TRINITY | CustomerEDGE™ | Measurement Studio

Promotion and Marketing Mix Measurement Software for Life Sciences

CustomerEDGE | Measurement Studio measures promotional activity, impact, and return on investment (ROI) by segment. It supports marketing mix (MMx) analysis, control-based lift analytics, and attribution. Machine learning (ML) and AI enable rapid simulations of future promotional scenarios. Measure what works across channels and spend.

The Challenge

The Next Dollar Is a Guess.

My field, digital, and media budgets live in separate systems

See field, digital, media, and access spend and performance in one data fabric. Compare across brands and benchmark across your enterprise.

National ROI averages don't show me which segments drive volume

Measure response by segment, geography, and healthcare provider (HCP) cohort. See where incremental volume is actually generated.

By the time results land, my quarter is already committed

AI-assisted scenario testing lets you reallocate spend during the planning cycle, not explain variance after it ends.

Finance discounts the numbers behind my budget decisions

Embedded TGaS benchmarks and transparent methodologies give you allocations you can substantiate to finance and leadership.

Measurement Studio moves you from fragmented reporting to segment-level planning, before budgets and plans are locked.

CustomerEDGE | Measurement Studio at a Glance

Measurement Studio pairs rigorous response modeling with a self-service interface built for commercial and brand teams. Investment planning becomes an always-on capability, not a periodic study.

Unified data fabric and modeling

Models quantify incremental ROI by segment, geography, and brand across every promotional channel.

Real-time scenario planning

Simulate budget shifts, channel mix, and segment strategies. Compare projected outcomes before spend is committed.

Life sciences modeling precision

Trinity methodologies and proprietary benchmarks built for pharma, not generic cross-industry media models.

Lift and multi-touch attribution

Control-based lift analysis shows which channels and tactics are most effective.

Flexible deployment and integration

Software hosted by Trinity or deployed in your environment. Integrates with existing data infrastructure.

Ongoing expert partnership

Trinity specialists support model design, governance, and interpretation, with refreshes every planning cycle.

Know what your next promotional dollar can return before you commit it.

Learn more at https://trinitylifesciences.com/products/customeredge-measurement-studio/

The CustomerEDGE | Measurement Studio Advantage

Segment-Level ROI, Not National Averages

National ROI averages hide which cohorts respond. Reallocating against them moves money without moving volume. Measure ROI by segment, geography, and HCP cohort instead.

Combined Cadence-Driven Reporting and Ad-Hoc Exploration

MMx analysis, multi-touch attribution, and A/B testing draw on one data foundation. Your ad hoc tests share the same source of truth as reporting.

Benchmarks From Inside the Industry

Cross-industry media benchmarks reflect the providers' book of business, not your reality. TGaS peer benchmarks put your investment levels in life sciences context.

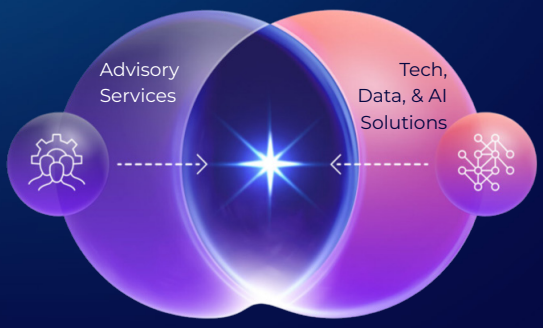
AI-Assisted Insights and Operations

Enable your whole team to easily explore scenarios, interpret results, and inform investment and tactical decisions more quickly.

Put your next dollar where incremental volume actually comes from, with benchmarks that reflect your market.

Why Trinity

Powering the future of life sciences commercialization through the fusion of human and artificial intelligence.



Life-sciences-exclusive focus

Access deep experience across therapeutic areas and lifecycle stages, with 30+ years of nuanced understanding of regulatory, evidence, and stakeholder dynamics.

Tech + behavioral science

Deliver faster, deeper insights at scale through embedded AI-enabled analytics and behavioral science into research design.

True partnership

Experience seamless collaboration with your internal teams and agencies, with ongoing support from early strategy through post-launch optimization.

Bold minds that challenge. Smart tech that connects. A committed partner that delivers.

Trinity By The Numbers

Involved in **70%** of all new drug launches

Trusted by **350+** industry-leading customers

Accurately predicting up to **90%** of revenue outcomes for drug launches

Connect Today, Own Tomorrow

Relying on national averages can direct budget to underperforming channels. See which channel is underperforming before your next budget locks.

Discover what's possible. Schedule a demo to see whether a rapid prototype with your data is the right next step.

Contact Trinity: trinitylifesciences.com/contact/

Request a demo: trinitylifesciences.com/request-a-demo/

Explore more: trinitylifesciences.com/

Email: info@trinitylifesciences.com

For more information

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