

Sales Activity ROI Marketing Program ROI

The ability to monitor and regularly assess the effectiveness of sales and marketing programs is not a nice to have capability. It is a must-have.

Qforma clients are using more sophisticated ROI tools, ensuring that leaner budgets are delivering maximum returns.

iQTrax™

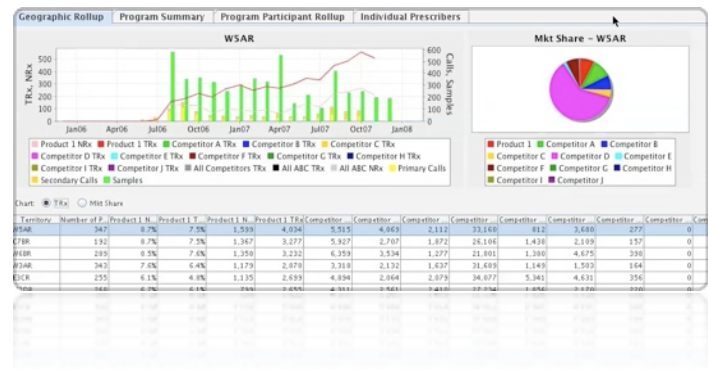
The iQTrax™ solution is a ROI management tool that not only collects and tracks sales activities and/or marketing marketing program data, but also quantifies the ROI of initiatives — on demand.

On-demand ROI capabilities provide our clients with the flexibility needed to make incremental resource shifts that deliver maximum returns across programs and activities.

iQTrax™ allows you to evaluate results in terms of TRx, NRx, Market share, costs and ROI. Select a control group and compa participant group results to the control group, or compare results nationally, for useful insights into progress and effectiveness. It provides a snapshot of outcomes 3 months prior to program/activity as well as 3 and 6 months post-program or activity.

Alerts inside iQTrax™ keep your team informed and aware of outliers in need of attention or a shift in resources. It delivers both summary data views and drill down features for deeper insights into key trends and behavior driving ROI.

- **Collect & monitor all sales & marketing program/activity data**
- **Quantify ROI of each initiatives at customer, program or geography levels**
- **Receive trend Alerts to inform resource allocation strategies**
- **Receive Trend Alerts and stay informed of outliers in need of attention or a resource shift.**



Get Answers to important business questions



- I am allocating resources for next year - what is the ROI of our programs and activities and where should I focus more effort?
- How effective are my activities or programs by Territory, by Region or Nationally?
- Which programs or mix of programs/activities are more effective than others?
- Who are my most effective Speakers or Moderators?
- Which physicians are more receptive than others to a particular program or specific activities?