

Promotional Effectiveness *Tracking*



 ZOOMRX

The ZoomRx *Difference*



Integrated omnichannel insights

Field force + NPP + digital tracking



Trusted by the most successful brands

Used by every Top 10 biopharma



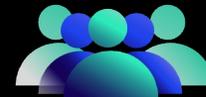
>10 million promotional benchmarks

Define what success looks like



Innovative multi-touchpoint methodology

Uncover the impact of your engagement



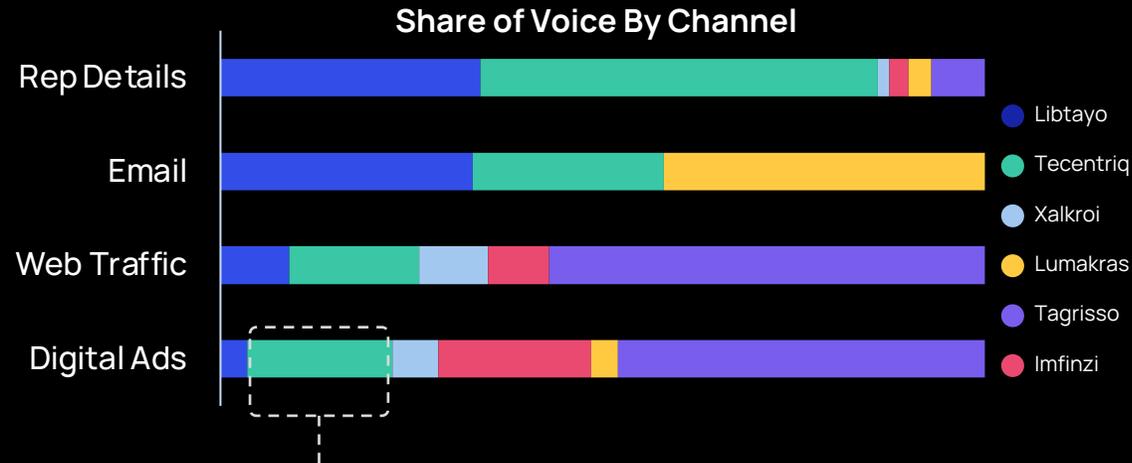
Industry's largest customer panel

9x bigger than BrandImpact

Integrated *Omnichannel* Insights

Next-generation digital tracking seamlessly integrated with field-force insights at a user level

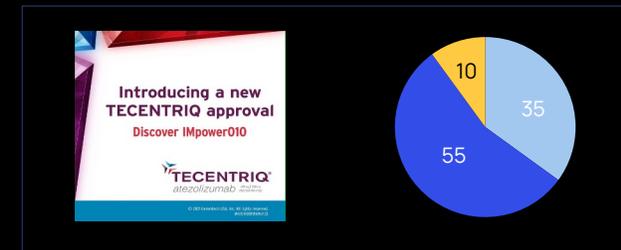
360-degree view of omnichannel insights for EVERY brand in your market



Top Digital Campaigns

TECENTRIQ

- medscape.com
- ascopubs.org
- ascopost.com
- onclive.com
- Non-Healthcare Websites



Trusted by the *most Successful Biopharma* brands

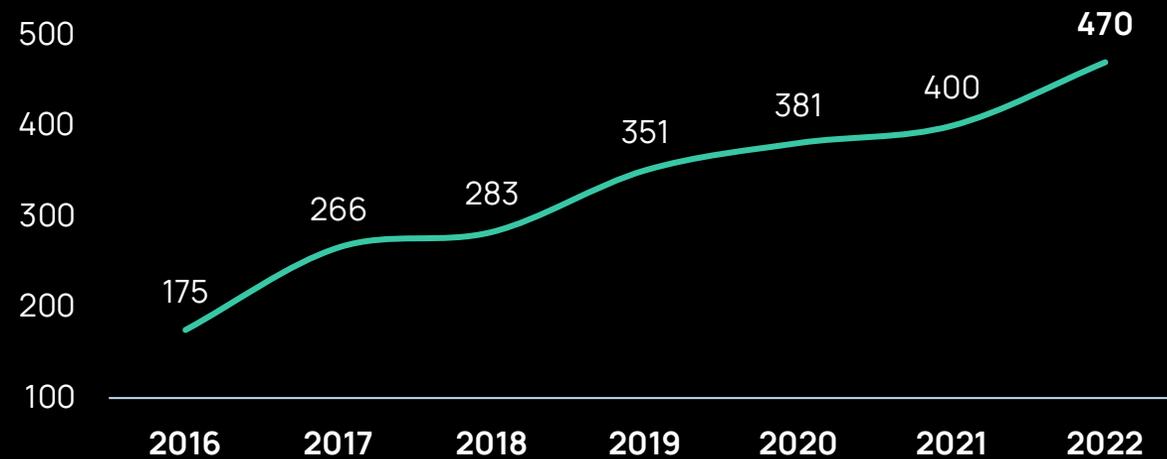
10 of 10

Largest Global Pharma / Biotech
Companies Partnered

9 of 10

Largest Global Pharma / Biotech
Brands Partnered

Number of Pharma Brands Tracked by ZoomRx



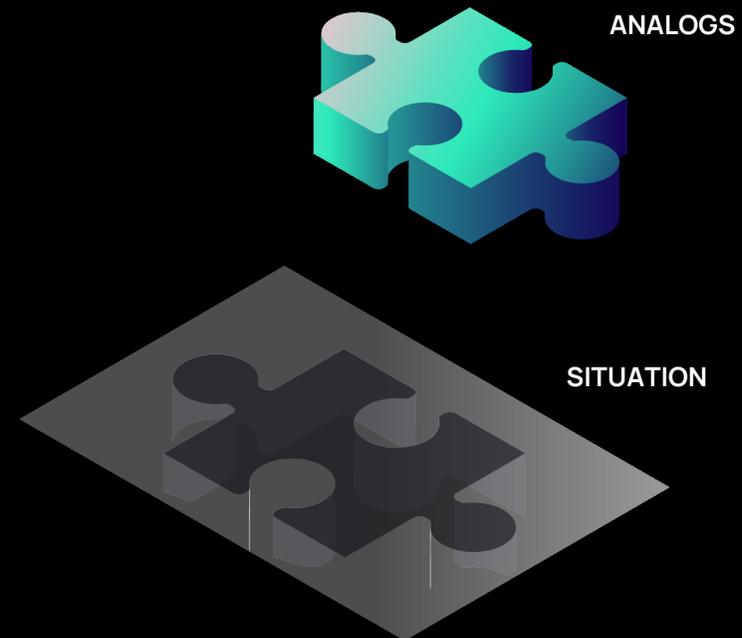
Largest Industry Benchmark database

ZoomRx has over

10 Million industry benchmarks

- Rep reach and frequency
- Share of voice
- Message recall and message impact
- Sales rep performance
- Rep closing
- Visual aid use
- NPP/digital reach and frequency
- Quality and impact of digital content
- Outreach channel mix
- Customer outreach preferences
- And more...

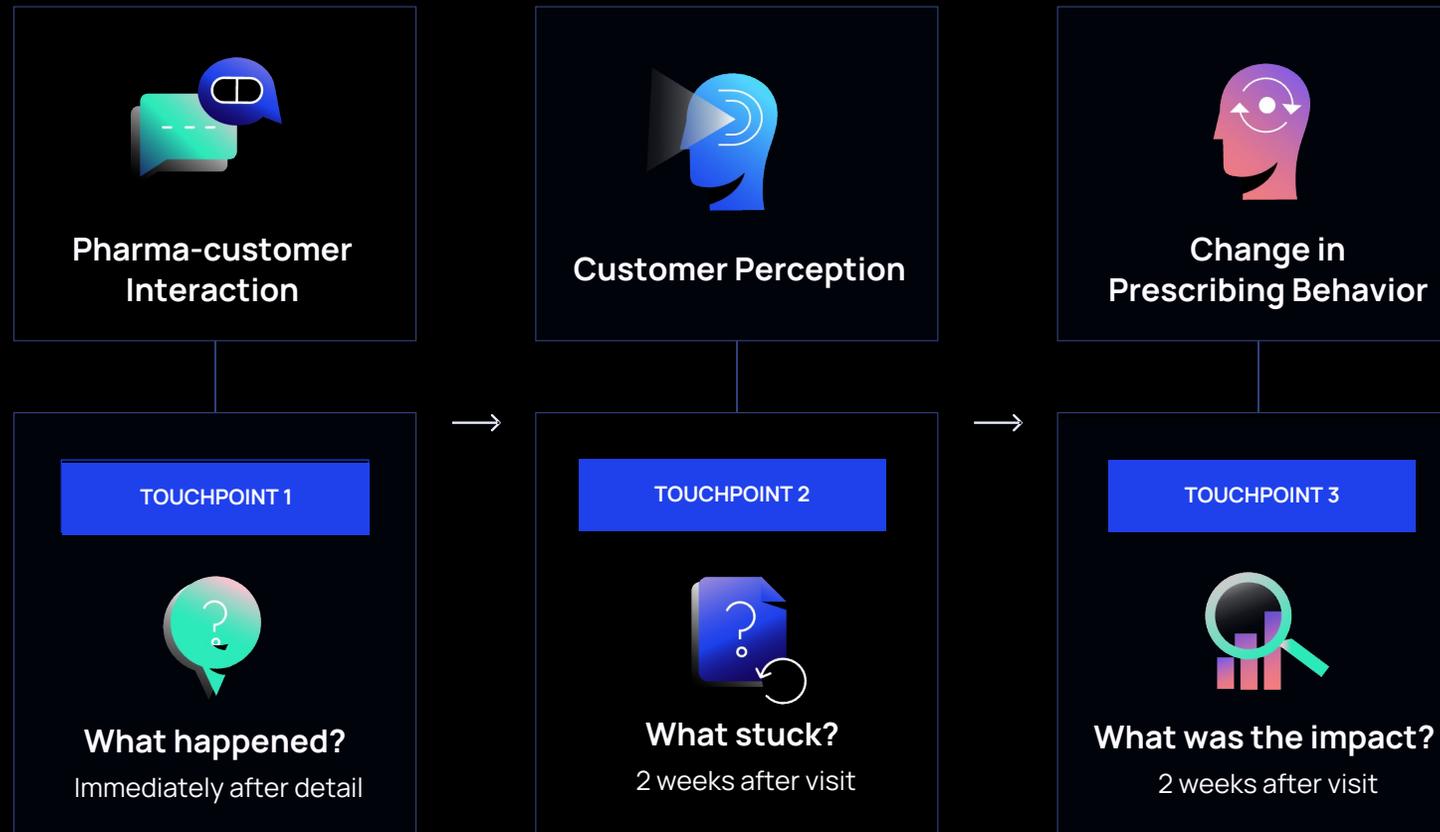
With 470+ biopharma brands tracked, ZoomRx has custom analogs that contextualize performance and reveal what success looks like in any market situation



Innovative *multi-touchpoint* methodology

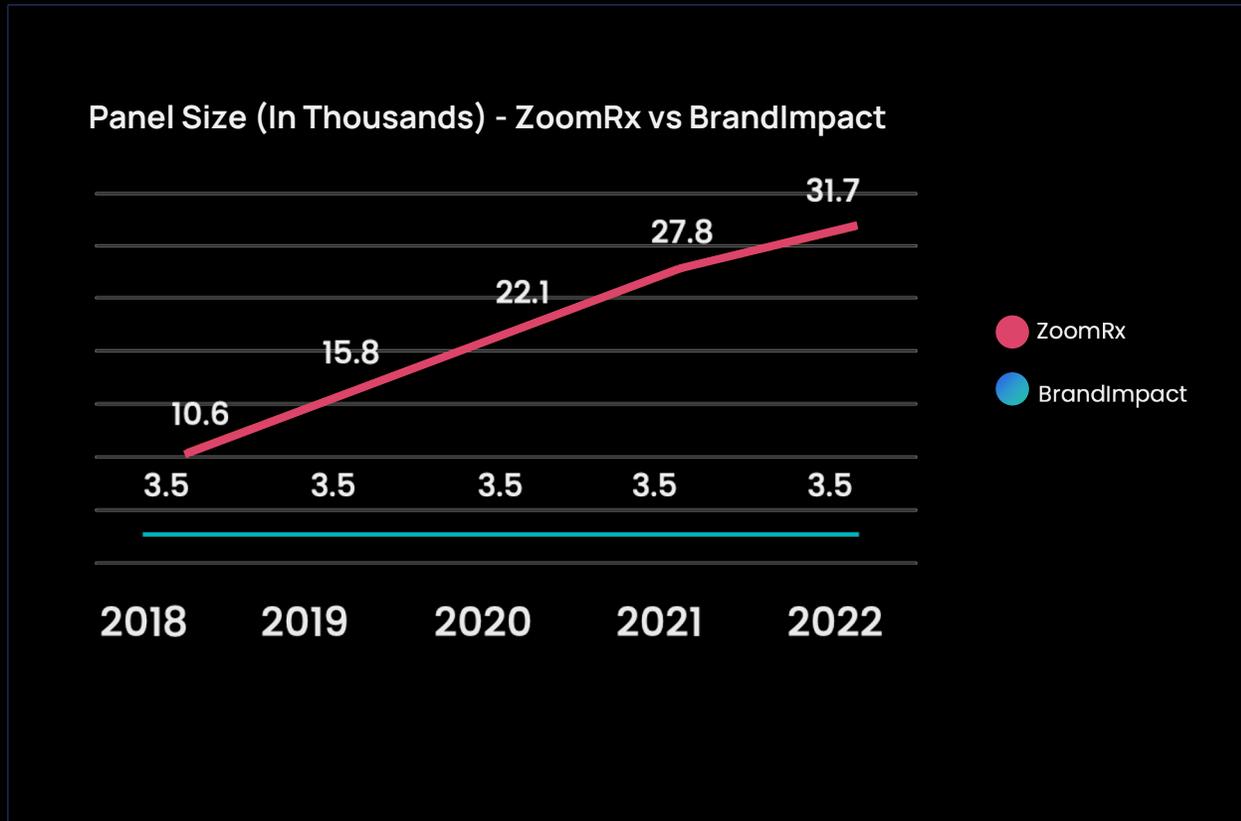
Multi-touchpoint methodology that goes beyond just “what happened” to capture the true impact of your engagement on customer perceptions and behavior

CUSTOMER SALES CYCLE



Industry's largest *customer panel*

Engaged, stable panel that enables high quality insights and alignment to target audiences



>31K

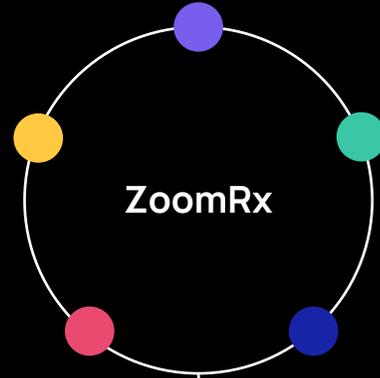
Panelists

20+

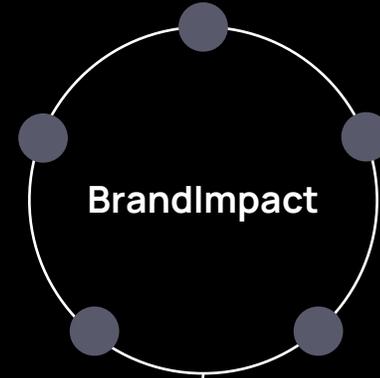
Physician
Specialties

25%

YoY Panel
Growth



VS



360-degree view of omnichannel insights for **EVERY brand in your market**

Industry-wide benchmarks and analogs that contextualize performance

Unique multi-touchpoint methodology with insights into the full promotional cycle

Growing panel of more than 31k HCPs

Custom study design that nimbly adjusts to changing market dynamics

Limited channel coverage for select brands in your market

Limited benchmarks and analogs that can misrepresent performance

Single touchpoint methodology without measurement of downstream impact

Limited panel of just 3.5k HCPs

One size fits all study design that is static and rigid



Get in touch

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