

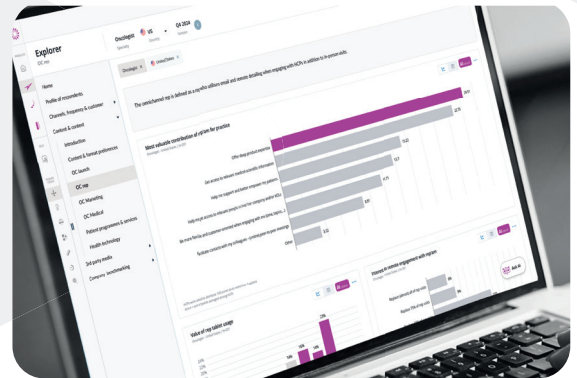
Navigator365™ Core

Engage your audience with the right channels, right frequency and right content

Your customers are unique. They have specific channel affinities and content and media preferences. Imagine if they could tell you exactly how they like to be engaged?

We have surveyed over 70,000 physicians in over 30 therapeutic areas worldwide on their omnichannel preferences and behaviour. **Navigator365™ Core** is a self-service, cloud-based platform that collates this research into **over 65 million datapoints** accessible through highly interactive tools and reports.

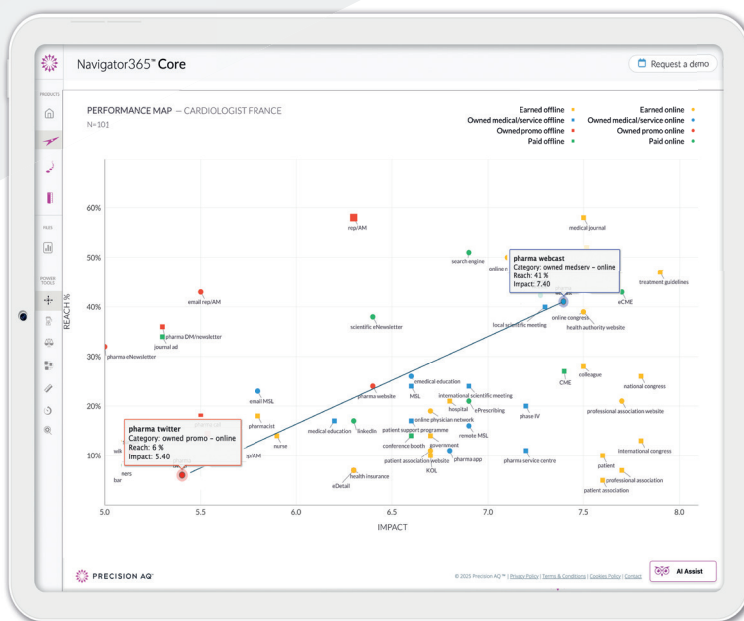
So, when you need to know how to engage your target audience, the answers are there at your fingertips.



Learn how to move to a truly personalised omnichannel experience

Navigator365™ Core offers you the tools and evidence you need to answer your key business questions.

- ✓ Communication preferences of your target audience
- ✓ Channels your target audience interacts with most frequently
- ✓ Impact of specific channels on your target audience's prescribing behaviour
- ✓ Optimal channel, content, and media mix to create an unparalleled customer experience
- ✓ Best 3rd-party media to optimise your media spend



The latest omnichannel insights – every year!



20,000+

healthcare providers surveyed annually across 50+ countries



30+

therapeutic areas covered



50+

channels covered (on- and offline, owned/paid/earned)

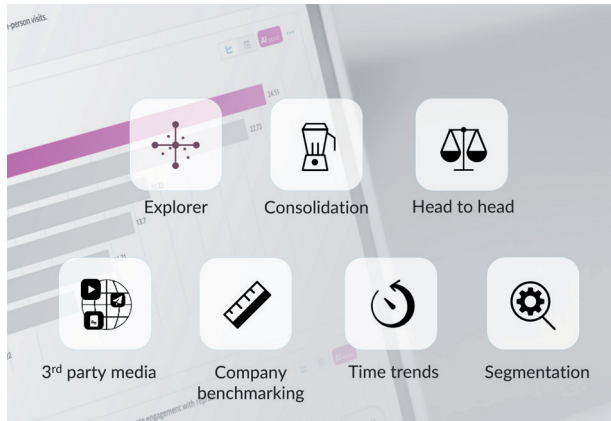
Access your full Navigator365™ reports anytime, anywhere...

Navigator365™ Core research is delivered in crisp, easy to digest reports, ready for online viewing and offline use (available in PDF and PPT formats).



...or deep dive into your data with our interactive PowerTools

Combine data from multiple specialties and markets, compare between countries and specialties, gain 3rd-party media insights, view trends and insights over time, assess your position versus the competition, and segment on demographics and patient types...



Includes complimentary access to the Navigator365™ Planner companion tool

- ✓ **Core:** Power your omnichannel strategy with truly actionable insights
- ✓ **Planner:** Turn your strategy into a quantified, trackable plan



**NEW: TRACKING
NOW INCLUDED**

See where your
planned campaign
is vs. reality

More than 80 biopharma companies use Navigator365™ for OCE insights, planning and tracking.

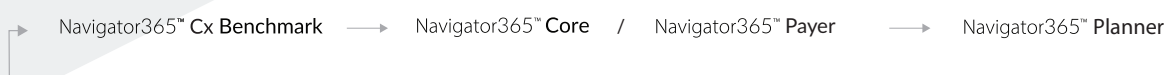
Get in contact

Book a **30-minute exploratory call** with one of our omnichannel experts and learn how **Navigator365™ Core** can help you define, plan and measure your next omnichannel (launch) strategy!



Scan the QR-code to learn more
or email us at: customercare.intl@precisionaq.com

Navigator365™ REIMAGINE CUSTOMER ENGAGEMENT



Omnitopia™