

We use proprietary methodologies to determine **WHAT** market factors are driving your brand's performance and **WHERE** they are having the biggest impact.

Customer Challenges We Solve



Effectively differentiate markets based on unique drivers to maximize performance



Provide timely insights into geographic anomalies and trends to optimize territory results



Support differential allocation of marketing budget and resources to high potential markets

Our Proprietary Solutions



riDirectSM

For teams that know what market factors are driving brand performance and need to explore them together to **DIRECT** strategy

- Uses online, interactive tool
- Includes 5-7 most critical market factors
- Determines **WHERE** to focus resources



riDriveSM

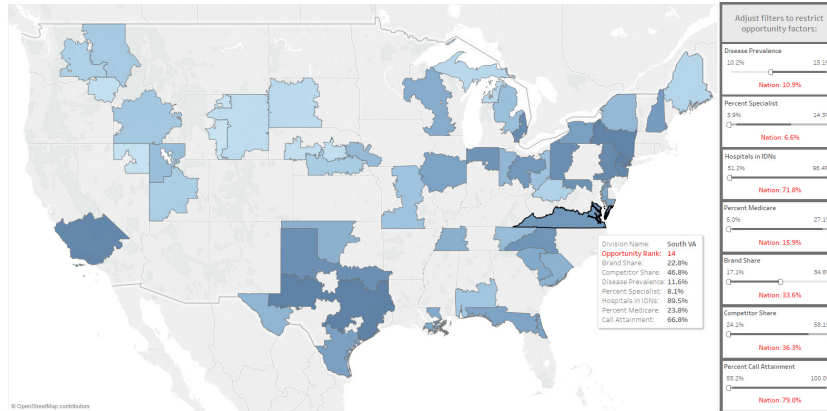
For teams that need to validate the market factors driving brand performance and need absolute certainty to **DRIVE** strategy

- Uses patented, statistical process
- Evaluates hundreds of market factors
- Determines **WHAT** to focus on and **WHERE** to focus resources

riDirectSM Explores Where to Focus Your Strategy

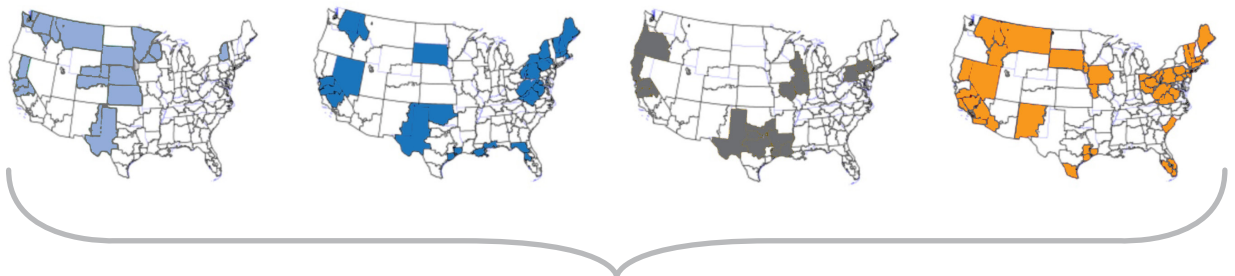
- Combine multiple performance factors to allow timely, simple data exploration
- Explore unique data combinations to uncover new opportunities
- Monitor key trends to monitor progression over time
- Share across all marketing functions to strategically allocate resources

Brand Exploration Using Relevate riDirectSM Tool



riDriveSM Identifies What & Where for Your Brand

- Identifies driver groups that show significant correlation to the brand's key performance metrics
- Determines potential impact of driver group on key performance metrics
- Provides comprehensive Driver Group Report including action plans



Final Driver Group Report

- Definition
- Characteristics
- Qualitative Insights
- Performance Impact
- Territory Map
- Strategy and Tactics

Connect with us
connect@relevatehg.com
 561.544.2029
relevatehealthgroup.com