

# Markettrack:

Understand your market. Track your competitors.

**Case Studies: Using Markettrack to  
Achieve Reliable and Measurable Results**

**Develop Product Launch Strategy**

**Assess Market Changes in Real-Time**

**Monitor Price Trends**

*How Can  
Leading Firms  
Best Understand  
New Markets  
and Develop  
Competitive  
Launch  
Strategies?*

## Develop Product Launch Strategy

A leading medical device manufacturer was planning a product launch into a new market. To succeed in this endeavour, the manufacturer needed to understand the market landscape and develop metrics for monitoring the product's performance following the launch.

### The Marketrack™ Solution:

Prior to the launch of its product, the manufacturer turned to Millennium Research Group's Marketrack service. Using a combination of historical and ongoing monthly Marketrack data, the client was able to understand dynamics in the new market at the deepest levels of segmentation, reviewing procedure volume data, average selling prices, and market share.

### The Marketrack™ Outcome:

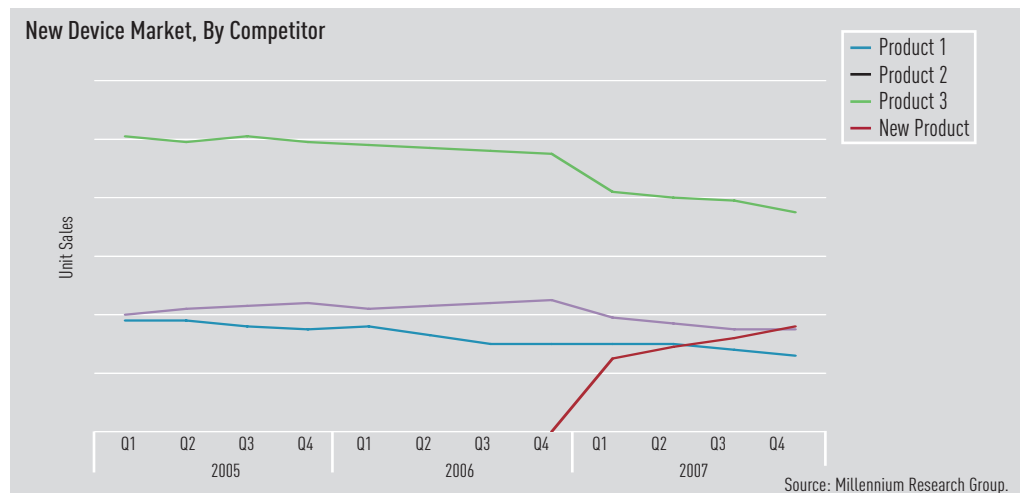
After taking advantage of MRG's in-depth Marketrack service, the client established two key processes.

1. Set effective device pricing using competitors' pricing as a guide

Using historic Marketrack pricing data, the vendor was able to track average selling prices for competitive brands and understand market pricing trends. Using this information, the company developed a pricing strategy using existing competitors' product prices as a reference point.

2. Develop a performance benchmark for its new product and monitor brand performance post-launch

Using historical market size and market share data, the company set performance benchmarks for its sales and marketing teams, and then monitored and reported its performance on a monthly basis to the senior management following product launch.



## Assess Market Changes in Real-Time

As a leading manufacturer in highly competitive billion-dollar a year medical device market required an accurate and timely means of monitoring the performance of its global portfolio.

Due to the highly competitive and dynamic nature of the market, it was essential that this company could identify changes in the market, such as the introduction of a new product or change in competitor pricing, as these changes can have immediate effects.

### The Marketrack™ Solution:

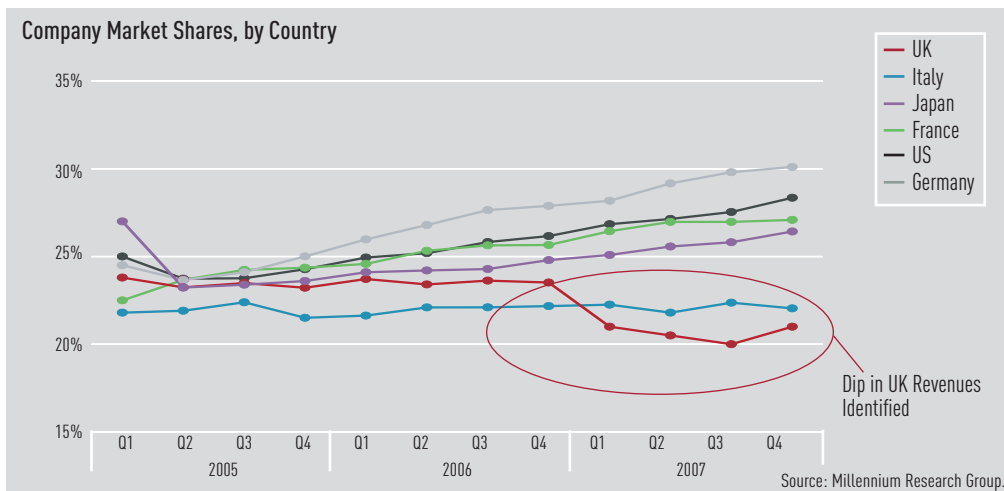
Working in partnership with the company, MRG developed a representative panel of healthcare facilities within each its key regions: North America, Europe, and Asia. Once the baseline had been established, respondents were contacted at month- or quarter-end to determine facility usage during the period (including brand-level device usage, average selling prices, and procedure volumes). To ensure consistency between periods but allow a healthy amount of panel ‘refresh,’ a retention target of 90-95% was followed.

Survey responses were collected, validated, analyzed, and provided to the clients 10 to 15 business days following month end (depending on the region).

This global panel of respondents provided the client with a timely tool to monitor the performance of its global portfolio. Using MRG’s online data platform Dataminer 2.0, Millennium Research Group’s revolutionary online data analysis software exclusive to Marketrack users, stakeholders within the client organization received an overview of brand-level performance, per country/country, and could identify market changes that required immediate response.

Because the information is created from representative samples and provided by a 3rd party, the company was confident in the data and comfortable reporting it to senior management as well as to investors.

*How Can  
Leading Firms  
Stay On Top Of  
Market Changes  
and Respond  
Promptly?*



**millennium**  
RESEARCH GROUP

A Decision Resources, Inc. Company

*What's the Best Means of Monitoring Competitive Pricing Tactics by Brand?*

## Monitor Price Trends

Facing two consecutive quarters of declining sales growth for one of its brands, a mid-sized device firm wanted to understand the market dynamics impacting its product. Its sales team believed that a key competitor may have increased its product discounting, but the firm wanted more than anecdotal evidence.

### The Marketrack™ Solution:

Reviewing monthly marketrack data, the company carved out overall competitor average selling prices (ASPs) and examined any declines.

After reviewing the prices of its primary competitors, it became clear that the prices for one company have been declining, particularly in the last month of every quarter.

↳ A deeper examination of sales numbers shows that there has also been a bump in the competitor's unit sales in the last month of the quarter, suggesting that they may be channel stuffing.

↳ An even deeper analysis shows that the trend has been most noticeable in the competitive northeast US region.

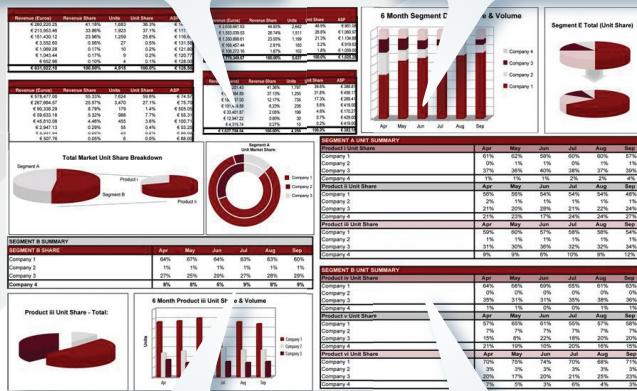
With this 3rd party information, the client felt confident reporting to its management team that its competitor was engaged in price discounting, and it incorporated this information into its formulation of a competitive response.

## Marketrack™

*Contact Us To See How Marketrack™ Can Serve Your Most Complex Market Research Needs: sales@mrg.net 416-364-7776*

**Accurate**  
Statistically significant data based on stratified hospital-level reporting

**Flexible**  
Data collection and analysis tailored to your needs



**Actionable**  
Real-time tracking of procedures, unit usage, and pricing by company and brand

**Timely**  
Data delivered monthly or quarterly, within days of month- or quarter-end

**Source**

Detailed surveys of multiple medical facilities

**Level of Detail**

By product and brand  
By geographic region  
By manufacturer  
By facility

**Data Provided**

Revenues  
Units  
ASPs  
Procedures