



# A Strategic Partnership with Measurement Mojo

Measurement Mojo takes pride in helping pharmaceutical companies like yours reach their potential by using robust data analytics, in-depth pharmaceutical marketing expertise, and decades of experience to help pharma marketing teams run effective, cutting-edge marketing campaigns. In short, we're here to make YOU look like a rockstar!

In a recent survey of pharmaceutical industry managers and executives conducted by MM&M, nearly **half of respondents** representing large companies—and **more than a third** from small



to mid-sized companies—listed having an expert strategic measurement partner as the most desirable change they would make to sales marketing and measurement. Driven by client satisfaction alone, Measurement Mojo provides the actionable insights and strategies needed to get the most out of your marketing campaigns.



## HOW WE WORK



Measurement Mojo provides more than just data analytics on reach and customer impressions.

Deriving actionable insights from data analytics, Measurement Mojo provides real-time guidance on what tactics to start, stop, and continue for optimal ROI.

## ACCOUNTABILITY

As a third-party strategic partner, Measurement Mojo is driven solely by client success. We maintain accountability for every dollar spent, ensuring that our clients can confidently report their marketing spend to leadership. By maintain an environment of accountability, we work collaboratively with our partners to achieve increased ROI and better business. Marketing Mojo provides completely transparent measurements and ROI analysis and makes well-rounded recommendations based on increasing ROI, adapting to the regulatory environment, and what is best for the business's long-term health.

## ALIGNING MARKETING INVESTMENT FOR OPTIMAL ROI

Measurement Mojo identifies the most promising targets and scores them to accurately measure engagement and sales data over time so we can align your marketing investment to yield the greatest possible return. Before a single message hits the market, Measurement Mojo forecasts ROI at tactic level to maximize your return on every dollar spent. Renowned for our expertise in both personal and non-personal tactics, Measurement Mojo has measured more vendors and agencies than any other firm, including those much larger.



## DATA INTEGRATION

A fast-paced, multi-channel advertising environment requires marketing teams to integrate data from multiple different sources. Without effective data integration, critical information about a marketing strategy's performance is siloed, creating blind spots with regard to possible insights.

Measurement Mojo meets this critical challenge by integrating both internal and external vendor data, providing faster analysis and insights.



Rapid data integration is what empowers Measurement Mojo to adjust and optimize campaigns in market, develop a big-picture, strategic understanding of the market, and track all points of contact with customers.

## CONTACT MEASUREMENT MOJO TODAY



Measurement Mojo will help your marketing team optimize marketing initiatives based on robust data analysis, increase accountability among your channel partners, make agile and strategic data decisions. **Visit Measurement Mojo for a lunch-n-learn session to see Measurement Mojo's work and returns in person.** Contact us today to learn how we can augment your marketing campaigns.

**CONTACT US TODAY!**