



# Trinity Omnichannel Promotional Excellence

Tech-enabled insights, analytics and operations to establish and optimize promotional impact

**Data-driven digital transformation**

**Optimized engagement planning for patients, providers and payers**

**Dynamic recommendations and outreach execution**

Sales, Marketing and Commercial Operations leaders are often challenged by the strategy and tactics that make an omnichannel vision real.

Alignment and cross-functional collaboration at scale is needed—and so is a focus on foundational efficiencies and change management coupled with strong governance. The knowhow that comes from knowledge and experience is essential.

Trinity's Omnichannel Promotional Excellence offerings provide a comprehensive, nuanced view of omnichannel analytics across life sciences sales and marketing initiatives.

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**Explore Trinity Omnichannel Promotional Excellence | [www.trinitylifesciences.com](http://www.trinitylifesciences.com)**



## Trinity Omnichannel Promotional Excellence provides a one-stop shop for commercial teams—a suite of flexible, transparent, scalable solutions:

### Strategy & Structure

- » Create roadmaps and playbooks to align all stakeholders to omnichannel goals
- » Establish analytics-ready commercial data sets for use in downstream applications
- » Ensure fundamental data strategy and infrastructure is in place to build and fully utilize more complex long-term initiatives

### Execution

- » Orchestrate the execution of digital and personal touchpoints (e.g. Next Best Action, Dynamic Targeting, Alerts) with flexible implementation—hosted in your environment or by Trinity
- » Support recommended actions and implementations with Trinity expertise

### Measurement & Optimization

- » Continually measure and track customer engagement and campaign performance
- » Leverage industry benchmarks from TGaS Advisors, a division of Trinity, to enhance marketplace understanding, justify changes in investment and assess not only how each channel performs—but how that performance compares with peers
- » Analyze all personal and digital promotional channels, message types and vehicles that are part of a brand's overall omnichannel strategy
- » Optimize investments across promotional tactics based on brand goals and stakeholder needs
- » Compare different Sales and Marketing tactics of varying investment levels to see which are most productive
- » Evaluate the impact of changes made—not just on overall ROI, but in the context of the brand's goals and objectives.

Trinity's experts are thought partners to clients, offering a high-touch service model and a network of expertise across therapeutic areas, lifecycle and geographies.

### Clients are able to:



# Trinity Omnichannel Promotional Excellence delivers tools and support to advance commercial teams to the next level.

- » **Multiple deployment options** customized to client preference and availability of internal expertise and technology infrastructure
- » **Industry benchmarks** that contextualize marketing team structure, expenditure and performance against peers
- » **Easy integration** with existing sales and marketing ecosystems, marketing agencies and internal teams across a wide range of channels, tactics, etc.
- » **Responsiveness to a continuum of need**, from a single use case to multiple solutions and/or analytic support services
- » **UI-based analytics workbench** to facilitate Marketing Mix Modeling (MMM), optimization and simulation of different investment scenarios
- » **Transparency** to methods and approach throughout the entire process
- » **A foundation to facilitate scaling** to multiple brands across the portfolio and at any point in the omnichannel journey

## Omnichannel Promotional Excellence offerings are connected and integrated:

Commercial data management tools

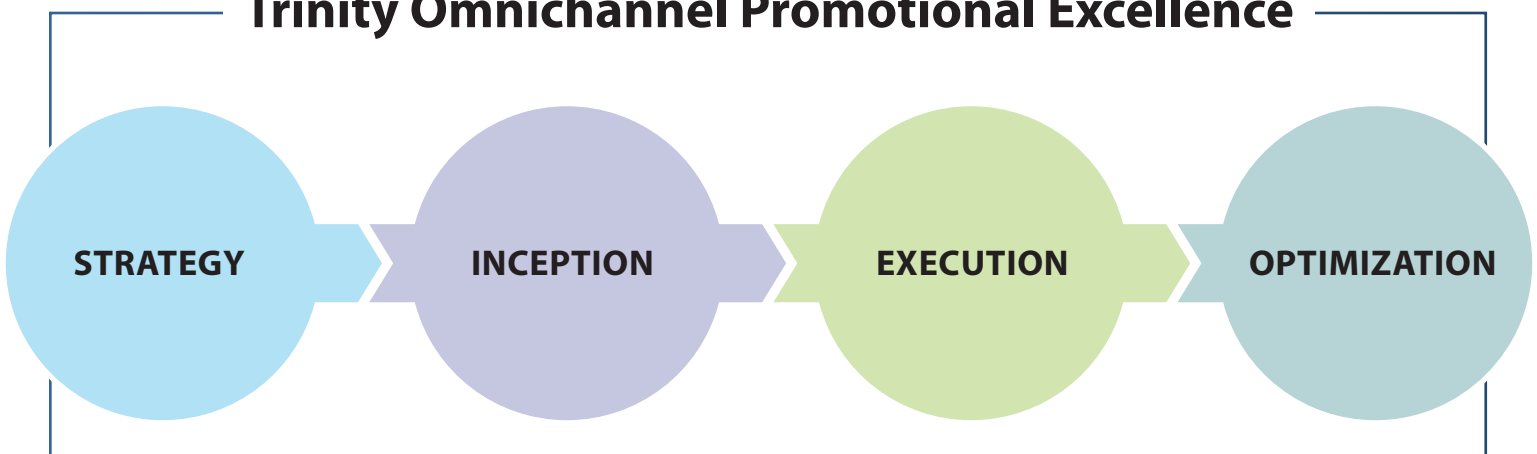
Technology solutions with advanced analytics and AIML methods

Business Intelligence tools and pre-built dashboards

A variety of support models leveraging expertise from life science commercialization experts, data scientists and technologists

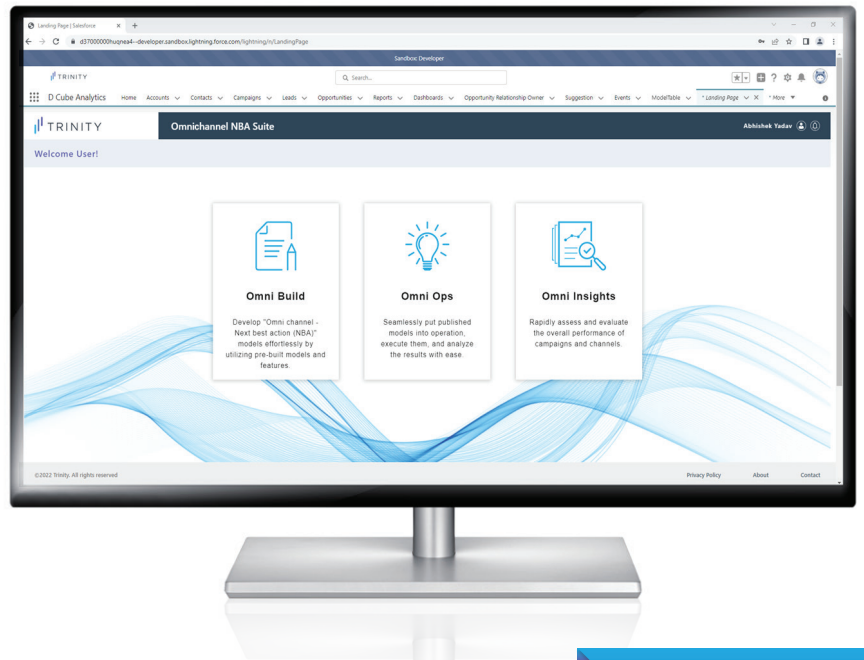
Technologies that can be leveraged as self-service tools or fully managed by experts from Trinity

## Trinity Omnichannel Promotional Excellence



# Spotlight on Next Best Action

A Next Best Action program finds the right customer, the best message, the right channel and the appropriate outreach timing/sequencing for each customer in order to achieve brand goals. It is the process and methodology of building a more personalized customer experience.



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## Trinity's NBA Orchestrator offering provides:

### Omnichannel Breadth

A fully orchestrated solution encompassing digital and personal touchpoints, providing a combination of suggestions and recommendations

### Flexible Deployment

Transparent, end-to-end solutions deployed in the client environment with flexible, UI-based configuration to support evolving client needs, designed to work with existing cloud or analytics applications

### AIML Predictions

AIML models identifying the next best channel, content and cadence with the objective of improving customer engagement and maximizing brand performance

### Dashboards

Continuous measurement of model performance, drift monitoring and campaign response deployed

### Business Knowledge

Tailored trigger solutions, designed using AIML methods and business team insights

### Model Monitoring

Ongoing support on ML pipeline deployment, automation and management—as well as continuous model monitoring and maintenance, including re-training and delta training

# Spotlight on Marketing Mix Modeling and Optimization

Marketing Mix (MMX) modeling helps commercial teams measure and optimize promotional investments across different channels to maximize ROI and improve customer experience. This data-driven process utilizes sophisticated analytic models to evaluate the impact of each channel, empowering commercial teams to develop, simulate and optimize investment scenarios. It takes an omnichannel perspective, recognizing the importance of integrating various touchpoints to create a seamless and cohesive customer journey.

TrinityEDGE

## Trinity's MMX Studio offering provides:

### Stakeholder Perspective

Cross-functional stakeholder engagement analyses to build a complete view of past, present and future strategies and tactics

### Industry Benchmarking

Integrated insights from TGaS Advisors to navigate a crowded marketplace—calibrate cost and allocation, identify areas of excellence, capture opportunities for improvement and pinpoint white space

### Analytical Expertise

Best-in-class analytics and AIML to support exploratory data analysis, data transformation and a variety of modeling techniques

### Technology Enablement

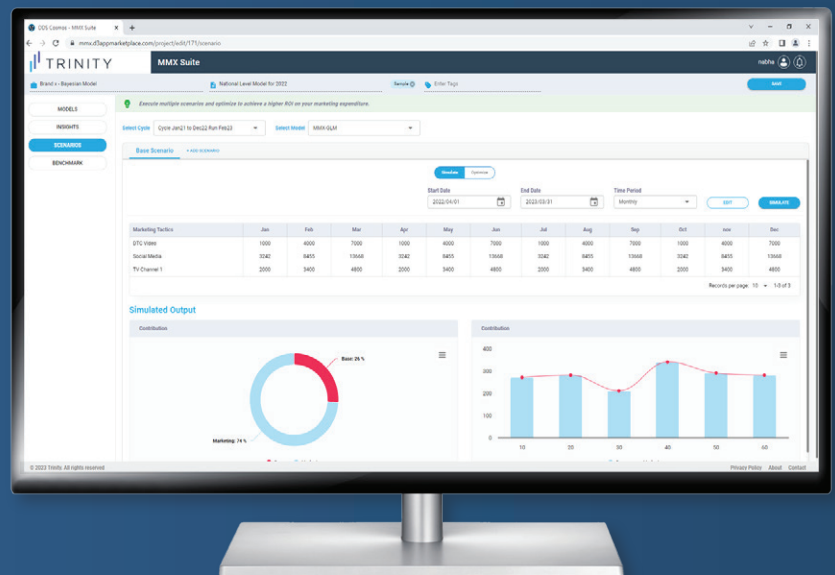
Scalable and automated MMX Studio offers modeling flexibility and intuitive UI to enable end-users to self-service ongoing model development and training, simulation and insights generation

### Transparency

Transparency to methods and approach throughout the entire process providing facilitated internal ownership to modeling

### Flexibility

Multiple deployment and support options to limit disruption and bring immediate value



# Why Trinity Omnichannel Promotional Excellence?



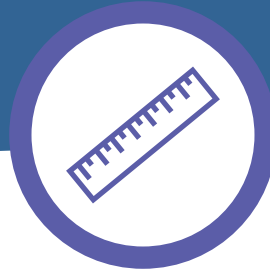
## Life Sciences Focus & High-Touch Service Model

Commercial Operations and Analytics experts bring decades of industry experience—both working for and supporting life sciences companies—to collaborate closely with clients to meet all objectives in an effective, efficient manner.



## Products & Accelerators

The Omnichannel Promotional Excellence portfolio includes “use case”-specific, turnkey applications and capabilities with quick, flexible deployment and customization options to support a range of omnichannel objectives.



## Unparalleled Industry Benchmarks

Omnichannel Promotional Excellence offerings leverage industry-leading benchmarking data from TGaS Advisors.



## Extensive Therapeutic Area Expertise

For over 25 years, Trinity has supported life sciences companies in commercialization strategy and tactics—we understand business dynamics across therapeutic areas deeply.

“Establishing and optimizing omnichannel promotional efforts are inarguably complicated initiatives—but the rewards are immense for life sciences companies, and for their customers.”



**Susheel Sukhtankar**

Partner & Head of Commercial Analytics

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