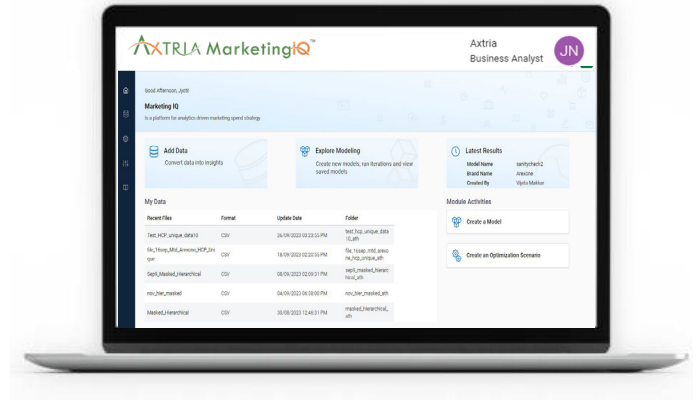# Axtria MarketingIQ™

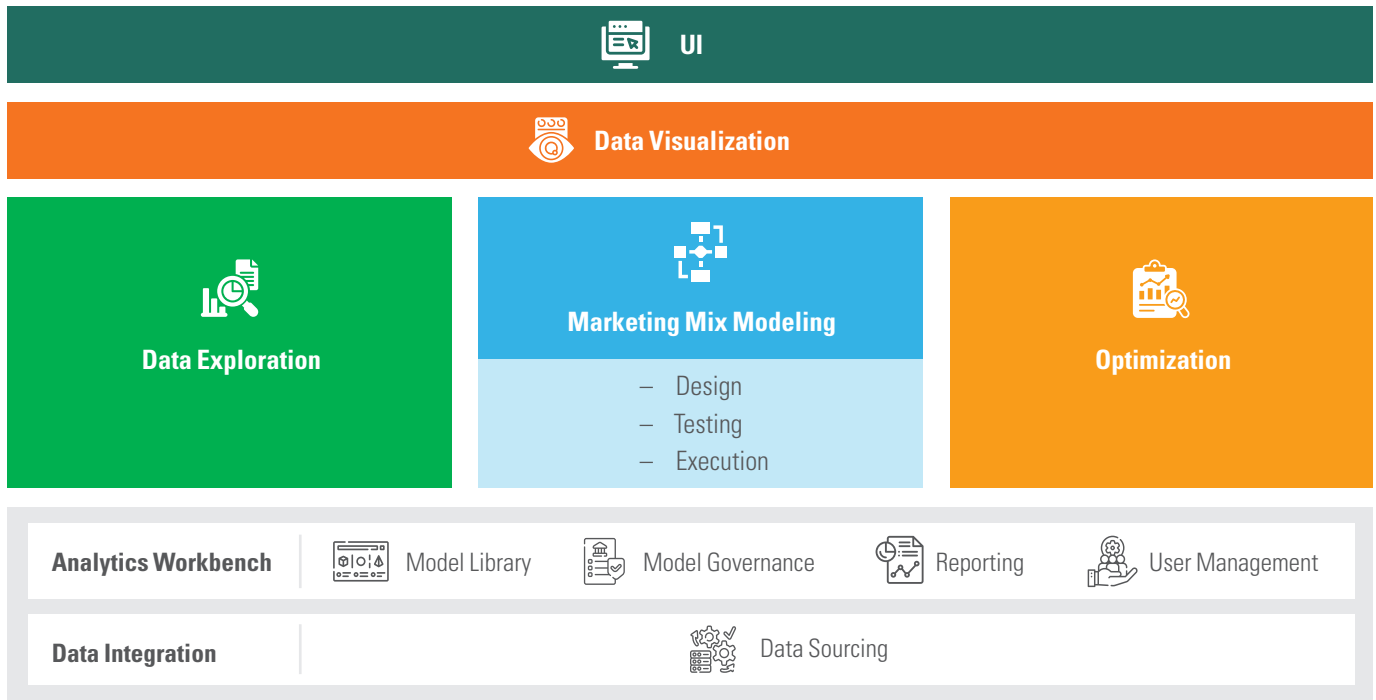## Drive Impactful Marketing Decisions

Axtria MarketingIQ™ is the next-generation commercial marketing analytics product for Life Sciences companies that enables superior brand performance through market attribution, delivering timely insights that drive effective planning, evaluation, and execution.

Axtria MarketingIQ™ drives marketing impact based on decades of domain experience to expertly replace simpler intermittent analytics with continuous predictive smart analytics. It democratizes business analytics and provides sophisticated granular models with unmatched compute power in a collaborative environment that enables experts to focus on more complex bespoke problems.
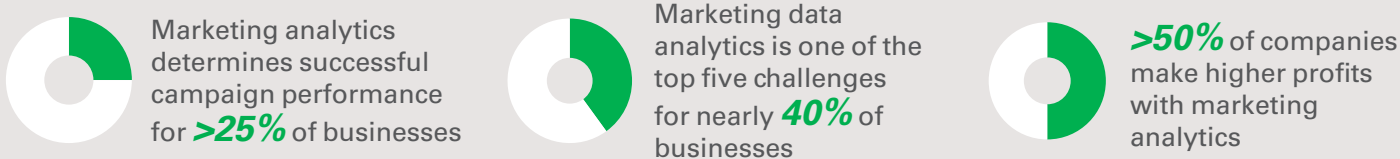
Axtria MarketingIQ™ delivers marketing analytics as a commercial service

Logical Architecture

UI

Data Visualization

Data Exploration	Marketing Mix Modeling	Optimization
	– Design – Testing – Execution	

Analytics Workbench	Model Library	Model Governance	Reporting	User Management

Data Integration	Data Sourcing

Axtria MarketingIQ™ Differentiators

Superior Market Mix Modeling Engine

Revolutionize AI-Led Market Decisions

Transparency & Configurability

Marketing analytics determines successful campaign performance for **>25%** of businesses

Marketing data analytics is one of the top five challenges for nearly **40%** of businesses

>50% of companies make higher profits with marketing analytics

Key Features and Capabilities
Data Exploration and Visualization

> ### Data Exploration

It is the initial stage of data analysis. Understand data configuration and uncover insights. Discover and analyze data patterns or anomalies through an interactive interface. Visualizations let you explore and understand data set variables and their relationship.

> ### Data Quality Management

Maintain and improve high-quality data for analysis and business decision-making. Automatically generate rules to validate data based on the data types that are present in the pool. Visually configure simple or advanced data quality rules and consume the outcome through self-service.

> ### Catalog and Lineage:

Comprehend and visualize data flow from its origin to destination. Self-service data discovery allows you to easily discover the right data sets and explore its lineage without IT involvement.
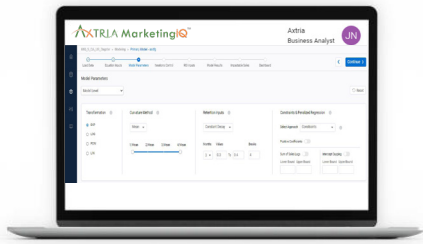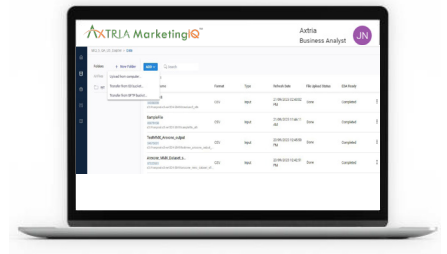
Marketing Mix Modeling

> ### Modeling:

Choose between linear or hierarchical (mixed effects) for model designing and execution. Linear modeling entails a continuous response variable and mixed modeling nests more than one source of variance in your hierarchical models. Factor in the impact of variations in modeling outputs for precision

> ### Model Governance:

Monitor, approve, and publish models through automated provisioning. Achieve technical scalability in a robust model governance environment. Governance capabilities make it easier to find and reuse assets.

> ### Reporting and User Management:

Create quick and comprehensive reporting dashboards from promotional inputs. Download model results and dashboards extended for enhanced transparency. Allow users permissions for companies, workspaces, and regions through the easy application interface.

> ### Secondary Modeling Journey:

Optimally identify the sales effectiveness of promotional channels with secondary models and pathways. Accurately assess interactions between channels and the collective impact of multiple promotions.

> ### Designing Models:

Include architectural model requirements to iterate and generate a large volume of modeling scenarios. Learn from data patterns and outcomes while you create models. Leverage the saved models without starting from scratch for future scenarios.

> **Testing Models:**

Evaluate the performance of testing datasets in the modeling process. Hypothesize and test your data with numerous inputs and custom settings. Achieve the best outcome with each testing iteration and select your favorite model for future use cases.

> **Execute Modeling:**

Implement machine learning programs to reach successful analytical outcomes. Run and implement the best scenarios saved during the iterative modeling process. Reuse the saved models for new brand initiatives.

Optimization

> **GRID Selection:**

Leverage Axtria's proprietary algorithm, Grid Selection, based on decades of expertise and experience in budget optimization. Achieve significant advantages, including faster run times and reduced optimization algorithm issues. Ensure a more reliable and predictable optimization scenario execution.

> **Scenario Execution:**

Make effective marketing channel predictions that drive brand strategies. Enhance sales impact by optimizing your spending tactics. Choose from the best-guided actions to course correct more often.

![Axtria logo] **AXTRIA**
INGENIOUS INSIGHTS
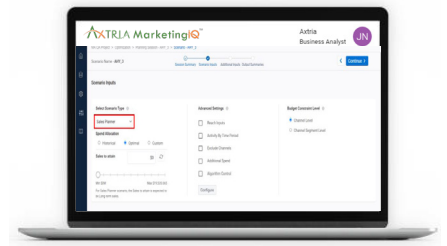
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in Axtria – Ingenious Insights

About Axtria

Axtria is a global provider of award-winning cloud software and data analytics to the Life Sciences industry. Axtria's solutions are used to digitally transform the entire product commercialization process, driving sales growth, and improving healthcare outcomes for patients. Our focus is on delivering solutions that help customers complete the journey from Data-to-Insights-to-Action and get superior returns from their sales and marketing investments.