

IQVIA Commercial Analytics

Turn complex data into actionable insights that improve planning, execution, and performance across the commercial lifecycle.



Brand analytics



Market access analytics



Sales and commercial operations analytics

QUESTIONS ANSWERED

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| <ul style="list-style-type: none"> • Where is brand growth accelerating or slowing? • What's driving market share and demand? • Which customers and segments offer the greatest opportunity? | <ul style="list-style-type: none"> • Where are access barriers emerging? • How do payer dynamics impact revenue? • What evidence drives reimbursement? | <ul style="list-style-type: none"> • Are territories aligned with opportunity? • Which channel sequence, messages and cadence are resonating? • How can we increase cross-channel impact? |
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BUSINESS VALUE

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| <ul style="list-style-type: none"> • Strengthen brand and portfolio decisions • Prioritize resources with greater confidence • Anticipate risk and opportunity | <ul style="list-style-type: none"> • Boost patient access and affordability outcomes • Strengthen payer strategy and negotiations • Protect revenue and pricing performance | <ul style="list-style-type: none"> • Capture greater revenue and ROI from commercial execution • Optimize marketing spend and channel mix • Improve targeting precision and relevance |
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CAPABILITIES

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| <ul style="list-style-type: none"> • Market intelligence and performance analysis • Patient and HCP insights • Launch readiness and commercial effectiveness | <ul style="list-style-type: none"> • Affordability and patient support insights • Pricing and contracting intelligence • Gross-to-net performance analytics | <ul style="list-style-type: none"> • Channel and HCP engagement coordination • Predictive sales and field force analytics • Patient journey and pathway analytics |
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INPUTS

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| <ul style="list-style-type: none"> • Unified, comprehensive market data with unmatched depth and coverage • Proven AI expertise • Flexible analytics-ready technology platforms | <ul style="list-style-type: none"> • Integrated payer, patient, and provider access data • Predictive pricing and contracting models • Advanced analytics with market access expertise | <ul style="list-style-type: none"> • Channel performance, Rx and sales data • HCP engagement behavior and segmentation analytics • Predictive patient analytics |
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The gap between market opportunity and brand performance is where commercial analytics matter

IQVIA helps commercial teams move beyond understanding what happened to uncover why it happened and identify the actions that drive greater impact.



Discern what matters

See where growth is possible

- Find untapped market and customer potential
- Understand the forces influencing demand
- Detect performance and launch risks earlier



Decide with confidence

Make better commercial choices faster

- Prioritize markets, customers, and channels
- Compare scenarios before investing
- Align teams around one market view



Deliver greater impact

Turn insight into stronger performance

- Improve commercial investment decisions
- Adapt execution based on results
- Strengthen brand growth and protect revenue

IQVIA delivers advanced commercial analytics through scalable applications, managed services, and tailored engagements, helping organizations access insights in the way that drives value, leveraging:

- Unmatched healthcare data assets
- Deep life sciences domain expertise
- Proven analytics methodologies and services

4,000+
analytics experts
globally

300+
pre-built analytics
libraries

64+
petabytes of
healthcare data