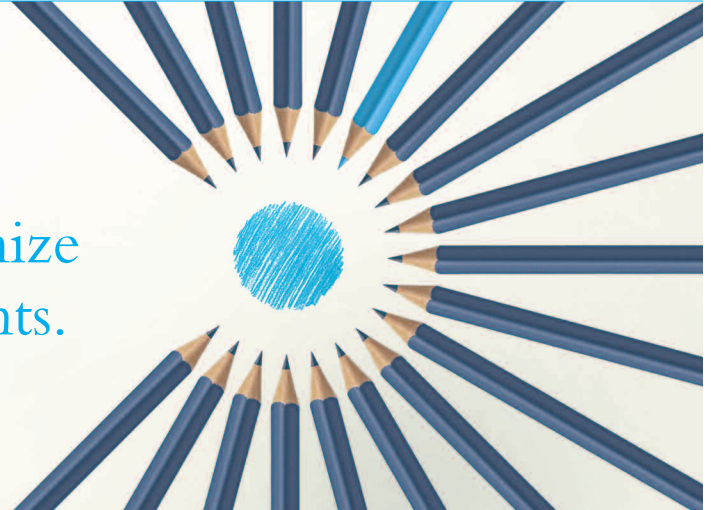


# IMS Promo.Return

QUANTIFY THE IMPACT OF PROMOTIONAL EFFORT

The insight you need to measure, evaluate and optimize your promotional investments.



## GAIN PROMOTIONAL EFFECTIVENESS AND MAXIMUM RESULTS

With the emergence of integrated promotional campaigns spanning tactics from detailing, direct-to-consumer advertising, CME, to waiting room material – brand managers need to ensure that the full range of promotional tactics are being used to greatest effect.

Recognizing that marketing is both art and science, new methodologies have made it possible to apply greater analytical rigor in promotion management to gain concrete evidence of return.

## QUANTIFY IMPACT WITH PROMO.RETURN

Promo.Return quantifies the effect and ROI that a specific promotional program – either a single event or multiple waves of the same promotion – has had on the market place to determine the value of continuing or stopping the program.

Through sophisticated econometric models tailored to client's specific needs, IMS applies globally consistent test and control statistical methodology to measure promotional impact. Promo.Return isolates program contribution, by employing a control group of physicians that are carefully selected using stringent matching criteria.

Promo.Return then uses a regression-based approach to examine which behavioural, demographic or program-related characteristics were responsible for a program's success.

As a result Promo.Return demonstrates the most profitable combination of activities, overall financial return and physicians' responses to specific campaigns to learn what is driving brand performance.

## KNOW MORE, DO BETTER

From the earliest pre-launch planning to the revitalization of mature products, Promo.Return answers questions such as:

- What financial return am I getting from this specific promotional activity?
- Should I continue this program or pull back?
- Should I roll it out nationally?
- What can I do to improve results?
- How do the results compare program to program?

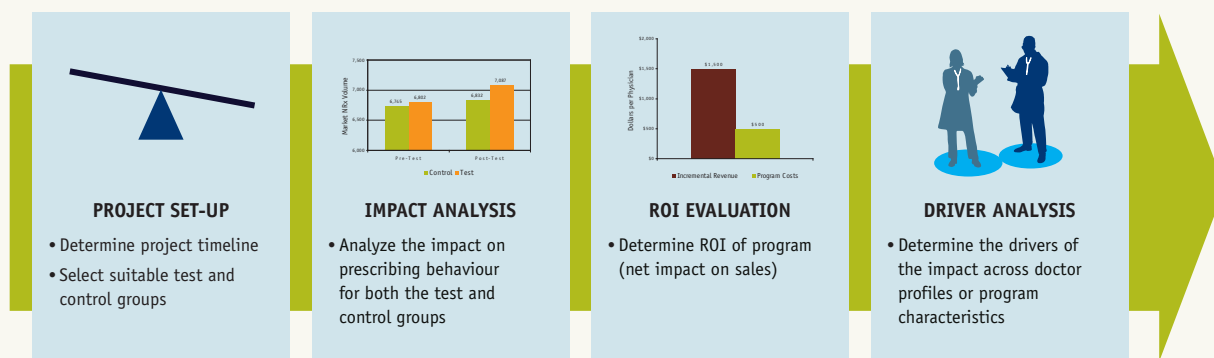
*Promo.Return can measure the success of activities such as:*

- Speaker programs
- Changes in detailing strategy (new geographies, new approaches)
- DTC advertising campaigns
- Waiting room material
- E-Detailing
- Pilot programs (tablet PCs, new detail aids)

## DRIVE ROI WITH IMS

Only through IMS, can brand teams leverage robust, sophisticated information and analytics to execute the most effective, fully integrated promotional programs.

## IMS USES A TEST AND CONTROL GROUP METHODOLOGY TO MEASURE THE IMPACT OF A PROGRAM AND A REGRESSION BASED APPROACH TO DETERMINE THE DRIVERS OF THE IMPACT

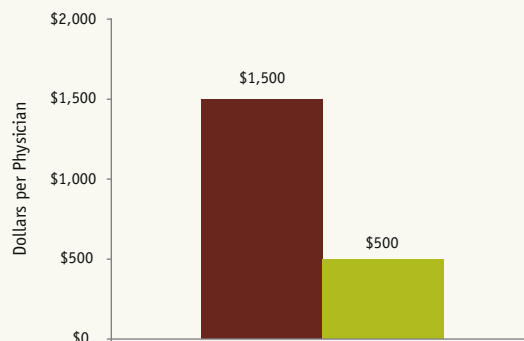
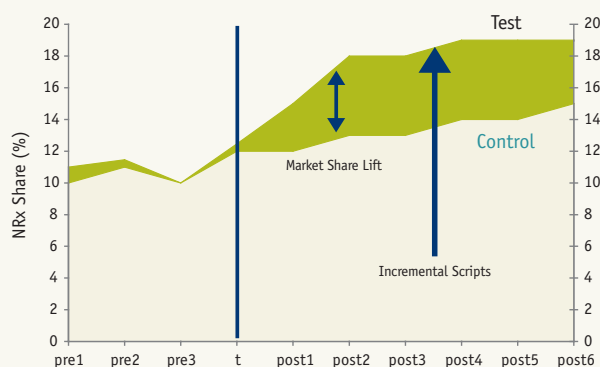


Note: Test and control group may be individual MD's, pharmacies, hospitals or geographies (Territory, FSA)

## IMS PROMO.RETURN CAN HELP CLIENTS EVALUATE THE IMPACT, FINANCIAL RETURN AND THE KEY DRIVERS OF BEHAVIOUR FROM A PROMOTIONAL CAMPAIGN

Incremental prescriptions are determined by the area under the curves as a result of market share 'lift'

The Return on Investment (ROI) for the programs can be estimated once the impact analysis is completed



Promo.Return leverages IMS:

- Prescribing data – even if clients do not purchase the information
- Robustness – the most statistically robust methodology
- Granularity – exclusive access to the most granular physician level information
- Objectivity – a true third-party assessment removing any perceived biases when reporting program results

Brand teams can use this information to make critical decisions regarding continued program investment and to

justify budget requests. Promo.Return is the surest way to make smart strategic, tactical and financial decisions to help achieve marketing goals.

FIND OUT HOW YOU CAN MAKE THE MOST OF YOUR PROMOTIONAL CAMPAIGNS WITH IMS PROMO.RETURN.

Call your IMS representative today for more information on the advantages of Promo.360 and Promo.Return or contact us at [imshealthcanada@ca.imshealth.com](mailto:imshealthcanada@ca.imshealth.com)