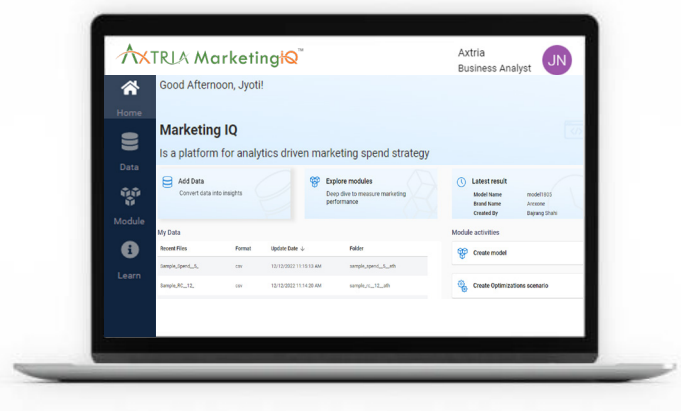
Product Fact Sheet

Axtria MarketingIQ™

Drive Impactful Marketing Decisions

Pharmaceutical experts often struggle to utilize marketing analytics at its full potential for commercial success due to infrequent inadequate analytics. Important business knowledge is seen to leave when people leave an organization. Analytics within the same organization lives in silos creating disjointed, manual, and hard-to-scale decisions.

With continuous sophisticated analytic insights drawn from MarketingIQ's models, you can improve your brand performance and make specific decisions beyond allocating budget for promotional channels. Axtria MarketingIQ™ utilizes machine learning techniques and offers distinct analytics abilities under one umbrella, empowering marketers to assess brand strategies freely, plan a futuristic budget, scenarios, or customer engagement, and achieve industry-wide operations.



Current Challenges in Marketing Analytics

- Missed opportunity for continuous sophisticated analytics
- Lack of sophisticated, granular models due to limited industry and AI/ML expertise
- Various channels and factors interact in a unique way within Life Sciences that contribute to the complexity of channel attribution
- Need to put the power of a data scientist in the hands of novice data analysts

Axtria MarketingIQ™

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 powerful compute in a collaborative environment that enables experts to focus on more complex bespoke problems.

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

Axtria MarketingIQ™ Business Benefits

Drive Frequent Sophisticated Analytics-Led Outcomes Beyond Budgets

Drive greater success by evaluating each marketing touchpoint and its overall business impact

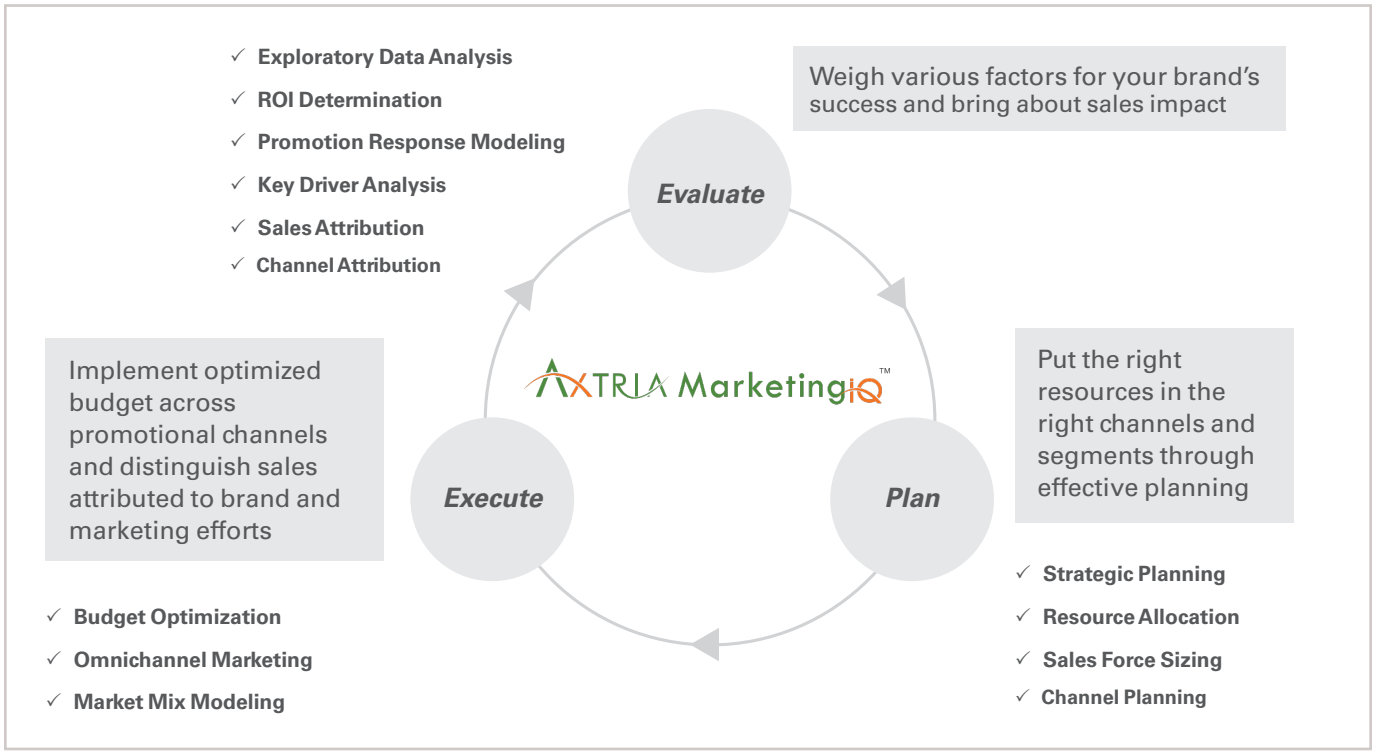
Democratize Marketing Analytics for Resource Optimization

Achieve more with fewer skills leveraging the sophisticated models comprising pharma, marketing, and real-world expertise

Prevent Loss of Analytics Knowledge & History

Retain institutional knowledge and collaborate across organizational silos with a central repository

Lead insightful marketing analytics with Axtria MarketingIQ™



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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.

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