

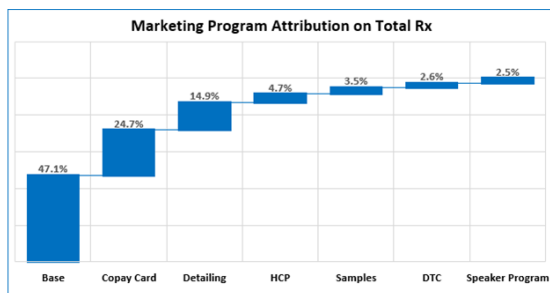


OPTIMIZE YOUR RX VOLUME THROUGH STRATEGIC MIX MODELING AND MEDIA ALLOCATION



For pharmaceutical brand marketers today, achieving the optimal marketing mix requires balancing emerging media with traditional marketing tactics. Our deep pharmaceutical industry knowledge and unique approach to media mix modeling gives you predictive insights to maximize your Rx volume.

THE ANALYTIC MIX PharmaMMx insights optimize your overall marketing budget, integrating granular marketing information and distilling their effects on Rx volume at various levels such as physician group, regions, and pre-established market segments.



PharmaMMx marketing program analysis includes call volume, detailing, sample drops, speaker program, physician education, copay card, healthcare professional-related marketing and media tactics, and direct-to-consumer marketing activities such as TV, print, and digital.

PharmaMMx helps you answer these key questions:

- What is the contribution of my marketing budget on Rx volume?
- How much should I spend on marketing to maximize sales?
- What is the optimal marketing mix for each brand within my portfolio?
- What are the diminishing return points for my marketing overall and individual marketing programs?
- How can I achieve faster, more actionable marketing optimization?

About Analytic Mix

Analytic Mix is a leading Silicon Valley media analytics firm. We combine rigorous data science, powerful algorithms and a consultative approach to help you improve the efficacy and quality of media buys and campaigns across all media, including TV, digital, mobile, OOH, direct mail, email, and sponsorships. Our custom attribution algorithms help advertisers and agencies maximize brand KPIs and improve media ROI across retail, pharma, auto, beauty, CPG, insurance, and ecommerce verticals.

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