

Trinity Performance Tracking

Dynamic stakeholder assessment of a brand's equity and trajectory through an advisory lens

Marketing and Brand leaders need a steady stream of actionable insight into the market their assets play in and the context around each product.

It is critical to assess the impact of market events, advocacy, promotion and messaging—and then align internally over what that insight means for the business.



Interpretation of trackers like ATUs (Awareness, Trial and Usage) tends to fall into a routine at an individual brand level.

Opportunities for learnings and efficiencies across brands often go unrealized.

Ensuring the best trajectory for a brand requires actionable insights beyond the simple ATU approach of tracking the market.

Trinity Performance Tracking focuses on a comprehensive approach to stakeholder perception tracking and integrates primary and secondary data to view the total context.



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Trinity Performance Tracking focuses on dynamic assessment of brand optimization—dynamic because it is enabled by technology and identifies areas of disconnect to provide insights on course correction. The offering is guided by dedicated experts with experience across therapy areas, geographies and stakeholders.

Life sciences companies are able to:



Monitor brand performance against strategic expectations



Assess the impact of manufacturer activity on perceptions over time and advise on adjustments to optimize impact



Effortlessly leverage customized insights shared in an easily digestible format



Access data through dynamic visualization



Integrate datasets from different sources at the physician level, including Real-World Evidence (RWE), calls and promotional data



Integrate advisory support to help unlock areas of opportunity

An integrated set of insights across multiple internal and external sources reflects brand objectives and key tracking/decision support metrics, allowing for easy reporting and communication with internal/external stakeholders.

Performance Tracking Study Elements

- » Strategic ATUs
- » Patient Chart Tracking
- » Promotional Effectiveness Tracking
- » Message Recall
- » Corporate Image/Brand Identity
- » Voice of Customer Research
- » And More

GO BEYOND

With Additional Elements

- » Social Listening
- » Advanced Analytics
- » Secondary Data Integration
- » Qualitative Integration
- » Interactive Dashboards

