

# SUB-NATIONAL PROMOTIONAL DECISION SUPPORT

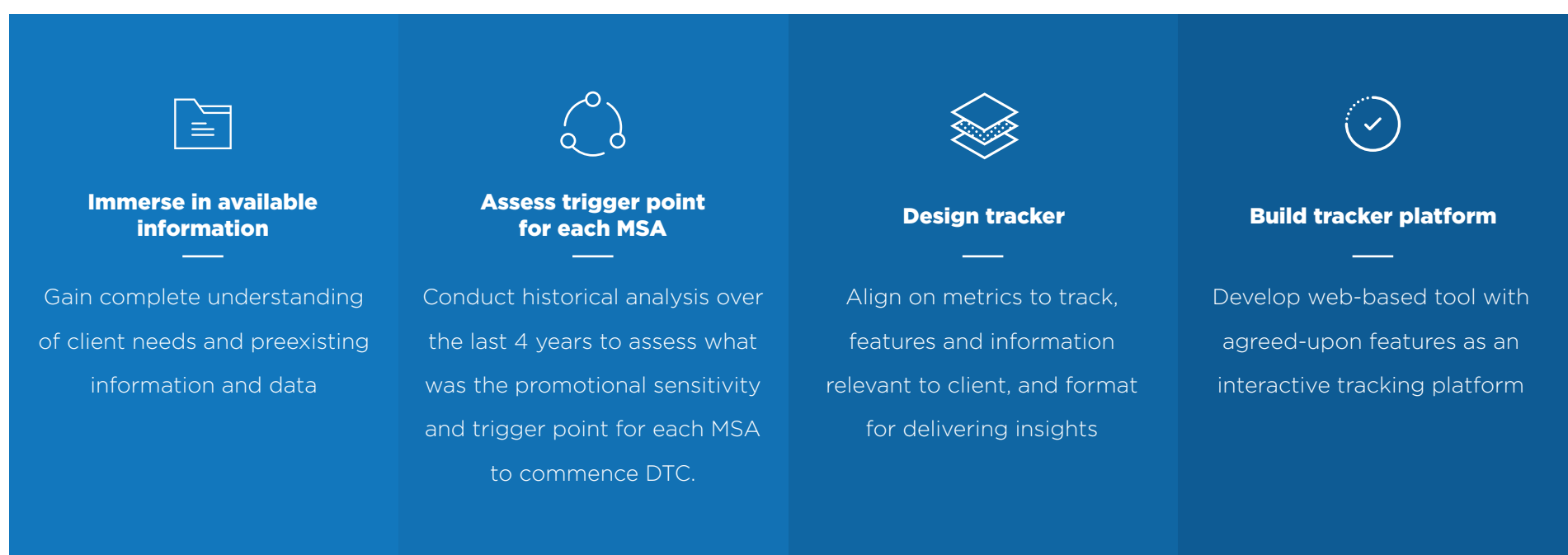
## CLIENT NEED

The client needed support for tracking local flu patterns to optimize the timing and duration of Direct-to-Consumer (DTC) promotions at a MSA level each week.

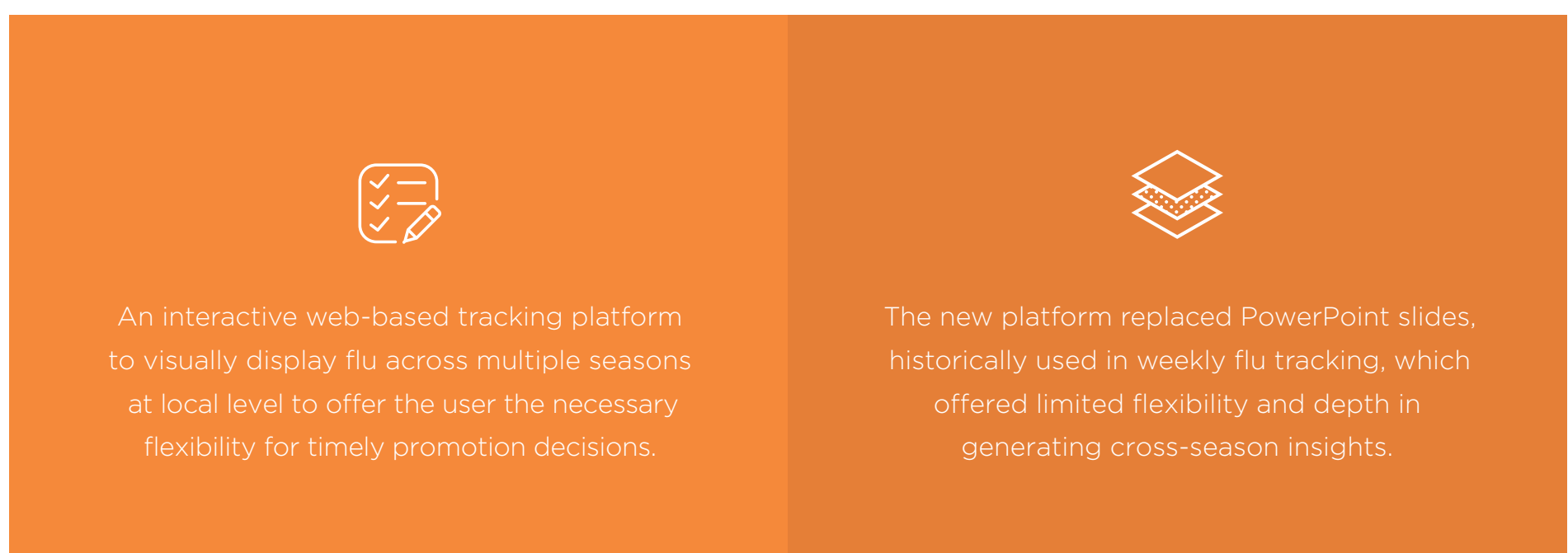
## OUR SOLUTION

159 developed an algorithm to identify MSAs that are promotionally sensitive that week, given that the product was seasonal. We also provided an interactive web-based tracking platform that offered the client all required information and metrics in single interface to facilitate timely decisions for DTC deployment at a MSA level.

## OUR APPROACH



## PROJECT OUTCOME



# DISPLAY FROM FLU TRACKER

## Flu Evolution Trends

Seasonal Activity
Weekly Activity

Overall: Flu Season Comparison and Triggered DMAs

Low Dose

High Dose

Overall

