

DIGITAL COMPETITIVE
LANDSCAPE TRACKING



ZoomRx NPP Tracker provides a foundation for
omnichannel strategy & media planning decisions based
on intelligence from target customers' *real-time behavior*
and the *evolving competitive landscape*

A custom web extension passively captures target customers' healthcare browsing activity in real time



Channels Captured

The digital tracker passively captures the content target consumers view for all available treatments in your market basket



BROWSING ACROSS ALL
HEALTHCARE/PRODUCT SITES



And 5,000+ More Sites...

TRADITIONAL
AD CHANNELS



Paid Search



Banner Ads



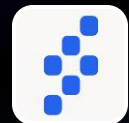
Emails

MED AI
CHANNELS



AI-Generated Answers

Med AI Resources



And More...

Browsing Activity

Uncover which sites target customers use to research treatments and quantify your brand's share of browsing across those key sources

CROSS-PLATFORM COVERAGE	ACTIVITY CAPTURED	INDICATION-SPECIFIC BROWSING BEHAVIOR
 Desktop/Laptop	Healthcare Sites Visited (Domain & page-level views) Content viewed on page (Title and full article text) Time browsing page	Go-to sites for indication-specific research Brand-level share of browsing across all healthcare sites Topics researched

Measure brand-level share of voice across key digital channels, along with channel-level diagnostics, to uncover emerging trends and opportunities



PAID SEARCH

COMPREHENSIVE
COVERAGE

- Branded & Blinded Ads
- HCP & Patient Targeted

CHANNEL
DIAGNOSTICS

- See how target customers search for information
- Link exposures to keywords searched

MESSAGING

- Ad copy
- Ad links



BANNER ADS

COMPREHENSIVE
COVERAGE

- Endemic & Non-Endemic
- Branded & DSE
- HCP & Patient Targeted

CHANNEL
DIAGNOSTICS

- Measure the contribution of endemic vs. non-endemic
- See which sites are driving exposures

MESSAGING

- Ad copy
- Ad creative (static & video)



EMAIL

COMPREHENSIVE
COVERAGE

- Manufacturer
- Sales Rep
- Third-party/CRM

CHANNEL
DIAGNOSTICS

- See how brands are prioritizing the mix of manufacturer, rep, and CRM emails

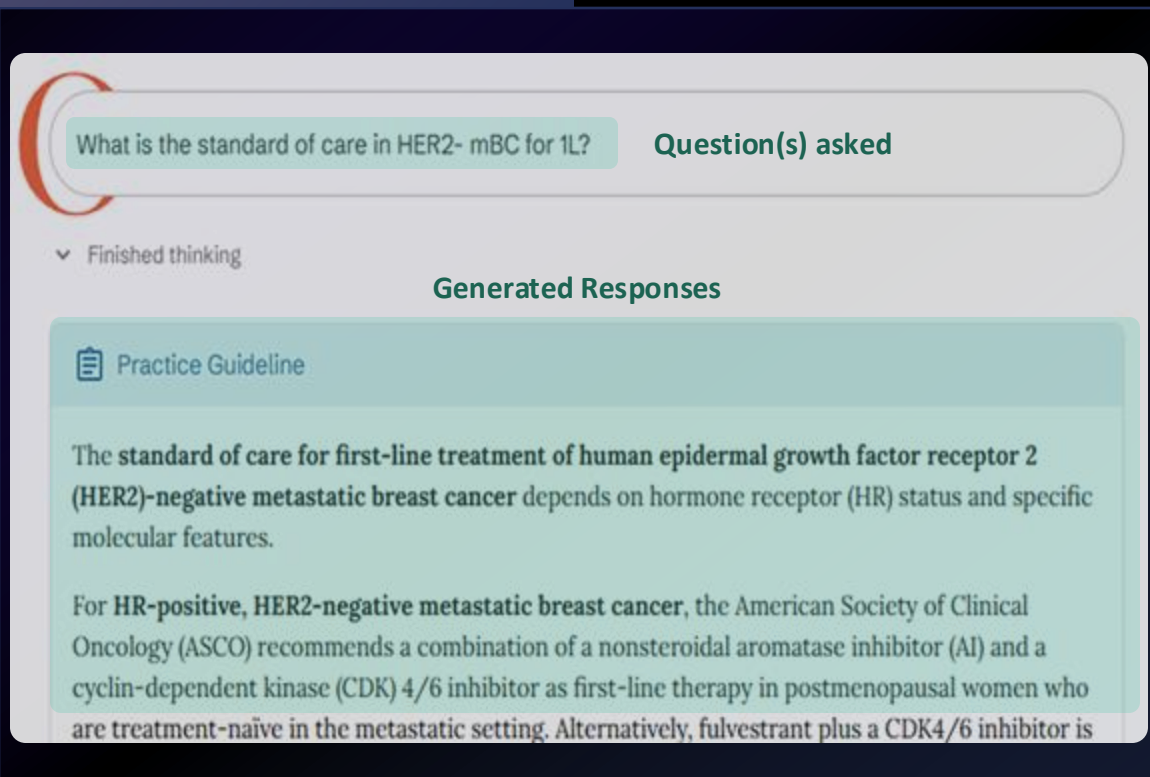
MESSAGING

- Subject line
- Full email (copy & creative)

Learn how the treatment landscape is represented across Med AI resources and how target customers engage with these resources



MEDICAL AI RESOURCES



What is the standard of care in HER2- mBC for 1L? Question(s) asked

Finished thinking

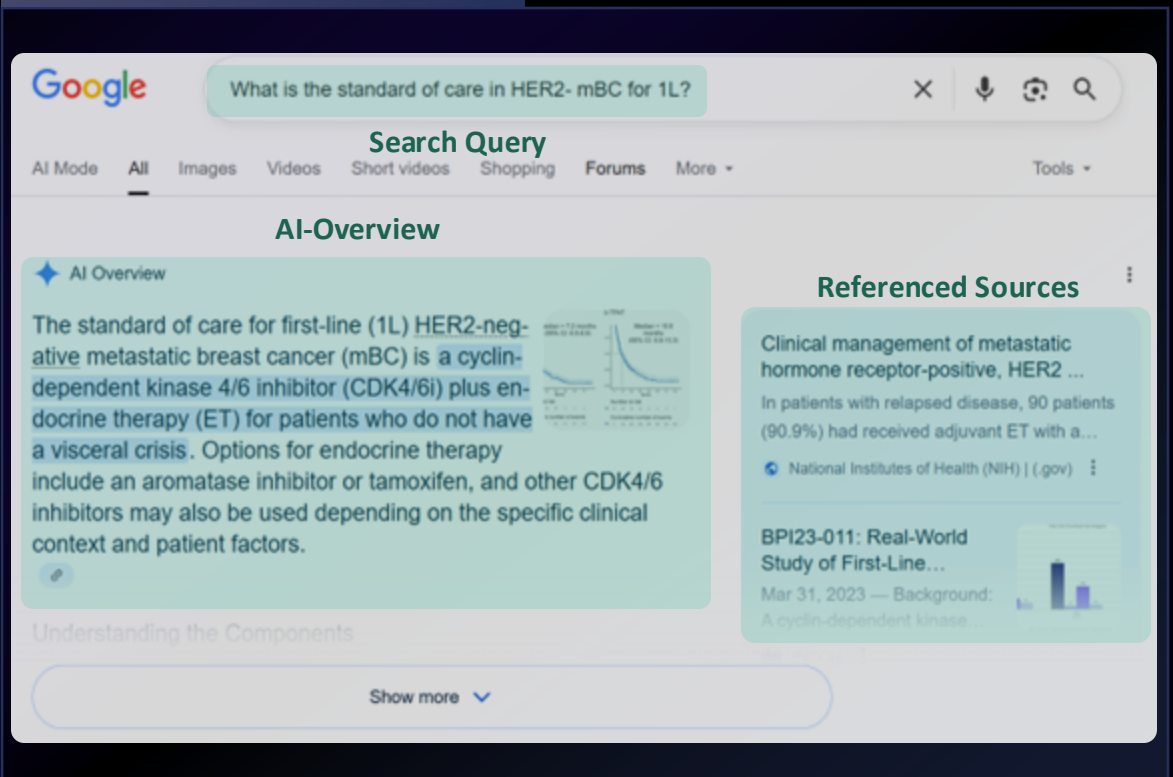
Generated Responses

Practice Guideline

The standard of care for first-line treatment of human epidermal growth factor receptor 2 (HER2)-negative metastatic breast cancer depends on hormone receptor (HR) status and specific molecular features.

For HR-positive, HER2-negative metastatic breast cancer, the American Society of Clinical Oncology (ASCO) recommends a combination of a nonsteroidal aromatase inhibitor (AI) and a cyclin-dependent kinase (CDK) 4/6 inhibitor as first-line therapy in postmenopausal women who are treatment-naïve in the metastatic setting. Alternatively, fulvestrant plus a CDK4/6 inhibitor is

GOOGLE AI OVERVIEW



Google What is the standard of care in HER2- mBC for 1L?

Search Query

AI Mode All Images Videos Short videos Shopping Forums More Tools

AI-Overview

AI Overview

The standard of care for first-line (1L) HER2-negative metastatic breast cancer (mBC) is a cyclin-dependent kinase 4/6 inhibitor (CDK4/6i) plus endocrine therapy (ET) for patients who do not have a visceral crisis. Options for endocrine therapy include an aromatase inhibitor or tamoxifen, and other CDK4/6 inhibitors may also be used depending on the specific clinical context and patient factors.

Referenced Sources

Clinical management of metastatic hormone receptor-positive, HER2 ...

In patients with relapsed disease, 90 patients (90.9%) had received adjuvant ET with a ...

National Institutes of Health (NIH) | (.gov)

BPI23-011: Real-World Study of First-Line...

Mar 31, 2023 — Background: A cyclin-dependent kinase ...

Understanding the Components

Show more

Deliverable Outputs

In-depth report that informs digital strategy & media planning decisions based on target customer online behavior and the competitive landscape



Understand your target customers' browsing behavior within your competitive market basket

-
- Digital Share of Mind
 - Go-To Websites/Pages
 - Tx Site Engagement



Measure your digital SOV across digital channels based on real ad exposures

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- Paid Search Ads
 - Banner Ads
 - Mass Media Ads
 - Channel Deep-dives



Uncover how competitors are positioning themselves across channels

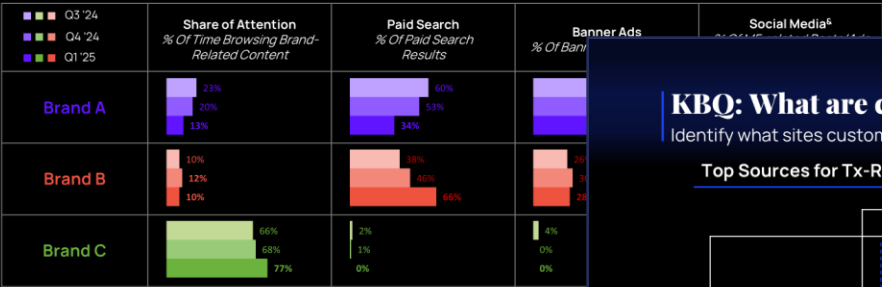
-
- Competitor Ad Messaging/Copy
 - Real Competitor Emails (Manufacturer/ Rep/ Third Party)

Sample Outputs

KBQ: Which media assets are reaching customers in their journey?

Identify which assets customers are getting exposed to as they research specific treatments

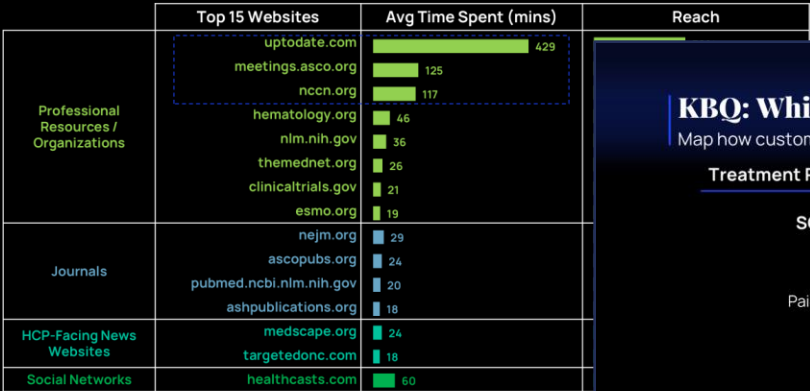
Campaign Exposure Reach by Channel



KBQ: What are customer's go-to sources for Tx Information?

Identify what sites customers turn to for indication- and treatment-related information

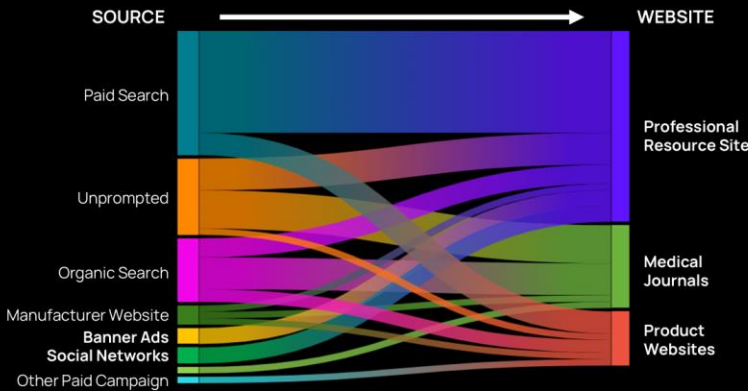
Top Sources for Tx-Related Informations



KBQ: Which channels drive traffic to key digital sources?

Map how customers navigate to the digital resources they use to make treatment decisions

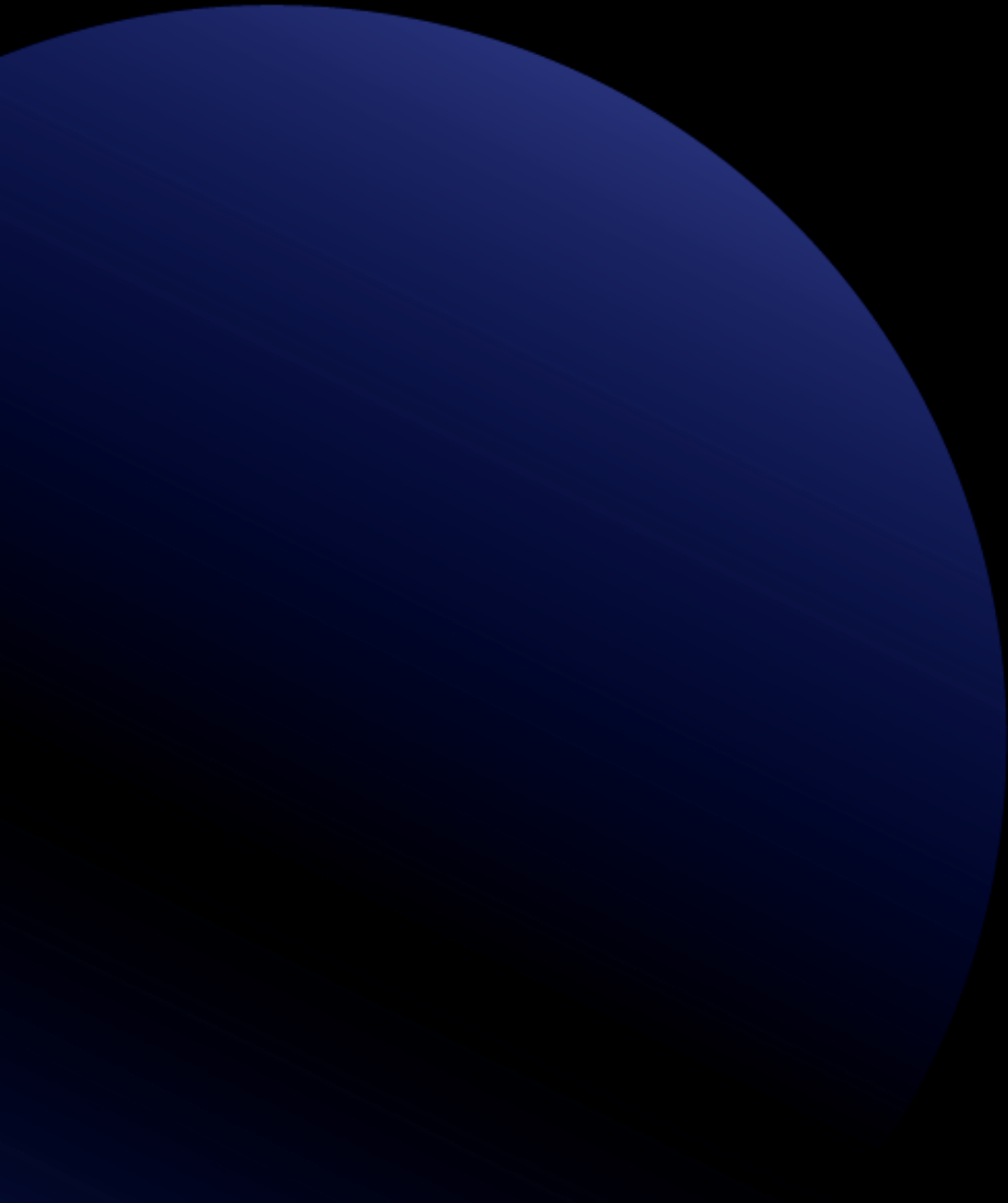
Treatment Research Journey



COMPETITIVE DIGITAL SOV

GO-TO SOURCES FOR TX- INFORMATION

INFORMATION-SEEKING JOURNEY



Thank You!