

Competition



Trade Incentives and Retail Uptake

DMD's **Brand Launch Monitor**SM documents trade incentives at launch, then measures stocking results at 1, 2, 3 and 6 months post-launch. And it's all available in a web-based service with true interactivity! (Data can be instantly imported to your spreadsheet program to view with a choice of filtering options.)

An extraordinary additional feature is a linked database of past product launches within 25 therapeutic categories and archiving of over 200 launched brands. These data archives can be accessed for direct comparisons to the newly launched brand currently being tracked. No other source of marketplace information is so well tuned to serve as a base for assumptions to aid performance predictions!

- › Develop optimal launch incentive strategies
- › Analyze incentive/retail penetration relationships
- › Predict retail penetration of competitive launches



Seeing Beyond the DataSM