ZoomRx *Brand Performance* Tracking Capabilities
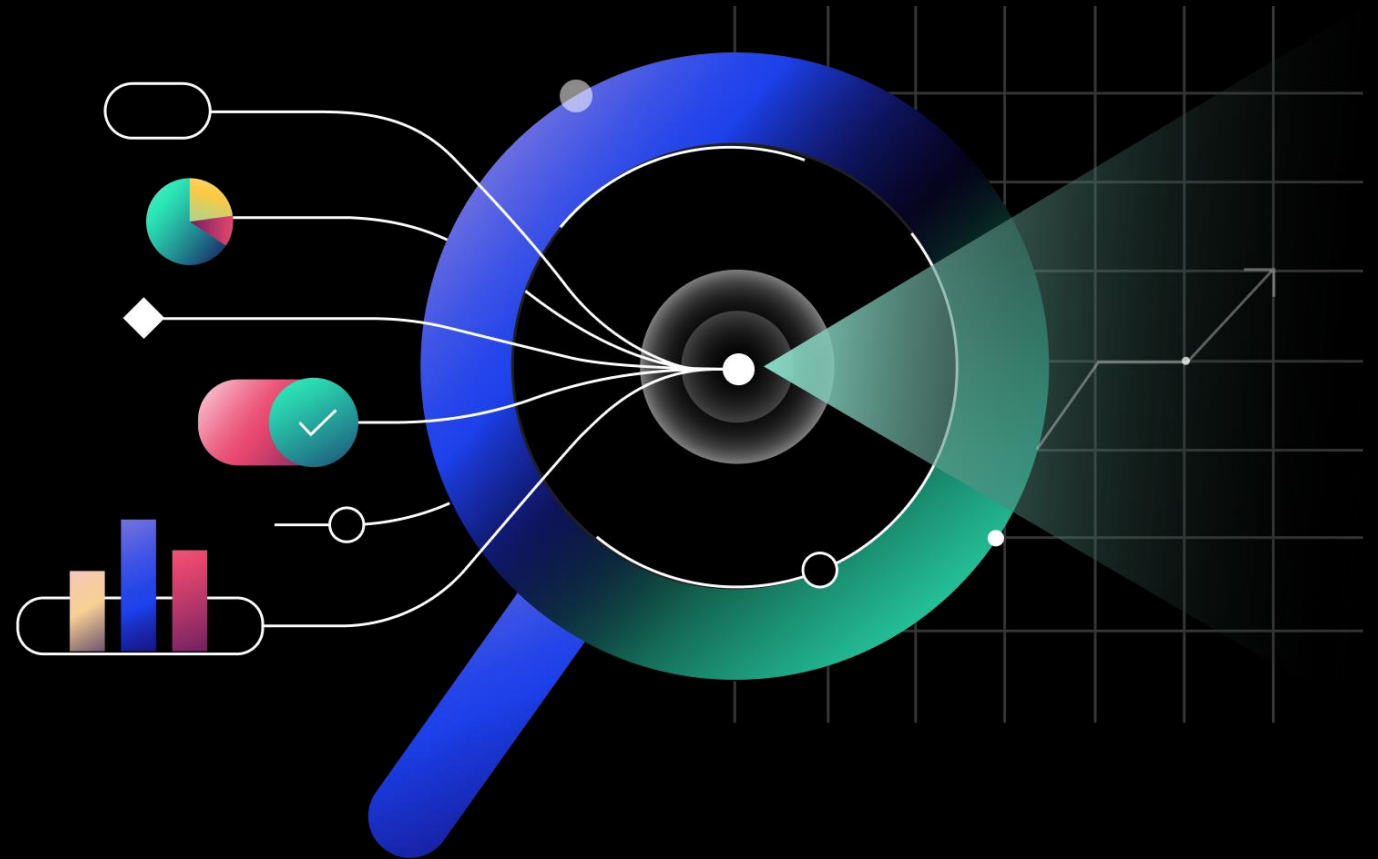
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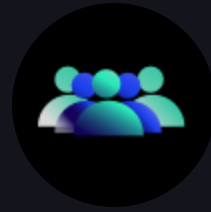
ZOOMRX

ZoomRx's *approach* has all the critical elements needed for a successful ATU

GLOBAL EXPERIENCE

14+ years of experience conducting Global tracking research

PROPRIETARY PANEL

>50k HCPs and >2k patients **across the Globe** in our proprietary panel

INNOVATIVE TECHNOLOGY

Collect vice responses and ask **real-time open ended** follow-up questions for **additional context**

INDUSTRY BENCHMARKS

Define what **brand performance** looks like using >1 million benchmark datapoints

ANALYSIS FRAMEWORKS

Get actionable recommendations on promotions using our analysis frameworks

ZoomRx global *experience*

This is familiar territory for us

We have over 15 years of experience conducting integrated, franchise-wide, global research and a proven track record of taking over research programs from incumbents
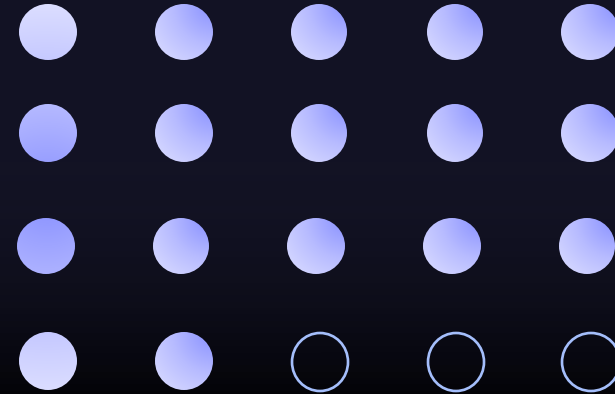
WE HAVE DONE THIS IN

RECRUITMENT HEATMAP LEGEND

- ● Tier 1 US, Canada, Europe, Japan
- ● Tier 2 Latin America, Asia
- ● Tier 3 Remaining countries

WE HAVE DONE THIS WITH

17/20

LARGEST GLOBAL PHARMA COMPANIES
PARTNER WITH ZOOMRX FOR TRACKING

ZoomRx *panel* for global studies

Deep network of global and local partners* and regional expertise in additional to proprietary panel

Dedicated global recruitment and compliance team

Universal, GDPR-enabled technology embedded platform

ZOOMRX PANEL

20+
Specialties
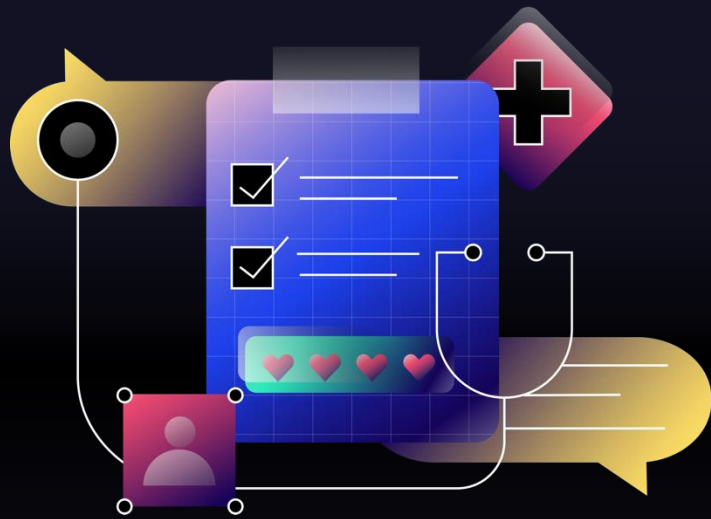
52800+
HCPs in the ZoomRx US Panel

2100+
life sciences consultants across the globe

In addition, ZoomRx also has tenured relationships with Global **recruitment partners** such as M3, Schlesinger, Sermo, Sago, Reckner, WebMD, etc. and other country-specific, local vendors*

*Refer to speaker notes for list of local vendors we partner with
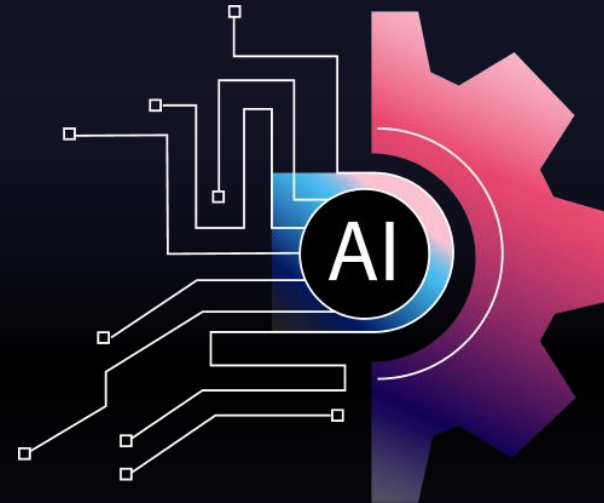
Technology embedded *innovative* platform

VOICE OF CUSTOMER INSIGHTS

ZoomRx Voice Response Technology allows respondents to explain "why" by simply speaking into survey platform.

CONTEXT SPECIFIC AI-ENABLED FOLLOW UP

ZoomRx's platform allows you to collect context specific real-time open ends by generating probing questions within your studies
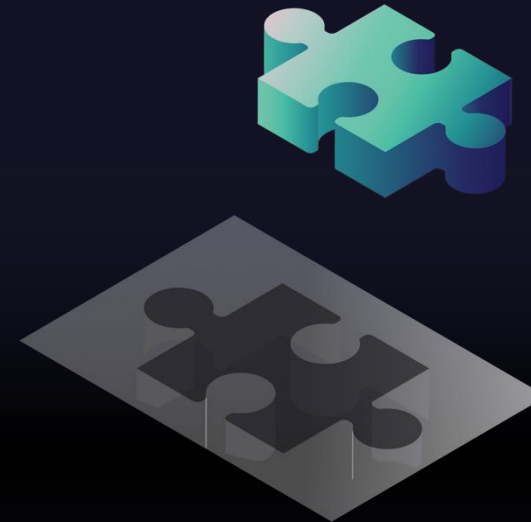
Encourages deeper respondent thought and insight

Largest *benchmark* database

- Aided Brand Awareness
- Aided Clinical Trial Awareness
- Drivers and Barriers
- NPS Score
- Stated Attribute Importance
- Product Perception
- And more…

With 500+ brands tracked, ZoomRx has custom analogs that contextualize performance and reveal what success looks like in any market situation
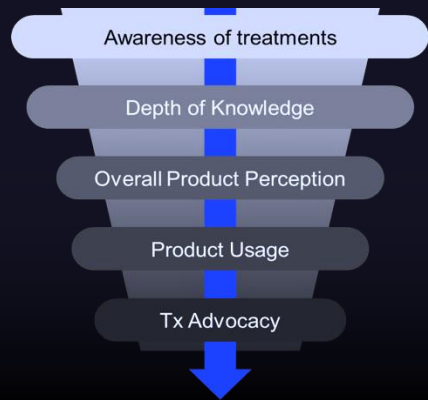

With 500+ brands tracked, ZoomRx has custom analogs that contextualize performance and reveal what success looks like in any market situation

Integrated analysis *frameworks*

ADOPTION FUNNEL

- Awareness of treatments
- Depth of Knowledge
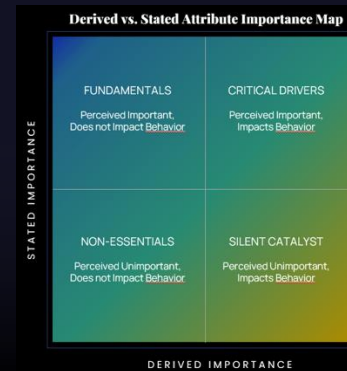- Overall Product Perception
- Product Usage
- Tx Advocacy

The Adoption Funnel depicts the journey the HCP takes from encountering the brand to becoming a brand advocate. It helps deduce the prescribing journey and fix "leaks" in the funnel

BRAND EQUITY MATRIX

BRAND POTENTIAL
(Composite score of Applicability, Unique Value & Normalized Growth Rate)

Sunrise
Niche brands or those with promising potential that have not yet established a strong reputation

Ex: Very targeted therapies or recently launched brands

Stars
Brands with very positive reputations that offer meaningful value to HCPs and their patients

Ex: Brands that offer differentiated efficacy / safety evidenced by real world clinical experience

Clouds
Brands yet to establish a clear positioning or brands that have struggled to differentiate in an increasingly crowded market

Ex: Newly launched brands or older brands with high competition

Sunset
Brands that have maintained a strong positive reputation despite offering diminishing or redundant value

Ex: Established brands with strong generic / biosimilar competition

BRAND REPUTATION
(Composite score of Awareness, Current Use & Loyalty)

ZoomRx Brand Equity Matrix allows commercial teams to track the relative position of all brands within a therapeutic area to inform commercial strategies to further differentiate and increase share

ATTRIBUTE IMPORTANCE MAP

Derived vs. Stated Attribute Importance Map

STATED IMPORTANCE

FUNDAMENTALS	CRITICAL DRIVERS
Perceived Important, Does not Impact Behavior	Perceived Important, Impacts Behavior
NON-ESSENTIALS	SILENT CATALYST
Perceived Unimportant, Does not Impact Behavior	Perceived Unimportant, Impacts Behavior

DERIVED IMPORTANCE

There is always more than what meets the eye. The derived vs. stated importance map is a scatter plot that helps us understand how intrinsic factors impact a brand's adoption

HCP ARCHETYPING

While HCP behaviors provide insights on their own, archetyping uncovers how beliefs and actions interact, shaping brand perceptions and engagement.

Get in touch

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