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

- **Immerse in available information**
  - Gain complete understanding of client needs and preexisting information and data

- **Assess trigger point for each MSA**
  - Conduct historical analysis over the last 4 years to assess what was the promotional sensitivity and trigger point for each MSA to commence DTC.

- **Design tracker**
  - Align on metrics to track, features and information relevant to client, and format for delivering insights

- **Build tracker platform**
  - Develop web-based tool with agreed-upon features as an interactive tracking platform

PROJECT OUTCOME

- **An interactive web-based tracking platform**
  - to visually display flu across multiple seasons at local level to offer the user the necessary flexibility for timely promotion decisions.

- **The new platform**
  - replaced PowerPoint slides, historically used in weekly flu tracking, which offered limited flexibility and depth in generating cross-season insights.
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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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