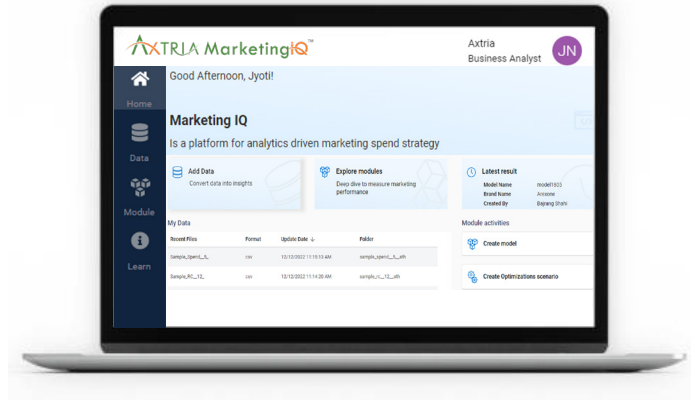# Axtria MarketingIQ™

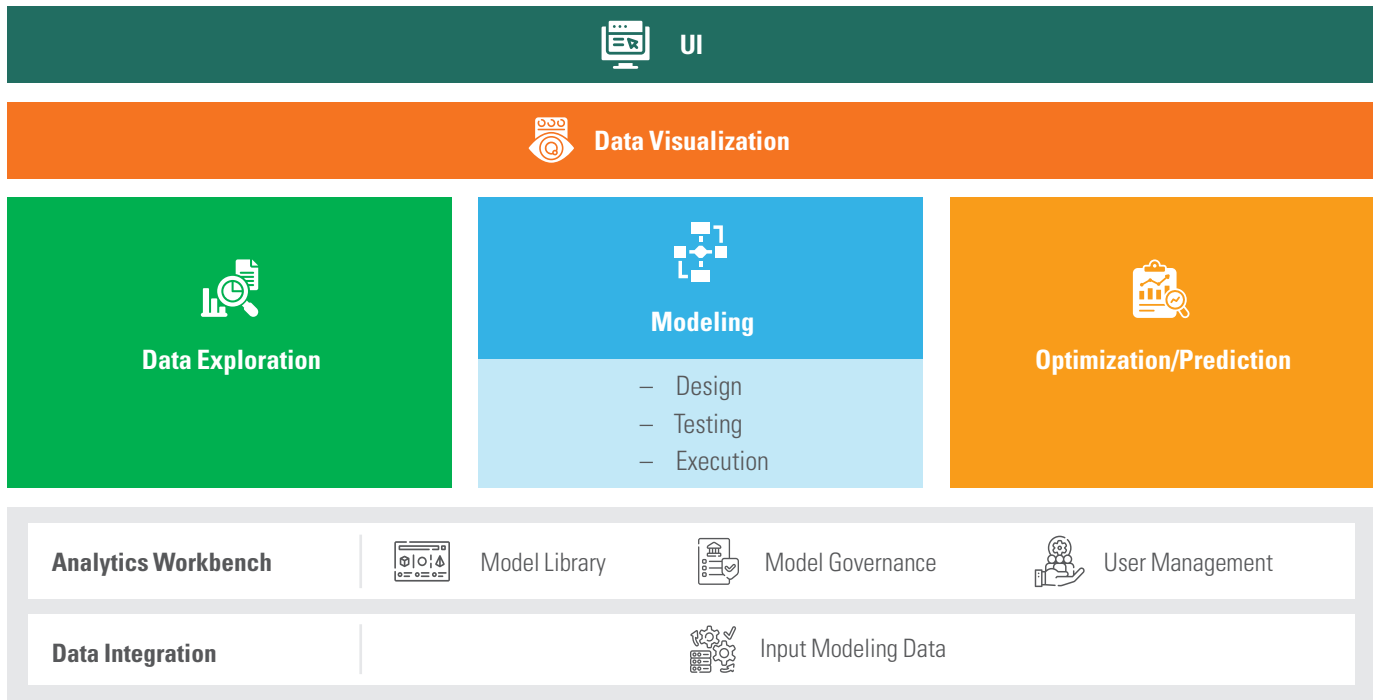## Drive Impactful Marketing Decisions

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

Modeling
- – Design
- – Testing
- – Execution

Optimization/Prediction

Analytics Workbench		Model Library		Model Governance		User Management
Data Integration				Input Modeling Data		

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 Processing/Integration

❯ 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. Can be stored as a library asset.

❯ Catalog and Lineage:

Comprehend and visualize data flow from its origin to destination. Self-service data discovery allows users to easily discover the right data sets and explore its lineage without IT involvement.
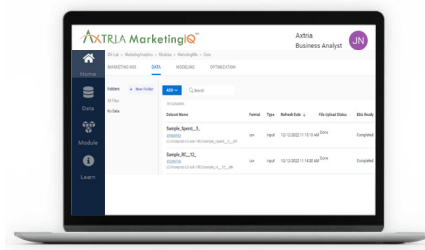
Analytics Workbench

❯ Model Library:

Standardized pre-built library of reusable commercial Life Sciences components that can be leveraged across business uses cases. Ready-made library of analytics commercial assets includes multiple modules across broad categories (Marketing Analytics, Sales Analytics, etc.). Reusable business assets save time, effort, and resources when building analytic solutions.

❯ Workflow Management:

Monitor, optimize, and approve steps in model creation from the application interface. Efficiently manage the creation, storage, and dissemination of models. Rapid reuse and modification of past work to meet current requirements.

Data Visualization

❯ Data Exploration:

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.

❯ 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/Prediction:

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

AXTRIA
INGENIOUS INSIGHTS
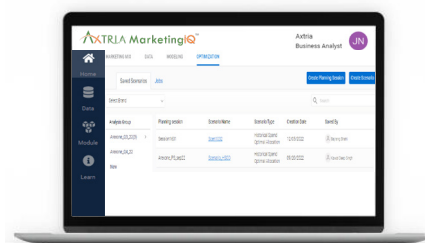
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