



Signal-IQ: Competitive Field Intelligence

Real-Time Understanding of Competitive Sales Reps Interactions with your HCP Targets and KPIs



THE CHALLENGE

Brand teams have no timely, precise view of how often – and when – competitor sales reps are calling on their HCP targets. Existing primary data sources lack NPI-level precision and real-time availability, leaving field strategy decisions based on guesswork.

THE SOLUTION

Signal-IQ delivers real-time, NPI-level intelligence on competitive sales rep interactions with your HCP targets – both prospective and retrospective.

Retrospective · Historical Insights

- How much have your HCP targets interacted with competitor reps in the past 6 months?
- How wide a range of competitor sales teams have they seen?

Prospective · Real-Time Insights

- Which HCP targets interacted with a competitor rep in the last 2 weeks?
- Which competitor sales team was it?

FOUR REASONS SIGNAL-IQ IS UNIQUE



Fills a Critical Unmet Need



AI-Anchored Analytic Expertise



Rich, Real-Time Mobility Data



Strategic & Tactical Recommendations

WHAT COMMERCIAL LEADERSHIP GETS FROM SIGNAL-IQ

Real-time visibility into competitor field interactions with your HCP targets

Custom dashboards with intuitive KPIs and triggers for Next Best Action / dynamic call planning

Earlier detection of competitive pushes and territory shifts

Higher Share of Voice in high-value NPIs through targeted counter-actions

Improved ROI by reallocating details where competitor pressure is highest

SIGNAL -IQ

How It Works & What You Get

Powered by Cell Phone Mobility Data · Machine Learning · Geolocation Algorithms

THE DATA SOURCE

Cell Phone Mobility Data

Cell phone foot traffic data is captured from mobile devices nearly every time an app is opened — recording precise location multiple times per day. This data measures traffic volume by day for each location, enabling identification of sales rep visits to HCP offices.

HOW IT WORKS



Mobility Data Ingestion

Cell phone co-location data is ingested and updated continuously from hybrid mobility and public location sources.



Geolocation Algorithms

ML and geolocation algorithms identify potential competitor sales rep phones via co-location patterns at HCP offices.



Competitor Sales Rep ID

Co-located phones are matched against competitor company office / POA locations to confirm rep identity.



HCP Visit Attribution

Implied competitor sales rep visits to your HCP target offices are identified and timestamped at the NPI level.

SAMPLE OUTPUT: NPI-LEVEL INTELLIGENCE

HCP ID	Interaction Level	Competitors (Last 3 Mo.)	Client SOV	Active This WK
1001	High	5 of 5	10%	Comp. A, C
2101	Low	1 of 5	80%	None
3031	None	0 of 5	100%	None
4004	High	5 of 5	20%	Comp. D
5001	Moderate	3 of 5	30%	Comp. B
6124	Moderate	3 of 5	30%	None
7771	High	4 of 5	25%	None
8001	Low	1 of 5	80%	None

Illustrative — to be tailored to your brand targets | SOV = Share of Voice

BI-WEEKLY DASHBOARD KPIs

CVII

Competitor Visit Intensity Index — frequency of competitor rep touches per HCP target

CPI

Competitor Pressure Index — relative competitor pressure across your full target list

CVI

Competitive Vulnerability Index — identifies HCPs most at risk of competitive switching

CSA

Competitor Surge Alerts — real-time notifications when competitor activity spikes in a territory



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