Vaccines

Gardasil NBE:

* Guided successful implementation & Developed optimal digital frequencies.
* Estimated potential sales impact of $22MM through Channel Sequencing analysis.

**Gardasil DET:**

* Evaluated sales impact of G9 Wave 0 and Wave 1 DET implementations [~$13MM].

Promotional Impacts & ROIs:

* Completed Marketing Mix models to measure sales impacts and ROIs of various HCC and HCP channels and **vendors for P23 and Gardasil** (twice)
* Supported audits and ROI measurements from multiple vendors related to in-office, POC, in-store / at-home programs.

Optimal Budget Allocation:

* Informed optimal allocation of 2020 marketing promotion investments through Investment Prioritization framework. Brands include **Gardasil, P23**
* Provided directions for 2020 budget allocations at brand level for the vaccines BU using **scoring models**.
* Measured and guided proper deployment of G9 TV and video budgets.

Others:

* Expanded consumer media consultation & Crossix net impact studies for multiple brands.
* Supported consumer media pilot designs, Vaccination pilots involving Aetna, heal.com and UHC, Geotargeting pilots, Facebook pilot design etc.

Oncology

Ongoing research on expanding Keytruda indication level Mkt Mix analysis using various new datasets (Sales, Claims, GPO etc)

Keytruda – GPO / IPP speaker program impacts and ROIs using GPO claim data ??

Expanded consumer media consultation by expanding the analysis of Crossix studies for multiple tumors.

Supported Keytruda HCC promotions brand team to shape the 2019 2H consumer marketing strategy and investment due to loss in TV, Streaming and Online Video promotions. Provided optimal strategy mix and budget allocations for 2020 Keytruda Master brand launch planning.

Completed two iterations of Marketing Mix models to measure sales impacts and ROIs of various HCC and HCP channels and vendors for Keytruda (with ZS)

Supported Keytruda ICE team and brand teams in allocation of $42MM 2020 spend in HCP media, Med Ed, MMF programs by indication and channel.

Deep consultations and guidance provided to IQVIA and Keytruda marketing team to measure effectiveness of Keytruda POC programs for multiple tumors.

CC/WH

Guided successful implementation of Januvia and Steglatro NBE

Developed optimal digital frequencies for Januvia NBE and Steglatro NBE

Optimized HCC digital touchpoint frequencies for various publishers using inputs from Crossix for Nexplanon

Informed optimal allocation of 2020 marketing promotion investments through Investment Prioritization framework. Brands include Januvia, Belsomra, Nexplanon and Steglatro

Expanded consumer media consultation by expanding the analysis of Crossix studies for multiple brands.

**FORTIFY:** Provided guidance and strategy to plan promo budget cuts for Belsomra and generated sales response curves for Januvia, Steglatro, Belsomra, Nexplanon

Completed Marketing Mix models to measure sales impacts and ROIs of various HCC and HCP channels and vendors for Keytruda (with ZS), Januvia, Steglatro, P23, Gardasil, Belsomra, Nexplanon, Bridion

Executed **second iteration** of Mkt Mix models for Keytruda and Gardasil through ZS Sourcing model

Coupon, EVoucher design evaluations, denial conversion feasibility, go/no-go decisions, launch decisions, geography selections, cost forecasts, budget optimization and Adherence / Abandonment impact studies for Januvia, Steglatro, Respiratory brands, Belsomra.

Supported audits and ROI measurements from multiple vendors related to adherence, in-office, POC, in-store / at-home programs for multiple brands.

Provided sample/voucher related analytics for Steglatro and Dulera. Sourced abandonment / adherence analysis for Diabetes, Respiratory and Insomnia markets including our brands and competitors from IQVIA.

Supported consumer media pilot designs, Nexplanon social heavy-up etc.

Hospital/Specialty

**FORTIFY:** Generated sales response curves for Bridion

Completed Marketing Mix models to measure sales impacts and ROIs of various HCC and HCP channels and vendors for Bridion

Coupon, EVoucher design evaluations, geography selections for Prevymis

Sourced abandonment / adherence analysis for HIV market from IQVIA.