

MARKETING PERFORMANCE OVERVIEW

TOTALS AND % CHANGE from Jan. 2022 to Jan. 2023

Marketing Generated Deals
102 ↗ **343%**

Social Media Impressions
258,770 ↗ **2,674%**

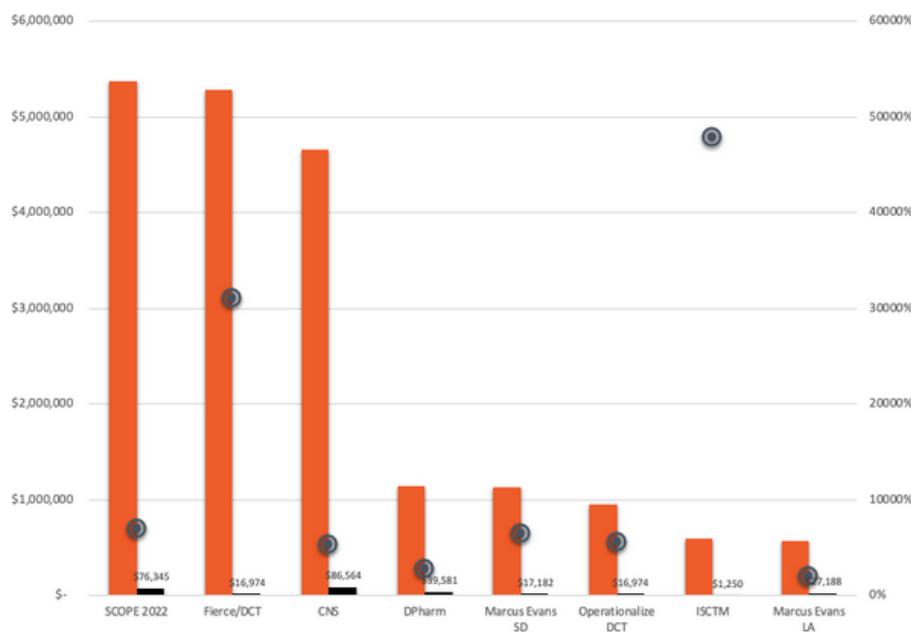
Unique Website Visitors
42,680 ↗ **36%**

of Emails Sent
236,741 ↗ **393%**

1,843

Sales Leads Generated

TOP EVENTS



25

Events Attended

12

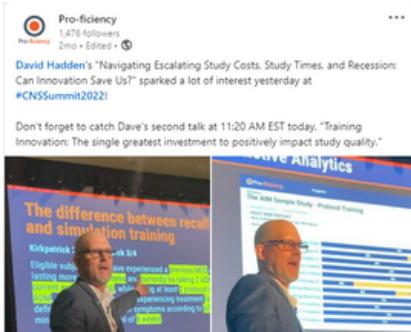
Speaking Engagements

TOP PERFORMING CONTENT

SOCIAL MEDIA



981 Impressions



615 Impressions



648 Impressions

EDITORIAL

3 Clinical Leader Sponsorships

Preventing Protocol Deviations With Simulation-Based Training
written by David Hadden

213 Views

3 Clinical Leader Sponsorships

Telling Ain't Training
written by David Hadden

178 Views

1 Clinical Leader Sponsorship

3 Barriers Preventing Clinical Trial Innovation
written by Jenna Rouse

111 Views

EXTERNAL RECOGNITION

AWARDS



WON! 🏆

NC TECH AWARDS
'Top Ten Startup in 2022'

LOST :(

FIERCE PHARMA MARKETING AWARDS 2022

EXCELLENCE IN AI - BUSINESS INTELLIGENCE GROUP

CNS INNOVATION SHOWCASE 2022

2022 DELOITTE TECHNOLOGY FAST 500

'Enrollment Optimization' Submission

'Simulation-Based E-learning' submission

'Simulation-Based E-learning' submission

'General Content' Submission

PRESS RELEASES



146

LinkedIn Posts Published

18

Articles Published

12,921

PR Views

2,573

PR 'Pickups'

PRO-FICIENCY.COM

HOME PAGE

2022

Enjoy a Commanding View of Your Entire Clinical Study

Introducing the most advanced simulation-enabled tools for remote training and performance management of clinical sites and investigators. The Pro-ficiency platform offers a unique simulation approach that achieves real intelligence for learners and for leaders.

Virtual IM™

Virtual SV™

Virtual Study Trainer™

Remote Site Training

Actionable Analytics

Automated Compliance

Minimize Human Error

Meet Our Innovators, Thought Leaders, and Producers

Partner with Pro-ficiency

Latest News & Views

2023

Real Intelligence

Real Experience. Real Insights. Real Outcomes.

My-ficiency is a next generation learning engine for Clinical Trials. Our unique simulation approach achieves real intelligence for learners and for leaders.

Improve Enrollment

Simulation

Smarter SVs

Rapid Communications

Simulation-Based Training

Prescriptive Analytics

Automated Compliance

SOLUTIONS PAGE

2022

Solutions

Pro-ficiency provides one portal for all your study training: simulation training for protocol, GCP, PV or research-skills training, vendor training or other documents.

Simulation Training

Prescriptive Analytics

Pro-Active Protocol

Enrollment Optimization

Patient Education

Study Support Tools

2023

The Pro-ficiency Experience

64,501 Page Views

31% from 2022

36% from 2022

42,680 Unique Website Visitors