



MARKET INTELLIGENCE

YOUR MARKETING DECISION SUPPORT TOOLBOX

To gain a sustainable competitive edge, you must first understand your current market position, stakeholder perceptions and potential opportunities. Combining qualitative, quantitative and secondary research, SCORR Marketing synthesizes data, analyses and insights to guide marketing strategy and accelerate revenue growth.

MAKE BETTER, DATA-DRIVEN DECISIONS

Success in the global health science market requires you to have relevant and timely information. SCORR Marketing selects data and insights from disparate sources to give you the tools that allow you to make better, data-informed decisions.

Our market intelligence services ensure you understand:

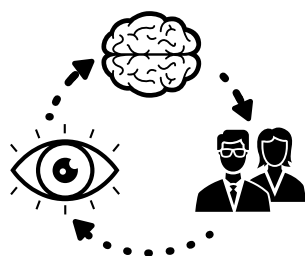
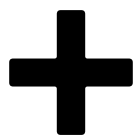
- Market trends that can impact the future of your business
- What competitors are doing
- What your stakeholders want
- Perceptions of your company by clients, prospects and the industry
- Potential lead sources
- How your marketing strategy is performing

With these valuable insights, SCORR enables you to:

- Right-size and optimize your marketing strategy to meet your goals
- Differentiate your company and products, services and technologies
- Build awareness
- Exploit every opportunity
- Counter competitive threats
- Identify potential leads
- Influence internal stakeholders to get needed resources



DATA



STRATEGY & INSIGHT



YOUR
Competitive
ADVANTAGE

UNDERSTAND THE INDUSTRY'S PERSPECTIVE

Through quantitative and qualitative surveys, focus groups and other mechanisms, SCORR Marketing evaluates your brand and campaigns. With this information, supported by insights from SCORR Marketing's primary industry research, we guide your strategy and creative with an integrated and effective marketing program.

- Campaign effectiveness
- Brand and concept testing
- Brand awareness and perception surveys

DRIVE CONTINUOUS IMPROVEMENT

Gain a better understanding of customer motivations, priorities and satisfaction levels to drive continuous improvement in your marketing and customer engagement programs.

- Client satisfaction surveys
- Market segmentation research
- Lost opportunity surveys
- Win/loss surveys

SECURE A COMPETITIVE ADVANTAGE

Leverage market intelligence to better understand the industry, your competitors and your company's position. With this information, you can make better decisions and optimize your strategies.

- Competitor analysis
- SWOT analysis
- Competitor monitoring
- Website and SEO analysis
- Life science market states and trends

TRACK RESULTS

By tracking your tactic performance on customized dashboards called SCORR Boards, we present your results in relevant ways to measure individual tactics or to benchmark your performance over time.

GET A PULSE ON EMPLOYEE PERCEPTIONS

Because your employees are at the heart of what you do, understanding their perceptions is crucial.

- Internal assessments
- Employee surveys

CREATE A PLAN

With a view into what developments are expected in the future, SCORR helps you prepare a plan of attack to ensure you stay on top of the competition.

- Pipeline and clinical trial research
- Customer dossiers

For more information, contact [Anne-Marie Hess](#) for a consultation.