MARKETING
ANALYTICS SERVICES

The marketing analytics group within D Cube offers analytical solutions to everyday challenges that marketing managers face in the life sciences industry. From advanced stakeholder segmentation, targeted outreach, optimal allocation of channels and measurement of ROI, D Cube has calibrated the art of using both syndicated information and unstructured data (social media, online campaign outlets etc) to help the marketing team get the best value for their assets. The range of services offered in a scalable delivery model makes it easy for sales teams to leverage our industry expertise across a variety of engagement models ranging from tactical execution to strategic centers of excellence.

1) MARKET MIX MODELLING

Promotion return and mix modeling identifies how individual and different promotional channels are contributing towards product demand

01
Test vs Control Studies

02
Historical contribution by channel

03
Response curve sales vs promotional spending

04
Total and incremental ROI

05
Optimal mix

2) PRICING ANALYTICS

PRICE SETTING
- Value based pricing
- Guideline price setting
- Risk based pricing
- Market based price sensitivity analysis
- Dynamic pricing analysis
- Conjoint analysis
- Price elasticity

DEAL PRICING
- Long term contract pricing
- Scope normalized pricing analysis
- Market based pricing
- Win loss analysis
- Used vehicle pricing
- Dynamic pricing

PRICE MEASUREMENT
- Price index
- Discount measurement analysis
- Price waterfall analysis
- Delegation of authority – CM analysis
- Pricing strategy efficacy analysis - KPI

COMPETITIVE INTELLIGENCE
- Evaluate price changes against competition
- Segmentation of products against competition
- Develop competitive models
- Develop price actions based on competition

d cube
DATA DRIVEN DECISIONS

3) FORECASTING

STRATEGIC
- Revenue, Volume
- Market Events
- Product Events
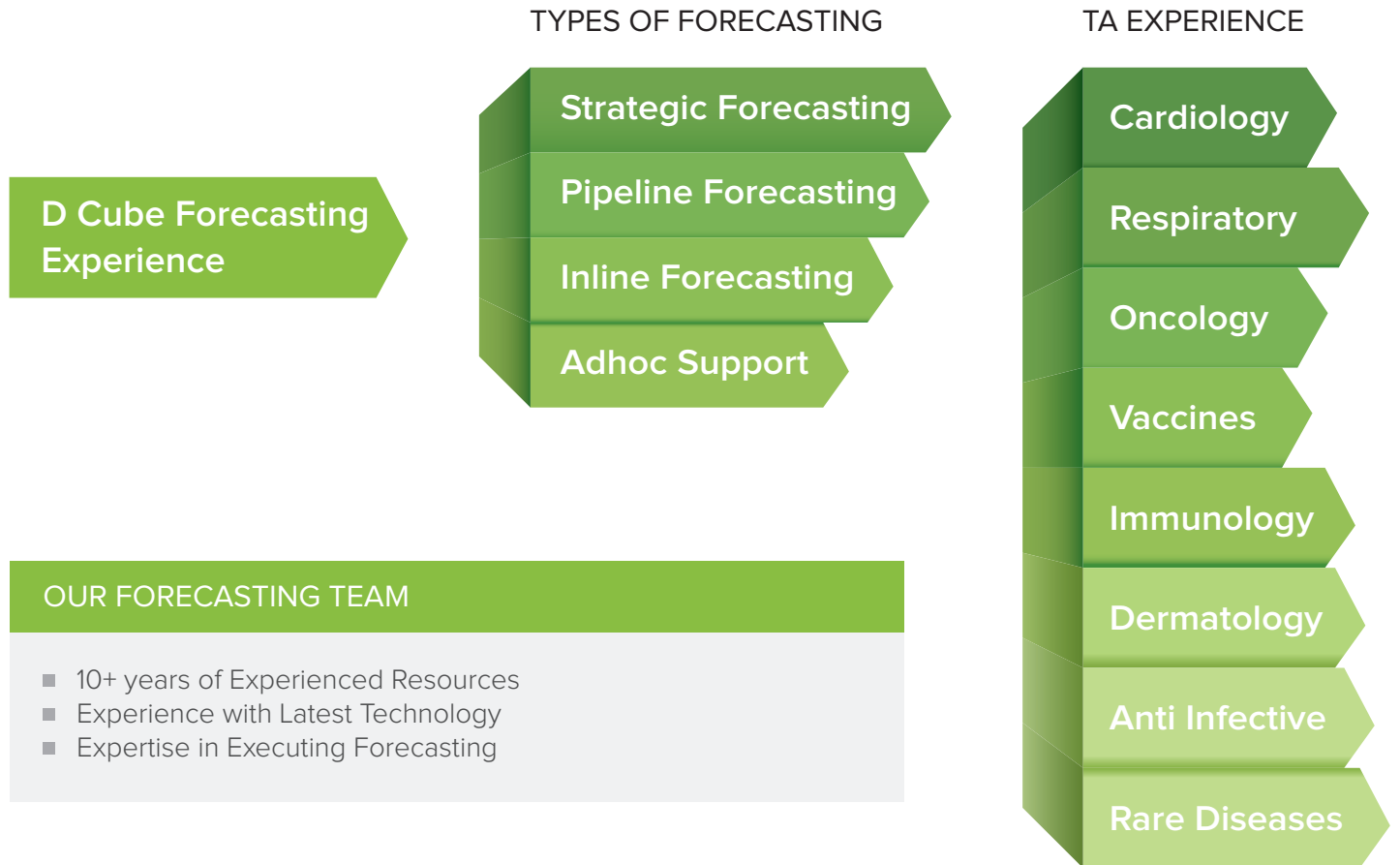- Risks & Opportunities

PIPELINE
- Annual Projection
- Competitor Products
- By Indication
- Cannibalization

INLINE
- Monthly Projection
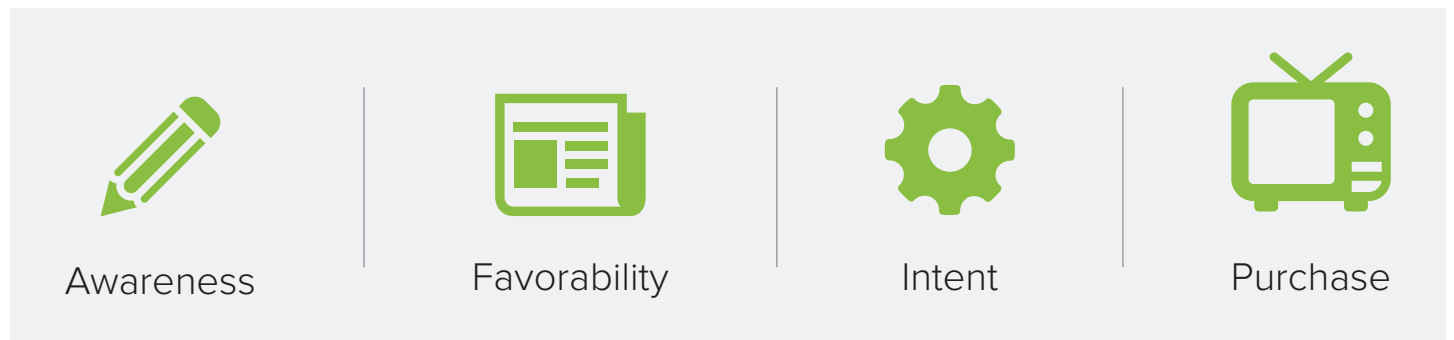- Multiple Scenarios
- Concomitant Usage
- Product Events

AD-HOC SUPPORT
- Acquisition & Out-Licensing
- Sales force analysis
- Opportunity Assessments
- Develop Forecasts for BD Initiatives

TYPES OF FORECASTING

D Cube Forecasting Experience

- Strategic Forecasting
- Pipeline Forecasting
- Inline Forecasting
- Adhoc Support

TA EXPERIENCE

- Cardiology
- Respiratory
- Oncology
- Vaccines
- Immunology
- Dermatology
- Anti Infective
- Rare Diseases

OUR FORECASTING TEAM

- 10+ years of Experienced Resources
- Experience with Latest Technology
- Expertise in Executing Forecasting

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4) Campaign Effectiveness:

Understand ROI on campaigns and redesign based on market feedback

Awareness   Favorability   Intent   Purchase

Our integrated solution helps brand teams monitor key stakeholder feedback in near real-time that helps in:

- Rapid analysis of customer touch points and feedback from multiple channels
- Monitoring of KPIs and measurement of brand uplift caused by each channel
- Monitoring and ROI measurement of digital as well as non-digital channels