

## Overall

## Rating:

Outperformed

## Comment:

Ambika had a very successful year and delivered above and beyond expectations. Ambika is one of the extremely valuable resource for Promotion Optimization team and Merck. She is very independent and is a natural leader with great growth potential. She took the leadership role naturally in developing mkt mix data lake and Health Map projects – both of which turned out to be big undertakings. Ambika helped turn a difficult analysis situation with Gardasil in the beginning of the year and completely turned the outcome to be highly positive by the end of the year. Gardasil senior leadership team has chosen her as one of the best supporting team members and honored her in their townhall. Ambika's work is very influential and guides a lot of investments. She is a smart and hardworking conscientious team member and excels in anything she gets involved. Ambika spent multiple additional hours in the evenings and weekends to always meet the goal. Ambika is also a very effective teacher and develops new recruits and project members so that they can become independent leaders. Her calm but assertive communication style, always with supporting data or evidence, has made her a very valuable and trusted member for all her clients. Such earned trust also gets her the seat in brand team discussions (often only one outside of brand team). Ambika received 24+ Inspire awards from her clients and other team members for her invaluable contributions. Many times, during the year, her clients directly reached out to me to express their admiration and appreciation of her support. One minor area of development would be to let go of getting held up on relatively minor details that happens on very rare occasions when there is a lot of work-related stress.

## Key 2021 projects

- Strategic Initiatives Decision Support that guided executive leadership (VPs / Jill / Riad / Frank Clyburn):
  - 2021/22 Keytruda TV, Digital and Multicultural Marketing investments (\$140MM)
  - 2021/22 Gardasil TV and Streaming Investments (\$60MM)
  - Januvia LOE promotions planning & deep consultations (~\$50MM+)
  - 2020 Media Buying approach (NWOW): Analysis, measurements, and course correction strategies for Keytruda, G9, Januvia and P23.
- Lead & Completed Optimal Budget Allocation (IPF) & multiple Market Mix (HCP & HCC) analysis.
  - Lead the IPF process for 7 brands and Individually contributed for key brands such as Keytruda HCC, G9 Adol./ Adults (new).
  - MMIX Brands: Lead HCC Keytruda (2x), Lead & Developed Gardasil Adolescents & Adults
  - These analyses informed several promotion investments worth >\$400MM
- Consulting & HCC Impacts through Consumer Data [Crossix & HealthMap]
  - Keytruda & G9 Primary HCC strategy partner: Collaborated with stakeholders on daily basis to share analytics POV in decision making.
    - Teams include: Brand, Media, Initiative, Crossix, Finance, Operations.
  - Chief analyst and consultant for all Crossix related net impact analysis and media investment strategies. [Keytruda, G9, P23]
  - Helped to design/rollout multiple HCC promo pilots: Keytruda Precision Marketing, P23 Consumer, G9 vaccine confidence etc.

- People & COE development
  - Took a great leadership role in supporting HCC marketing and media teams for **Keytruda**, **Gardasil** etc. Expert in HCC business and has been highly productive.
  - Lead and managed internal team for the 2022 budget allocation process (IPF)
  - Leads and coaches Marketing Mix Data Lake initiative with Global Analytics (highly time consuming)
  - Coached and guided HealthMap net impact process with Deloitte.
  - Proactively Coached new hires Alex, Chris and Arun and have grown them to be independent leaders.
  - Worked with Contract Optimization team on MBCAT Initiative
  - Great partner and coach for the whole Promo Opt team.

#### Stakeholder feedbacks

Ambika is held in very high regard by her stakeholders. One of the stakeholders sees more integrated (HCP / Payer) approach for measurement presentation as the need for the group. Stakeholder direct feedbacks are bulleted below:

- She continuously trouble shoots to find solutions to expedite timelines and is collaborative in helping to find answers. G9 as a consumer driven vaccine, depending on her analysis to make decisions on investment. Ambika explains with patience and take complicated concepts and simplifies. She is an invaluable member of the team, whom we depend upon.
- Could not have done it without her. Enabled a 2/3 reduction in investment levels. Strong analytic/quantitative skills. Ability to orally and in writing/presentations communicate complex information and respond to questions in clear, concise, confidence building fashion. Ambika's role on the Lung Consumer Precision Marketing Pilot demonstrated her ability to work with a large, diverse group of agency partners/team members to help align on objectives, execution plan development, and Pilot analytics approach. Across all the major projects that I have worked with Ambika on during 2021 she consistently thought one step ahead.
- Ambika has a very clear & direct communication style that makes it easy for people to understand complex scenarios and walk away knowing how to apply the information that was presented. She is a true partner to the Media Team, Marketing Teams, DETs, Media Agency, and 3P Vendors. Ambika embodies "Silos to Networks." She really does a great job at bringing all different teams & stakeholders together. The work she does brings everyone together around a central goal.
- I feel as if I have been able to progress relatively quickly in my 3 months at Merck, and it simply would have not been possible without her guidance. Her attention to detail is extremely impressive. She has the unique ability to tie the model back to solving a business problem. Being able to see this in motion has shaped how I think about interpreting results.

I am extremely happy to have Ambika as the promotion optimization team member. Her analytical and technical expertise combined with keen interest in understanding the business deeply have delivered great value to Merck. I look forward to continuing to work with her in a challenging and always changing future.

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Comment:

## Priorities

### Contribute towards an innovative project

Due Date: 12/31/2021

Status: In Progress

Completion Date:

Category: Business

: (Ambika Rana) •Consulting on build of Net Impact analysis capability in Health Map [In Progress]  
oldentified gaps in vendor net impact methodology. Collaborated internally to suggest an improved version of  
the patient test and control matching and

## Ensure compliance with Merck policies

**Due Date:** 12/31/2021      **Status:** Completed      **Completion Date:** 12/31/2021

**Category:** Business

**Comments:** : (Ambika Rana) •Completed all the trainings assigned on the learning portal. Ensured that day to day activities are compliant with the data privacy, social media, and other compliance guidelines laid by Merck

## Provide consumer analytics support for Keytruda, Gardasil Adult and Adolescent, Pneumovax, and Belsomra.

**Due Date:** 12/31/2021      **Status:** Completed      **Completion Date:** 12/31/2021

**Category:** Business

: (Ambika Rana) •Gardasil Adolescent and Adult Consumer Analytics support –  
oHCP and HCC Marketing mix (Adult & Adolescent) – Ran marketing mix models at DMA and Zip level to determine the impact of consumer and HCP Digital promotions for both G9 Adult & Adolescent  
oNet Impact analysis (Adult and Adolescent) – Worked with Crossix & INI to calculate cost efficiency at indication, channel, and publisher level  
oCollaborated with stakeholders (brand/media/INI/Crossix team) on a day-to-day basis to share analytics POV in decision making  
oAdhoc analysis –  
oTV business case – Helped the Adult brand team to prepare a business case to retain TV for 2021. Analyzed contribution to public and private sales, and drive TV importance to grow G9 business during COVID

Total investment analyzed – \$100M

: (Ambika Rana) •Keytruda Consumer Analytics support –

oMarketing mix and Investment planning – Ran marketing mix models in collaboration with ZS to determine impact of digital promotions on Keytruda sales. Shared optimal investment scenarios for 2022.

oNet Impact analysis – Worked with Crossix & INI to calculate revenue and cost efficiency across different channels/publishers/vendors. Suggested changes to Paid Search optimization based on granular campaign level analysis.

oPrecision marketing pilot – Designed a multiple test pilot to assess a) impact of increasing consumer promotion on high priority geographies b) impact of removing consumer promotion from low priority geographies

oNWOW measurement – Analyzed Crossix NWOW pilot results to conclude the impact of NWOW media pilot on Keytruda consumer promotion performance. Presented results to leadership across Procurement, Media, Brand, and Analytics.

oAdhoc analysis –

oTV business case – Created and presented a business case to Keytruda leadership to secure TV funds for 2021 Q4

oImpact of multi-cultural marketing – Analyzed Keytruda conversion rate differences by ethnicity

oCollaborated with stakeholders (brand/media/INI/Crossix team/Finance) on a day-to-day basis to share analytics POV in decision making

o[InProgress]

oCollaborate with ZS on mid-year run of marketing mix

oHelp the team design a pilot for the TNBC SDoH (Social Determinants of Health) campaign

Total investment analyzed – \$140M

: (Ambika Rana) •Adhoc/standalone projects –

oGathered Adherence data and worked with Finance to get the 2022 NPV values.

oConclude NWOW impact for Gardasil and Pneumovax. Synthesis YOY study to understand how NWOW changes affected performance for these brands.

oConsulting on the build of the Marketing Mix data lake [In Progress]–

oAssisted the team in developing a project plan (data flow, QC checks, system alerts), coordinated discussions on data sourcing (Big Query/APIs/Media agency), had knowledge transfer sessions on data manipulation for marketing mix

•Investment Prioritization framework

oCompleted IPF for Gardasil Adolescent, Adult, and consulted team on Januvia, Pneumovax. Held discussions with the individual brand teams to apprise them of the brand performance and suggested changes for 2021

Total promotional dollars impacted - \$200M

: (Ambika Rana) •Januvia LOE

oAnalyzed the revenue trend given LOE to determine optimal time to stop samples

oRan scenarios to determine LROP budget ask for the period 2023 – 2025 in the case Januvia doesn't go LOE in Jan'2023

oCollaborated with the team regularly to discuss evolving LOE scenarios

Total Investment Analyzed - \$40M

: (Ambika Rana) •Pneumovax Consumer Analytics support

•Worked with INI, Crossix, media team, and brand team to provide investment recommendations for 2022 based on marketing mix and Crossix net impact analysis.

•Helped the DET team select test and control geographies for testing more targeted creatives created through a tool

Total Investment Analyzed - \$12M

## Take initiatives for professional development

**Due Date:** 12/31/2021      **Status:** Completed      **Completion Date:** 12/31/2021

**Category:** Development

: (Ambika Rana) •MIT Data Science Course – Enrolled in 3 month applied data science program with a focus on deep learning

**Comments:** •Training – Completed Python and Datalku trainings to familiarize with the latest tool and technologies  
•Special Project – Picked up a project from the MBCAT initiative to increase understanding of the Managed Care space

## Career

**Career Preferences:**

**Career Interest:**

**Job Interest:**

**Willing to Travel:** Yes

**Travel Amount:**

**Additional Information:**

**Long Term:** Yes/No

**Areas:**

**Short Term:** Yes/No

**Areas:**

**Additional Information:**