44.8	64	10	50	Public Post	3140
	<b>Bio-Rad Laboratories</b>  Como cada año, en Bio-Rad Latinoamérica degustamos con ustedes, diferentes platillos y sabores en educación continua, que ponen sazón a su conocimiento del día a día. ¡2022 no es la excepción! Les...	13th Jul	Photo	13th Jul 8pm	43	68	3	55	Public Post	2700
	<b>Bio-Rad Laboratories</b>  El Diplomado de Inmunohematología de Bio-Rad continúa, abriendo la puerta al conocimiento en toda Latino América. ¿Quieres conocer más? Contacta a: ana_peron@bio-rad.com #BioRad #Inmunohematologia...	16th Aug	Video	16th Aug 11pm	42.6	25	6	49	Public Post	1980
	<b>Bio-Rad Laboratories</b>  Te invitamos a nuestro próximo Seminario Web donde hablaremos sobre los Tips para hacer la titulación de #anticuerpos de importancia clínica. ¡No te lo pierdas! Da click aquí para registrarte http...	11th Nov	Photo	11th Nov 8pm	40.1	26	4	32	Public Post	1500
	<b>Bio-Rad Laboratories</b>  New #TransfusionScienceWebinar: Hemolytic Disease of the Fetus and Newborn (HDFN) Join our live webinar on August 30 or September 8! Carla Dinardo, MD, PhD, explains why the Hemolytic Disease of the...	16th Aug	Photo	16th Aug 9am	39.8	41	3	30	Public Post	1660



This table shows examples of Facebook comments detailed on the Bio-Rad Laboratories.

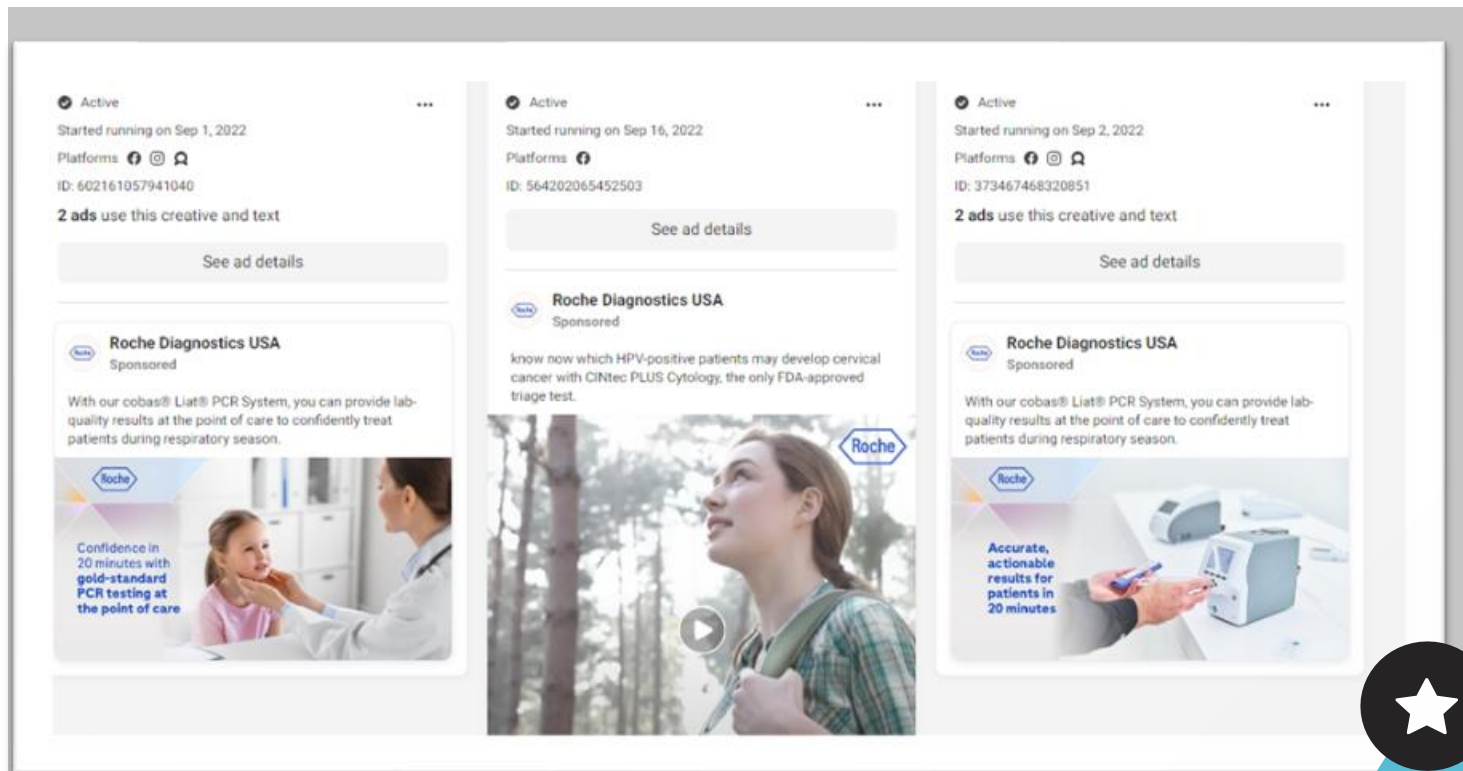
Facebook Comments		Bio Rad	Jul 01, 2021 - Sep 01, 2022				
COMMENT		LIKES ▾	REACH ⓘ	DATE	IN RESPONSE TO	RESOURCE TYPE	
	Las ponencias quedarán grabadas?	15th Jul	0	0	15th Jul 11pm	<a href="#">Timeline photos</a>	Public Comment
	Raquel Laguna Jorge Hernandez	14th Jul	0	0	14th Jul 8pm	<a href="#">Timeline photos</a>	Public Comment
	Alex Rod	14th Jul	0	0	14th Jul 3am	<a href="#">Timeline photos</a>	Public Comment
	Michelle Miranda	14th Jul	0	0	14th Jul 3am	<a href="#">Timeline photos</a>	Public Comment
	<b>Bio-Rad Laboratories</b> Hi Sangita Lodha, the webinar is available for on-demand viewing. Please register for on-demand access if you have not registered for the live webinar. Thank you.	28th Jun	0	0	28th Jun 2am	<a href="#">Timeline photos</a>	Public Comment
	<b>Bio-Rad Laboratories</b> Hi Nudrat Tazeen, the webinar is available for viewing on-demand with the same link as the live webinar. Thank you.	28th Jun	0	0	28th Jun 2am	<a href="#">Timeline photos</a>	Public Comment
	We want recording ,because live was not accessible	25th Jun	0	80	25th Jun 7pm	<a href="#">Timeline photos</a>	Public Comment
	I want recording .	24th Jun	0	80	24th Jun 8am	<a href="#">Timeline photos</a>	Public Comment
	No me deja registrarme	23rd Jun	0	0	23rd Jun 12pm	<a href="#">Timeline photos</a>	Public Comment

## Facebook Ads

# Roche Diagnostics – Ad Campaign on Facebook.

Roche Diagnostics is focused on promoting the brand with ads that gather engagement on social media and the website.

THE CONVERSION TARGET IS TO GATHER MORE VISITS TO THE WEBSITE.



Meta Audience Network - In a Facebook ad campaign study, conversion rates were 8x higher among people who saw ads across Facebook, Instagram, and Audience Network than people who only saw the ads on Facebook.

## FACEBOOK CAMPAIGN

- **Roche Diagnostics** is an example of how to connect with their audiences through **Facebook, Instagram and Meta Audience Network**, with 22 ads campaign running.
- They recently launched an ad campaign in September 2022, **10 ads in total**. Content ads such as:
  - **Their cobas® Liat® PCR System** updated | Our opening webinar, **Latest Innovations in CUP Research**, has been postponed 24 hours to Tuesday, September 20th, 12 pm GMT. All other World Cup Awareness Week webinars will go ahead as scheduled!

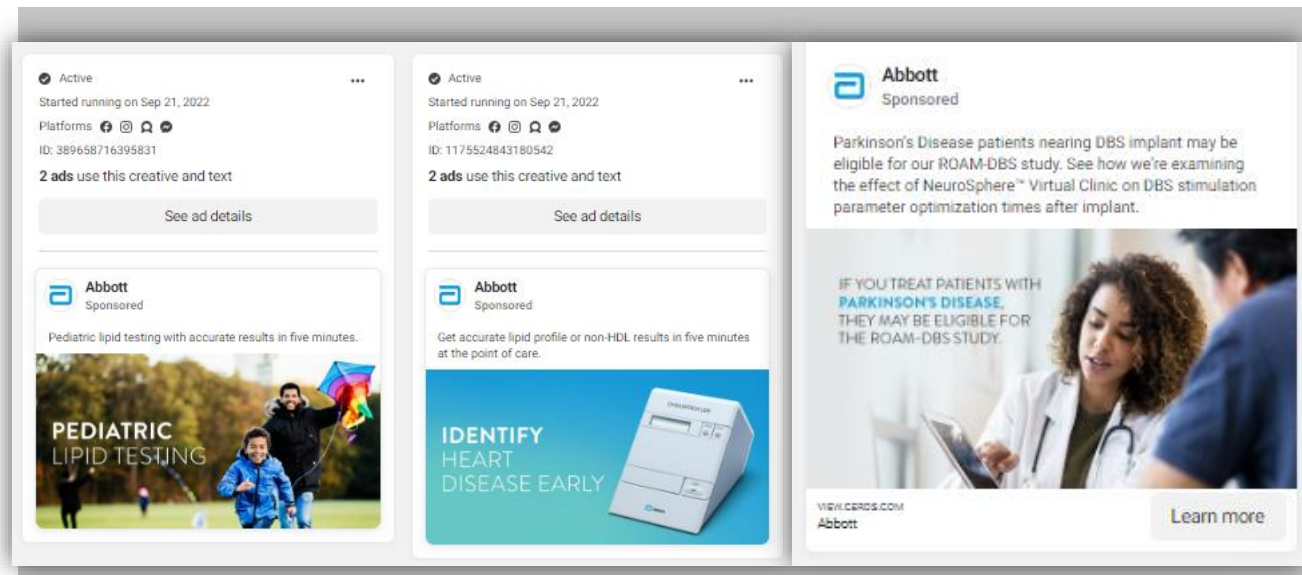


18 Actives  
ads on  
Facebook

# Abbott Diagnostics – Ad Campaign on Facebook.

Abbot Diagnostics is focused on promoting the brand with ads that gather engagement on social media and the website.

THE CONVERSION TARGET IS TO GATHER MORE VISITS TO THE WEBSITE.



Meta Audience Network - In a Facebook ad campaign study, conversion rates were 8x higher among people who saw ads across Facebook, Instagram, and Audience Network than people who only saw the ads on Facebook.

## FACEBOOK CAMPAIGN

- They **recently launched ad campaigns** on September 2022, 2 ads and August 16 ads. We can consider that August is the main month **Abbott conducts the most effort** in terms of ad campaigns. The first campaign they launched was in May 2022.

Content ads such as

- Get accurate lipid profile or non-HDL results in five minutes at the point of care.
- Optimize and transform care with NeuroSphere™ Virtual Clinic.



24 Actives  
ads on  
Facebook



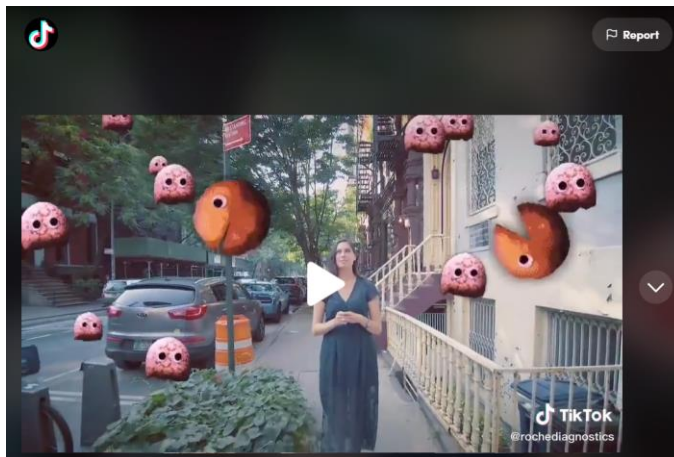
## 3 Successful Campaigns generated positive sentiment.

Results may vary in success on the goal of the campaign. These three positive campaigns are well-known and wildly successful campaigns. Each began with very different plans, resulting in various types of conversations across the platforms such as **TikTok/Facebook/YouTube**. And topics regarding **Healthcare, the Value of Diagnostics, and Educative & Learning**.

### EDUCATIVE CONTENT

TIKTOK

Video content that explains there are ways to prevent cervical cancer.

[TikTok Link](#)

### CONNECTING WITH THE AUDIENCE

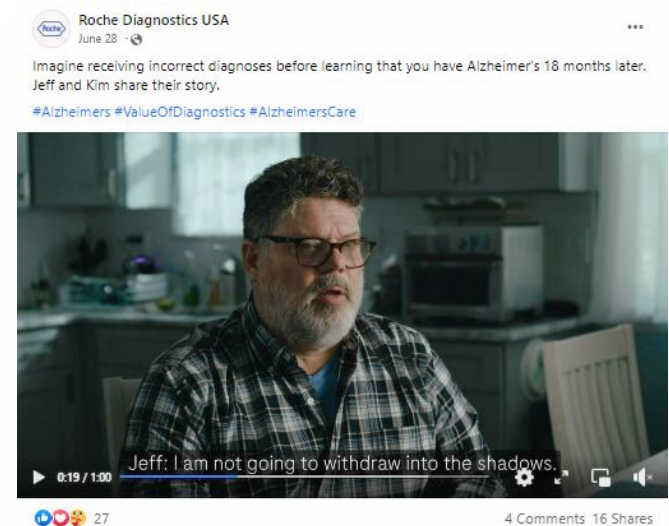
YOUTUBE

Video Content explains Diagnostics tests that detect diseases, conditions and infections.

[YouTube Link](#)

### BUILD BRAND AWARENESS

FACEBOOK

[Facebook Link](#)

# 3 Successful Campaigns generated positive sentiment.

Results may vary in success on the goal of the campaign. These three positive campaigns are well-known and wildly successful campaigns. Each began with very different plans, resulting in various types of conversations across the platforms such as **Twitter/Facebook/YouTube**. And topics regarding **innovative, connected tech, inspiration, sponsored,**



## CONNECTED TECH LINKED BY INNOVATION

TWITTER

Tweet that explains how making health tech work for All: Democratizing, Decentralizing, and Digitizing Care.

@LisaEarnhardt shares key insights from @AbbottNews' panel at #AspenIdeasHealth on centering access and affordability in the design of innovative health technology



aspenideas.org  
Making Health Tech Work for All: Democratizing, Decentralizing and D...  
Many people who could benefit from health advances are left behind, and it's clear that scientific innovation alone is not enough to fill the ...

[Twitter Link](#)



## INSPIRATION AND SUPPORT SPORTS

FACEBOOK

Post Content about the Berlin marathon as they are sponsored in different sports

Abbott  
4h · 🌐  
Life and running inspiration were on full display today. Congrats to Eliud Kipchoge and all the BERLIN-MARATHON runners! #berlinlegend #AbbottWMM



[Facebook Link](#)



## BRING INNOVATION TECH SPACE

YOUTUBE

Video content by the CEO at Abbot explains why the future of health and technology is a future where healthcare consumers.



[YouTube Link](#)

# 3 Successful Campaigns generated positive sentiment.

Results may vary in success on the goal of the campaign. These three positive campaigns are well-known and wildly successful campaigns. Each began with very different plans, resulting in various types of conversations across the platforms such as **Instagram/Facebook/YouTube**. And topics regarding the **Transfusion Science Webinar, Hemolytic Disease of the Fetus and Newborn (HDFN), events, multicultural space, tips, and tricks.**

## ► INVITATION TO A WEBINAR

INSTAGRAM

Invitation to join their live webinar on August 30 or September 8. With Carla Dinardo, MD, PhD, explains the many advances made to either prevent or diagnose and treat HDFN and its complications.



[InstagramLink](#)

## ► CELEBRATING EVENTS INCLUSION PROGRAM

FACEBOOK

Bio-Rad publishes a monthly Multicultural Calendar of events commonly celebrated in the United States.

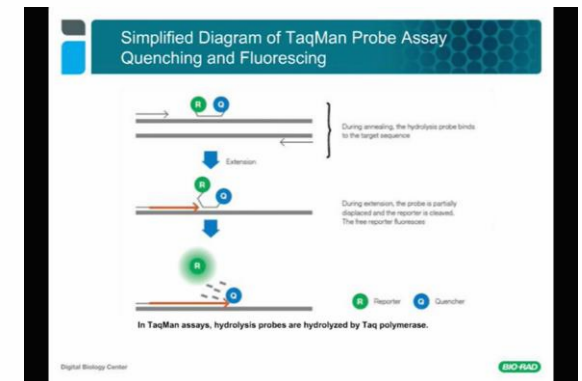


[FacebookLink](#)

## ► WEBINAR SERIES

YOUTUBE

The webinar discusses tips and tricks used in ddPCR assay design. Topics covered include the availability of commercial PrimePCR™ ddPCR assays from Bio-Rad.



[YouTubeLink](#)



# 3 Successful Campaigns generated positive sentiment.

Results may vary in success on the goal of the campaign. These three positive campaigns are well-known and wildly successful campaigns. Each began with very different plans, resulting in various types of conversations across the platforms such as **Twitter/LinkedIn/Vimeo**. And topics regarding the **virtual tour, book session, promotion product, blood drive, and donations**.

## ► PROMOTION PRODUCT BOOK SESSION

TWITTER

The tweet content explains how the MosaiQ solution could help you save space and increase speed and efficiency. Book a session with one of our experts.



[Twitter Link](#)

## ► BUILD BRAND AWARENESS

LINKEDIN

The full story about the world record for the largest blood drive in one calendar day has been broken. Blood donations were made in this record-breaking campaign.



[LinkedIn Link](#)

## ► VIRTUAL TOUR

VIMEO

A virtual tour that shows QTNT Bloodworks and the processes.



[Vimeo Link](#)

## 3 Successful Campaigns generated positive sentiment.

Results may vary in success on the goal of the campaign. These three positive campaigns are well-known and wildly successful campaigns. Each began with very different plans, resulting in various types of conversations across the platforms such as **Facebook/Instagram/Twitter**. And topics regarding **partnership, the future of diagnostics, labs, hiring, and professionals required**.

### ► SUPPORT PARTNERSHIP

TWITTER

Tweet explains that Ortho Clinical support Quidel as a partnership, helping forge the future of diagnostics, and the LA Rams to raise health awareness.



[Twitter Link](#)

### ► CELEBRATION DAY

INSTAGRAM

Valentine's Day posted a thankful to Labs for their relentless dedication to patients and tireless work to support your communities.



[Instagram Link](#)

### ► GROWING & HIRING

FACEBOOK

Ortho Clinical Diagnostics as we become QuidelOrtho as they are expanding now they are hiring various levels of Regulatory Affairs professionals!



[Facebook Link](#)



# Key Takeaways

1

- **Ortho Clinic Diagnostics in April 2022 has the highest volume of mentions** driven by News sites, the most such as [#Insulin #Diabetes #CGM](https://t.co/1RvKurlnGc)
- **Abbot Diagnostics in May 2022 was 532% higher** than usual, driven by retweets of their tweets such as [https://twitter.com/\\_4Charlene/status/1527124671728037888](https://twitter.com/_4Charlene/status/1527124671728037888) and mentions using the hashtags **#abbott** such as [#Insulin #Diabetes #CGM](https://t.co/1RvKurlnGc)

2

- **Abbott and Roche Diagnostics recently launched ad campaigns on Facebook** with the conversion generating visitors to their websites.
- In terms of Social Media channels, we find that **Grifols Diagnostics and Competitors have LinkedIn accounts.**

3

- **Roche Diagnostics has a TikTok** account from January 2021 as a potential platform; however, it seems that they **don't conduct effort** in terms of a marketing strategy plan as reflected by only **nine videos publishing videos on TikTok over one year**, and the last one was on February 2021. At this scenery, We can determine that during 2022 TikTok platform **wasn't included in their strategy plan effort**.
- On the other hand, their channel is followed by **75 followers**, which suggests there has been no action in terms of **influencer marketing or other marketing activities** for this channel.

## Key Takeaways

# Key Takeaways

4

- **Bio-Rad Laboratories has a Pinterest** channel focused on **Antibody topics**, although it was very active in publishing posts, as reflected in their account; however, the last post was in 2019. Bio-Rad Laboratories Pinterest account **has been inactive for almost two years ago**. After this analysis on Pinterest, we can determine that it does not reflect any effort during this period.

3

- Another factor is that the number **of followers is only 172** on their account, which suggests they don't conduct **any Influencer marketing campaigns or other marketing activities**.

5

On News portals, Blogs, Forums, Tumblr, Reviews, and Twitter accounts, we found the following insights:

- **New sites** with the highest volume mentions are driven by: 80% Ortho Clinic Diagnostics, 86% Quotient 86% and 93% Roche Diagnostics.
- Abbott Diagnostics and Bio-Rad are **leading mentions on Twitter**, with 60% for both.
- Regarding the total volume of mentions by **Grifols Diagnostics and Competitors, over 90K mentions are in English**, and 47% are Roche Diagnostics and 44% Abbot Diagnostics.
- And **1,800 total mentions are in Spanish**, 70% by Roche Diagnostics and 29% by Abbott Diagnostics.

## Key Takeaways

3

# Summary

Social networks are revealed to be a key platform for communication with different audiences in the pharmaceutical sector.

1

**Abbott and Roche Diagnostics** recently launched ad campaigns on Facebook with the **conversion generating visitors to their websites**.

The conversion target is to gather more visits to their websites.

2

**Roche Diagnostics and Bio-Rad** have a domain presence online regarding social media channels. They have the leading social media channels account and **six active channels**.

3

**Competitors have enabled social media engagement options** such as comments, likes, and share buttons in their respective social media channels. We find an exception at **Ortho Clinical Diagnostics on the Vimeo** account as the options for engagement comments are **unavailable**.

4

**Roche Diagnostics** doesn't have a potential engagement on their **TikTok** account, and the **Bio-Rad Laboratories** Pinterest account published any post from 2 years ago.