

# SUB-NATIONAL PROMOTIONAL DECISION SUPPORT



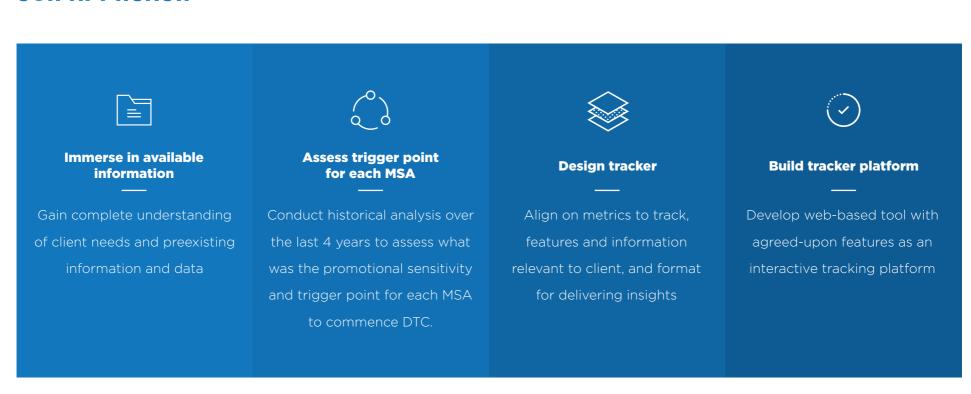
## **CLIENT NEED**

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.

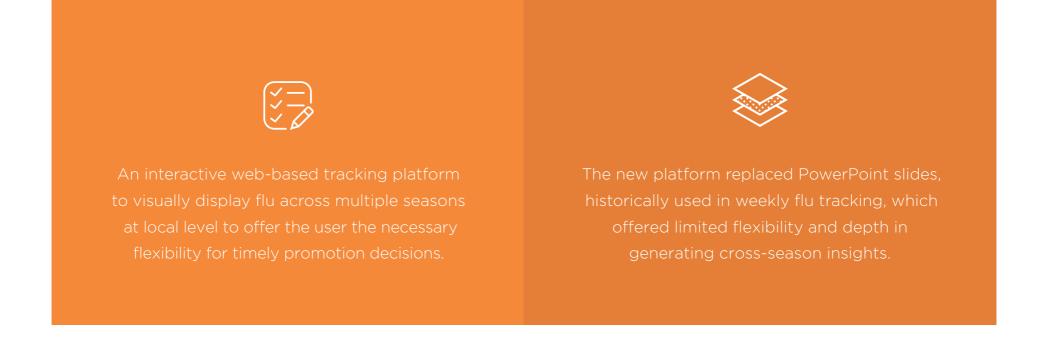
#### **OUR SOLUTION**

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

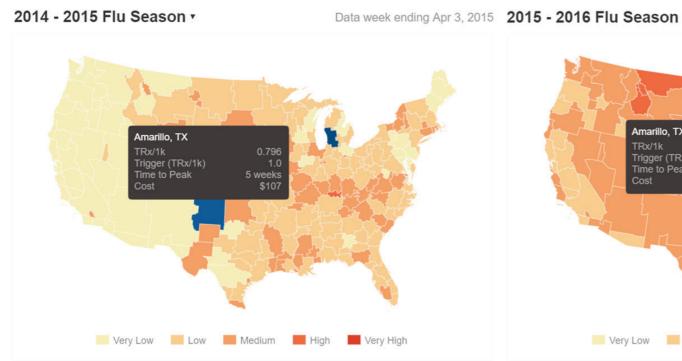
#### **Flu Evolution Trends**

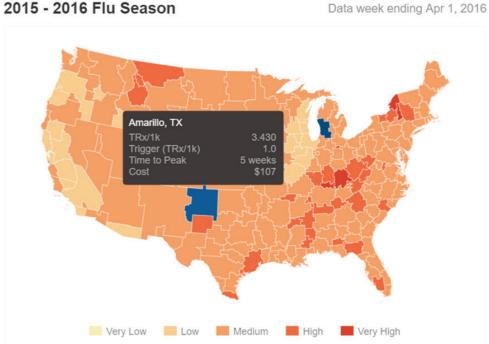
Seasonal Activity

**Weekly Activity** 

Overall: Flu Season Comparison and Triggered DMAs

Low Dose High Dose Overall





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Sepp is a Principal at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. Sepp has 16+ years of experience biotech and genomics across analytics, sales and marketing, finance, and R&D. Prior to joining 159, Sepp managed the 19 member BioOncology Marketing Science team at Genentech, where he was a strategic advisor and collaborator to many business partners and senior leaders. Before joining Genentech, Sepp worked at ZS Associates, where he spent 3.5 years working across both marketing and sales practice areas. Sepp received his B.A. in Molecular and Cell Biology as well as his MBA and MPH degrees from UC Berkeley.

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