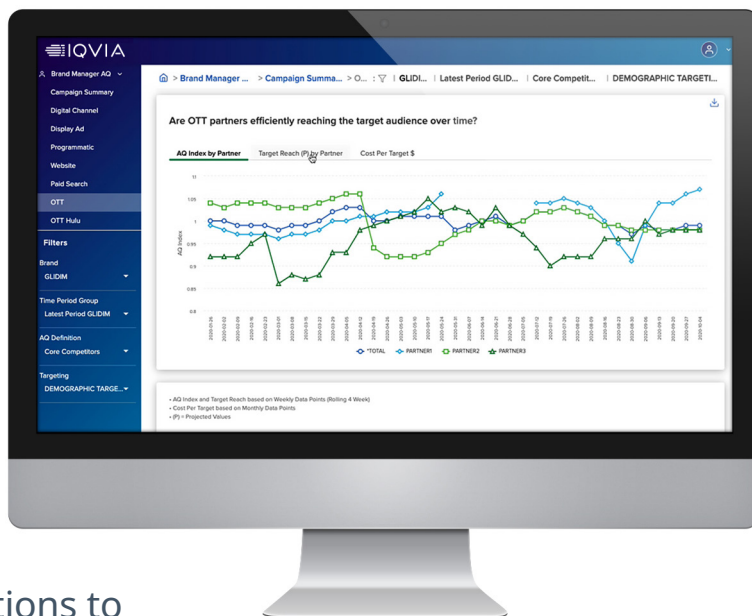


# Omnichannel Navigator

*A platform for informing smarter marketing decisions*

Omnichannel Navigator is a novel media optimization platform that allows you to make informed decisions about your media spend. With Omnichannel Navigator, your team gains access to market-leading, privacy-safe data that is presented in a personalized and user-friendly interface, allowing stakeholders across multiple organizations to make quick investment pivots and maximize their return on investment (ROI).



With Omnichannel Navigator, clients have the ability to

## ORCHESTRATE

Understand the enterprise value of a customer by coordinating how you engage with customers, maximizing their experience.



## OPTIMIZE

Learn what is working and what can be improved with your customer engagements to ensure the greatest impact.



## PERSONALIZE

Measure marketing activities from the customer level to engage with your customer in a relevant and timely manner.



# Orchestrate Channels

Traditionally, marketers might allocate their spend across a few channels, but not across multiple channels and/or customer stakeholders, which ultimately erodes fiscal optimization. Omnichannel Navigator provides the opportunity to view several channels and customer types in one platform. The platform allows you to take a deeper look at



**Digital Channels** – The digital channel consists of traditional online media, including display and programmatic. These channels are measured in aggregate and separately for maximum optimization potential.



**Website and Paid Search** – A client’s website can be tagged to track source of traffic, including social, direct digital, SMS, email, and other referring sources. Paid search is a portion of the website and is measured as a standalone channel.



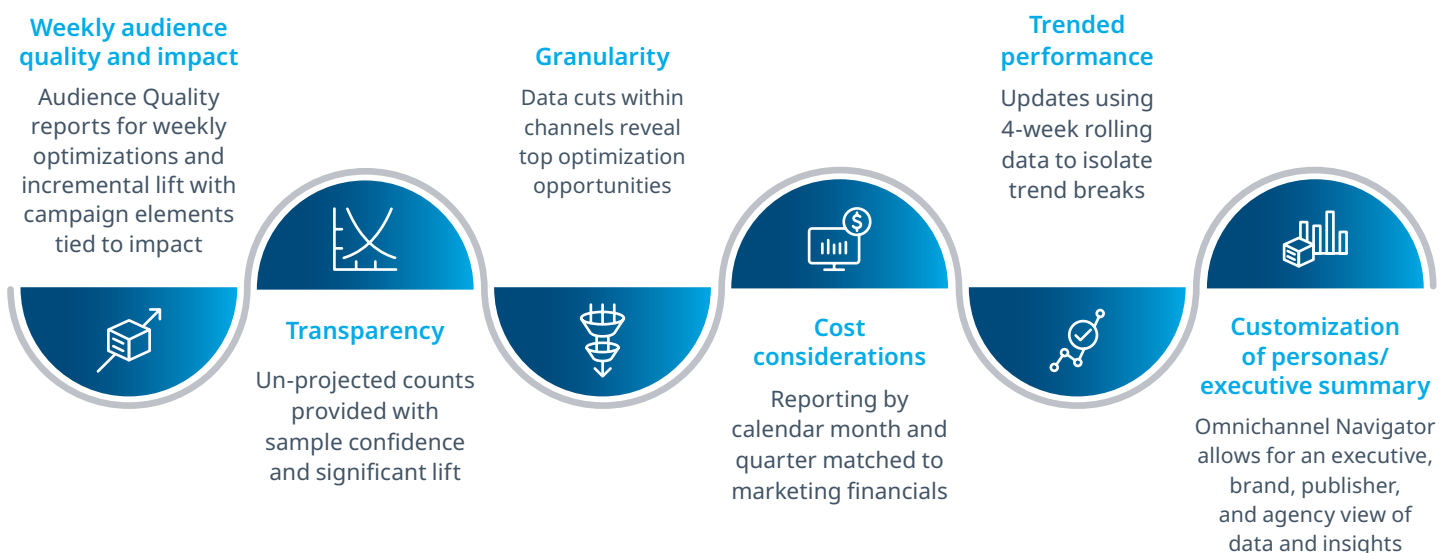
**Over-The-Top (OTT)** – OTT streaming services are included in the platform. This emerging channel can be tracked via traditional tags or an exposure file can be incorporated into the platform.

## Optimize your Spend and ROI

Omnichannel Navigator takes a personalized optimization approach, seamlessly fitting into your workflow by providing the data and analytics you need to make decisions at the speed of business. With Omnichannel Navigator, you can recognize inefficiencies earlier in the process, while also identifying areas where ROI can be improved by reinvesting dollars that previously would have been wasted. The result is improved patient health outcomes and greater contribution to the growth goals of a brand.

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### Important considerations for optimization





## Privacy-Safe Personalization

By combining the increased availability of data with our novel technology, Omnichannel Navigator allows you to personalize your messaging and get closer to the customer than ever before without infringing on privacy. With IQVIA's reliable and privacy-safe data, your team can perform deep dives for pinpoint accuracy of media optimizations. This provides your customer with a best-in-class experience, building their long-term confidence in your brand and ultimately enhancing their outcome.

### Drive key decisions with Omnichannel Navigator and IQVIA's Connected Intelligence™

For pharmaceutical and life sciences companies, getting the most out of your marketing campaign requires a personalized approach. At IQVIA, we bring together a strategic mix of advanced analytics, digital media, and insights and technology so you can reach the right audience at the right time - with the right message - to achieve desired results with precision. Ultimately, we help guide you in understanding where your next dollar is most valuable to create the best customer experience.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence™**



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