Are You Done Wondering?

There's nothing worse than that gut feeling you are throwing spaghetti instead of darts!

- Does it seem like the marketing team (and agency) tend to do what they've always done?

- Could you be acting on out-dated assumptions?

- Do you wonder whether your are spending appropriately with your loyalists as compared to prospects? Can anyone prove it?

- You probably have a lot of complex data but do you have an understandable chart telling you which tactics and frequency will improve the ROI?

Measurement Mojo

No More Wondering

Your data, our analysis, better insight and results

A Lookback Analysis provides:

- A comprehensive evaluation of channel and tactic performance

- Provides past performance assessment to inform optimal spend across channels and allocation of budget going forward

- Useful to provide additional details for segmentation and target channel preference

- Modeling identifies relationships between specific sales activity and promotional engagement

- Provides insights into target behavior prior to COVID and during to inform next steps

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A combination of analyses are used depending upon the data and specific client need which can include:

- Multiple Regression
- Correlation Analysis
- Descriptive Statistics
- CHI-square

- Cluster Analysis
- CHAID Decision Tree Models
- Machine Learning

- Inferential Statistics
- Management Science
- Linear Programming
- Artificial Intelligence

Help in Creating a Learning Plan

We engage you in discussion about what you want to learn about your campaign

- Are you hoping to customize messaging but you're not sure the segmentation is accurate?

- What can we learn from the changes in HCP engagement with sales and MCM?

- Where and how can you optimize the multi-channel investment?

- Where do you cut back spend if a budget reduction occurs?

Insights with Measurable Impact

## A Lookback Analysis Provides Your Media Agency With:
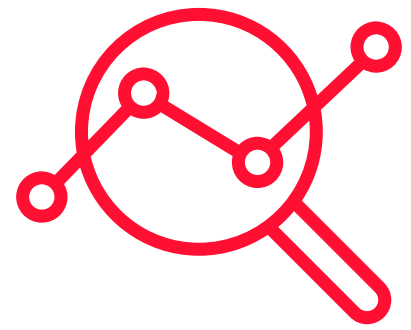
Data-informed recommendations to align strategic imperatives with the tactical plan grounded in a combination of historical engagement and sales data combined with predictive analytics to optimize campaign performance.

Prioritization of segments with most ideal tactics and recommended budget allocation.

Investment recommendations by segment to significantly boost ROI.
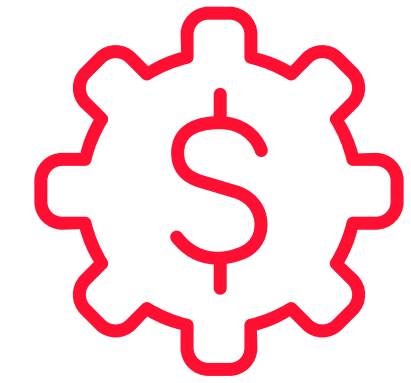
Prioritization of future spend if budget is increased or decreased to optimize or minimize impact on campaign impact.

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Validate & Update Brand Segmentation

A lookback analysis often provides the opportunity to review existing segmentation and determine if additional detail and insight can be added to optimize results.

This client wanted to validate the work which had recently been completed including input from the field force. The output refined the target counts, identified new priority targets in addition to creating new budget allocation.

Recommendation: This segmentation update will ensure the new segment specific messaging is sent to the right people. Also recommend an increased focus on segment A given their larger proportion of TRxs and growth potential

68.2% match; new segmentation predicts 31.8% new A Targets

Brand Original Segments

Updated Counts

	A	B	R	Grand Total	% Match
A	1,601	360	386	2,347	68.2%
B	393	3,500	401	4,294	81.5%
R	414	364	1,885	2,663	70.8%
Grand Total	2,408	4,224	2,672	9,304	75.1%

	# of Targets	Pct of Targets	Pct of Brand TRXs	Avg Brand TRXs	Pct of Class TRXs	Avg Class TRXs	Brand Market Share %	Recommended % of Targeted MCM Budget
A	2347	25.2%	42.3%	2.27	36.5%	18.46	12.3%	30 to 40%
B	4294	46.2%	45.4%	1.53	13.20	13.20	11.6%	40 to 50%
R	2663	28.6%	12.3%	0.71	15.9%	7.08	10.0%	15 to 25%

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Promotional Pivots During COVID
DE-IDENTIFIED CLIENT EXAMPLE

- While call volume declined, NPP Campaigns remarkably had over 6K engagements in May (1)

- NPP Campaigns engaged 25% of all targets in May, the highest rate in 18 months (2)

- Pre-COVID Engagement Rates ranged from 28 to 44%, Q2 2020 ranged from 11 to 25%

- Recommendation: Maintain YOY MCM investment at a minimum; ideally increase investment to maintain overall SOV with targets; identify alternative channels and take test and learn approach

- Closely monitor engagement from June forward to determine if NPP engagement continues to persist at higher levels than pre-COVID

Engagement Group and Total Targeted Engagements By Month

COVID Engagement Shifts

SF_Only   Multi   NPP_Only   None   Engagements
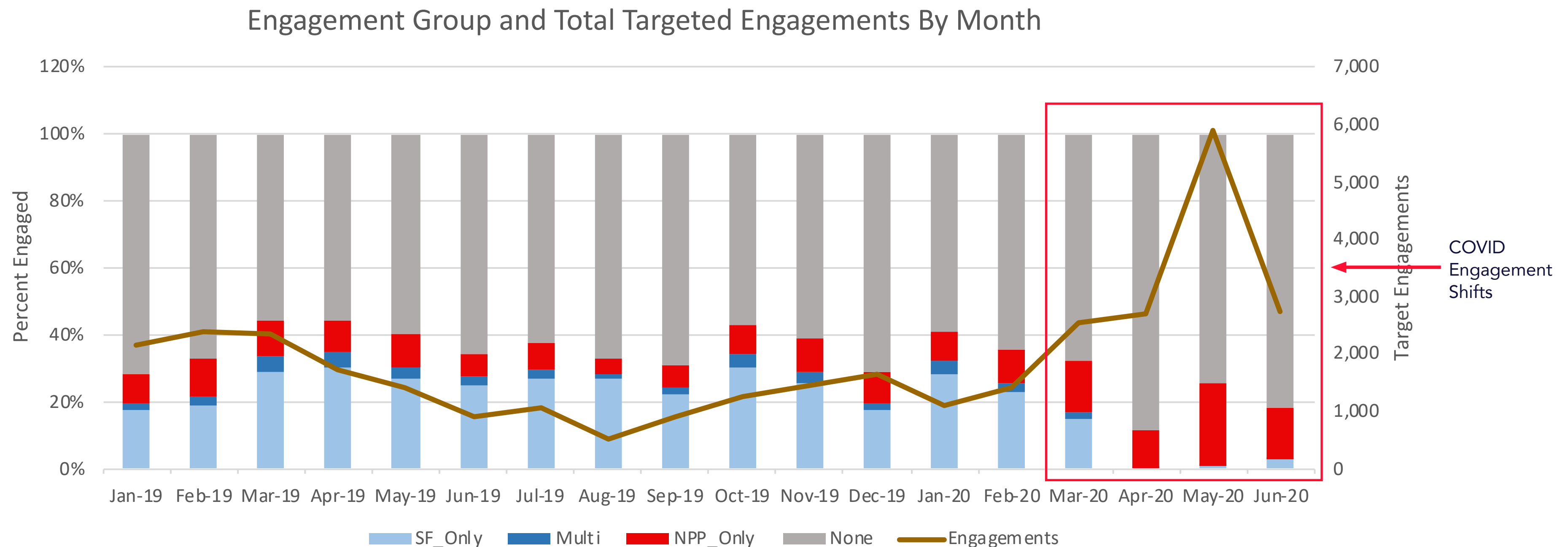
Comprehensive Recommendations

DE-IDENTIFIED CLIENT EXAMPLE

Number of touches for one year by channel type

Recommended spend by channel type; also percent of total budget

2021 Annual • Touches • Budget $ • Budget % • Priority**	Annual Custom Total Touches	Display Touches	Email Touches	Email Alert Touches	Programmatic Touches	Total	Paid Social (Non-Targeted)	Paid Search (Non-Targeted)
Targeted CPM	$17,382	$6,125	$2,503	$4,852	$138		CPM $14	CPM $270
A **n=2,347**	6 to 12 $275K - $485k 12% to 16% 2	8 to 15 $117k - $220k 4% to 7% 3	22 to 33 $129K - $196K 5% to 8% 1	1.5 to 3.5 $20K - $38K 0.7% to 1.2% 3	212 to 320 $69K - $104K 3% to 4% 1	$610K to $1,044K 25% to 36%		
B **n=4,294**	6 to 9 $464K - $666K 18% to 22% 2	6 to 11 $153K - $274K 5% to 8% 4	15 to 23 $168K - $243K 7% to 8% 2	1.0 to 2.5 $27K - $48K 0.8% to 1.3% 4	155 to 219 $92K - $130K 3.6% to 4.3% 2	$905K to $1,360K 34% to 44%	$43K to $56K 1.6% to 1.9% 2	$376K to $489K 14% to 17%
R **n=2,663**	3 to 7 $157K - $316K 5% to 9% 4	5 to 10 $83K - $165K 3% to 5% 3	6 to 15 $42K - $100K 1% to 3%	0.5 to 2.0 $10K - $24K 0.3% to 0.7%	93 to 177 $34K - $65K 1% to 2% 3	$327K to $670K 10% to 20%		
Total	$897K - $1,468K	$353 - $660K	$339K - $539K	$57K - $110K	$196K - $299K	$2,261K - $3,620K		

Total recommended spend including non-targeted channels

* Includes paid social and paid search spend

** Priority # indicated applies to total chart and the priority for investing in that touch and segment

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There's More

Other insights often include channel preference, best practices, KPI recommendations, vendor performance comparisons and pacing over time.

Fees vary depending upon the number and type of analyses.

Price range is $45K - $80K.

We are often engaged to measure pull-through of our recommendations on a quarterly basis.

This also provides the opportunity to make tactical adjustments WHILE the campaign is in market to further enhance impact.

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THE THRILL OF PERFORMANCE