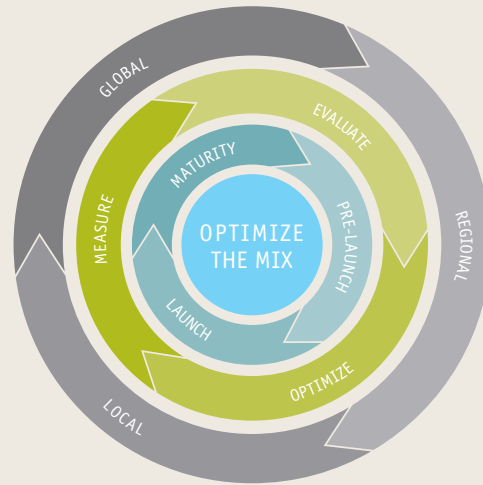


IMS Promo.360™

OPTIMIZING THE PROMOTIONAL MIX TO CAPTURE THE GREATEST MARKET SHARE

A prospective view of brand performance modeled on anticipated investments, tactics, and market dynamics—enriched by IMS’s industry-leading information assets



OPTIMAL ALLOCATION, BETTER RESULTS

It wasn't all that long ago when pharmaceutical brand managers concerned themselves with two primary challenges: effectively delivering promotional messages through the sales force, and ensuring the value—and integrity—of sampling programs.

Times have changed. With the emergence of e-detailing and the possibilities inherent in innovative public relations programs, brand management has become synonymous with mix management—with ensuring that the full arsenal of promotional opportunities is being used to greatest effect.

The complexity of the task calls for analytical tools of unprecedented sophistication, and IMS Promo.360 offers just that with industry-leading information, analytics, and evidence-based consulting. IMS is proud to offer you three of the components of the Promo.360 solution suite. They are:

- **IMS PROMO.CAST™**—forecast brand performance based on promotion investment assumptions and market dynamics
- **IMS PROMO.MIX™**—optimize resources for a single brand or across multiple brands and geographies

- **IMS PROMO.RETURN™**—quantify the impact of the promotional effort through sophisticated econometric models tailored to your specific needs.

CONFIDENT DECISION-MAKING

Promo.360 broadens the perspective of client organizations, enabling them to benchmark their messages and mix against key regional, national, and international comparators. It empowers them with the facts they need to make more effective decisions. It helps correct—or justify—marketing spend decisions, both at launch and throughout the lifecycle of the brand.

Finally, it offers something that is far too elusive in brand management: the confidence that the promotional recommendations made, and the strategies and tactics set forth, will indeed increase sales and return on investment.

For more information on how IMS can help optimize your promotional mix and capture greater market share, please call us or visit www.imshealth.com/global/promo360.