

SITUATION

The client was facing challenges with:

- Refining national strategy to highlight regional relevance
- Determining how to focus field efforts for maximum impact as reps carried other prioritized products
- Adjusting nonpersonal efforts to maximize a tight budget
- Maintaining share of voice in light of a competitor with significant media presence
- Addressing 2 different population segments with separate strategic objectives

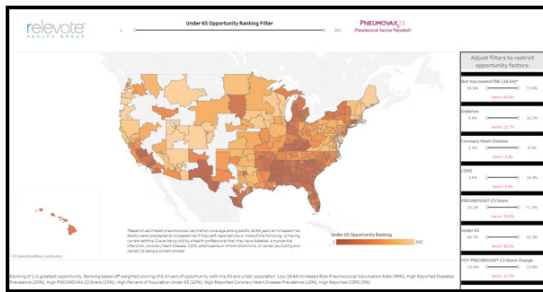
SOLUTION

Relevate partnered with the client to develop a regional market exploration tool and identify the opportunities that exist at a subnational level. The tool layered in many different types of data:

AVAILABLE BRAND DATA:	RELEVATE DATA PROVIDED:
<ul style="list-style-type: none"> ■ Brand & competitive performance data ■ Field call & alignment data ■ Digital engagement of HCPs 	<ul style="list-style-type: none"> ■ Prevalence data* ■ Demographic data* ■ Census data*

**Proprietary zip code level data base*

REGIONAL OPPORTUNITY ANALYSIS TOOL



The heat map is designed to inform strategic decision-making, maximize sales team performance, and allow the brand to work smarter, not harder



Gathered stakeholders from various parts of the organization to explore data insights and uncover drivers of regional variability




Created maps visually depicting where regional opportunities exist using various interactive territory filters by state, county, and zip code. Maps are updated to show channel-specific opportunities



Enabled marketers to make timely data-driven decisions while optimizing additional opportunities as they arise

SUCCESS

The alignment of brand strategies with opportunity geographies allowed the brand to prioritize markets for the following use cases:

-  Optimizing nonpersonal programs by targeting areas that will boost share growth and maximize budget efficiency
-  Providing direction to field leadership to ensure sales representatives are prioritizing the appropriate messaging with their customers
-  Tracking field feedback on market opportunity to identify outliers, with qualitative exploration into any gaps

Dispersing of the brand tool with other cross-functional teams has lead to the development of the pharmacy tool and also the IDS tool

CLIENT FEEDBACK

“The flexibility and immediacy of the information in the tool are impressive!”

“The tool gives us another level of understanding, especially in our NPP efforts!”

“The tool has value for the whole ecosystem, including other products in our portfolio.”
