

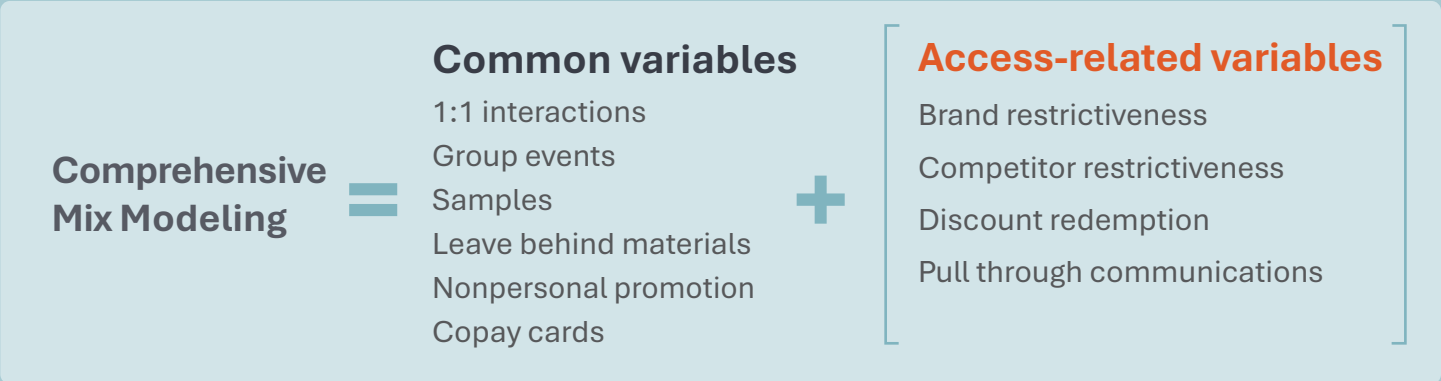


Are you seeing the whole promotional mix picture... or is your focus too narrow?

Payer Sciences can help you see the full picture

When allocating your marketing dollars, there are always tough decisions to face. The question is, do you have a comprehensive picture of all the variables impacting ROI—or is it time to **expand your field of view** to include key market access efforts?

## Get the full picture with comprehensive mix modeling



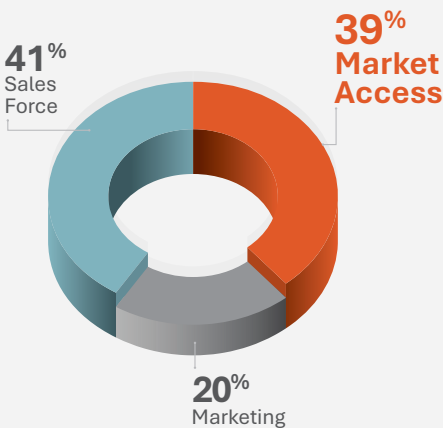
## Life imitating art: A real world example of comprehensive mix modeling

In a recent assessment conducted by Payer Sciences,

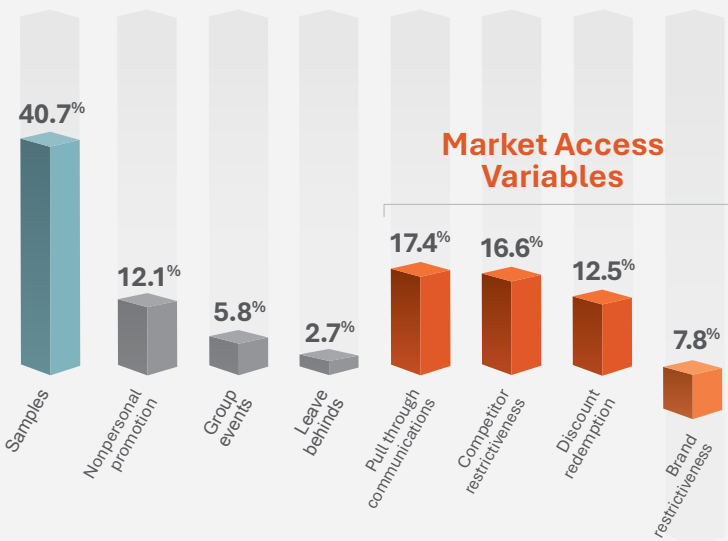
**39%** of brand volume was attributed to market access variables

This analysis helped our client determine where to invest marketing dollars to get the best return on investment.

### Contribution to brand volume by category



### Contribution to brand volume by variable



## Get the full picture with Payer Sciences

info@PayerSciences.com  
973-998-7501  
www.payersciences.com  
© 2025 Payer Sciences. All rights reserved.