

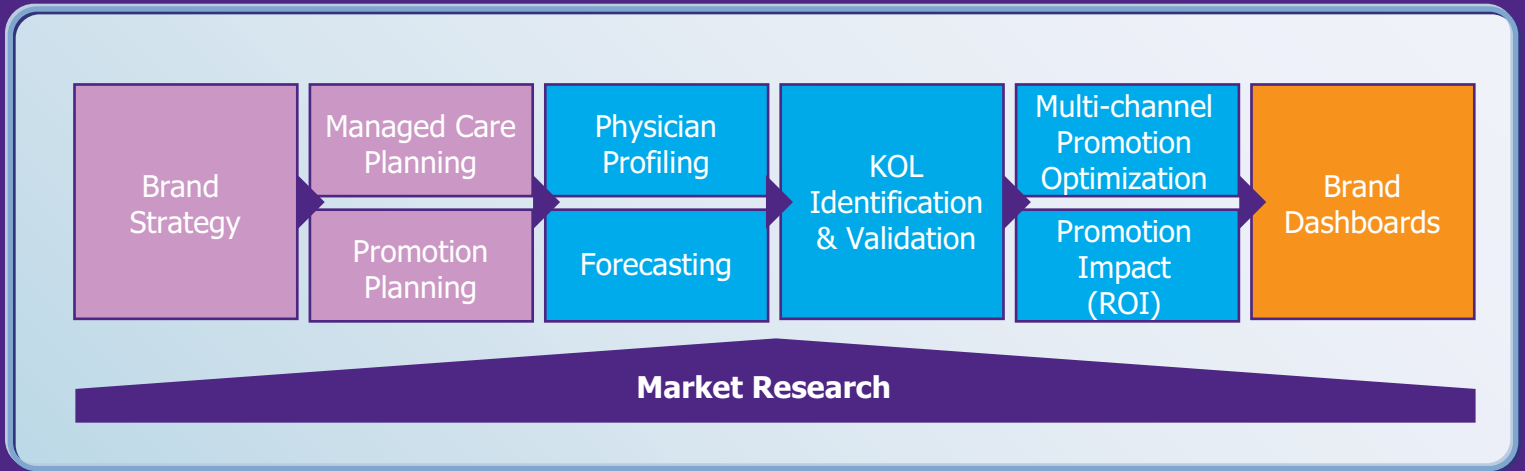
Product Management

- Brand Tracking/Dashboards
- DTP/DTC ROI Measurement
- KOL Identification
- Targeting & Segmentation

➔ Product Management

Create and execute effective marketing strategies based on brand objectives and future market conditions via brand & portfolio level tracking, analyses and planning

marketRx provides complete set of product marketing and brand management solutions:



that offer you unique benefits because of our strengths in:

- Integrating primary research results with secondary data analyses, that not only tells you 'what' but also 'why' for targeted brand planning
- Using same set of data and assumptions for complete range of analyses, that helps you in seamlessly integrating strategic planning with tactical implementation
- Leveraging patient level data, among other data sources and combining it with advanced analytics, that provides you deeper insights into your customers

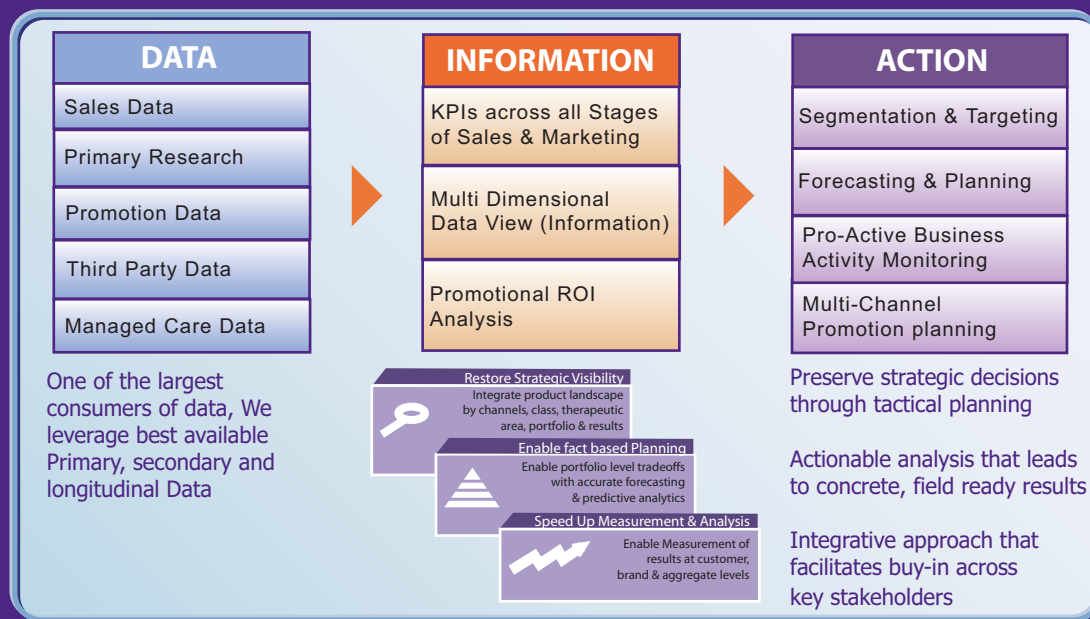
and foster closed loop marketing:



(This Brand) sits as the most successful launch in its market. This is in no small part due to the work of the marketRx team.

*- marketRx customer,
receiving internal business excellence award*

Our solution converts data into valuable information based on which intelligent, actionable plans can be generated:



and provides you the following unsurpassed benefits:

- Improve visibility by instituting consistent KPIs across brands and global affiliates for better performance tracking and coordination; leading to shorter reaction time
- Enhance ROI through optimized promotional mix analytics incorporating promotional activities, market research data, prescription and sales data
- Understand and model the impact of Direct-To-Consumer campaigns and integrate DTC with other consumer marketing initiatives
- Analyze and plan based on the impact of external factors such as managed care as well as launch of generic and competitive products
- Make portfolio level tradeoffs with accurate forecasting and predictive analytics
- Provide a comprehensive view of promotional data gathered from disparate sources for driving objective based planning
- Gather and reconcile critical data through field intelligence to develop customer valuation, segmentation and targeting in a limited-data environment

Some of our key product management engagements include:

- Multiple Brand Global Tracking for a big global pharmaceutical company
- Segmentation and Targeting in therapeutic areas with poor data in international markets
- New Brand Launch Tracking for the U.S. market
- Multi-channel ROI analysis and tracking of all marketing programs by segment
- Corporate-wide Planning and Tracking for a top-10 U.S. pharmaceutical firm

Improve your segmentation, targeting and impact of promotions based on sophisticated analysis across all channels

Our marketing effectiveness suite enables key stakeholders to analyze the impact of various promotions across multiple channels and leverage this information to create actionable strategies and tactical promotion plans

Sales Operations & Management

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Product Management

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marketRx[®]
Enabling Targeted Marketing

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