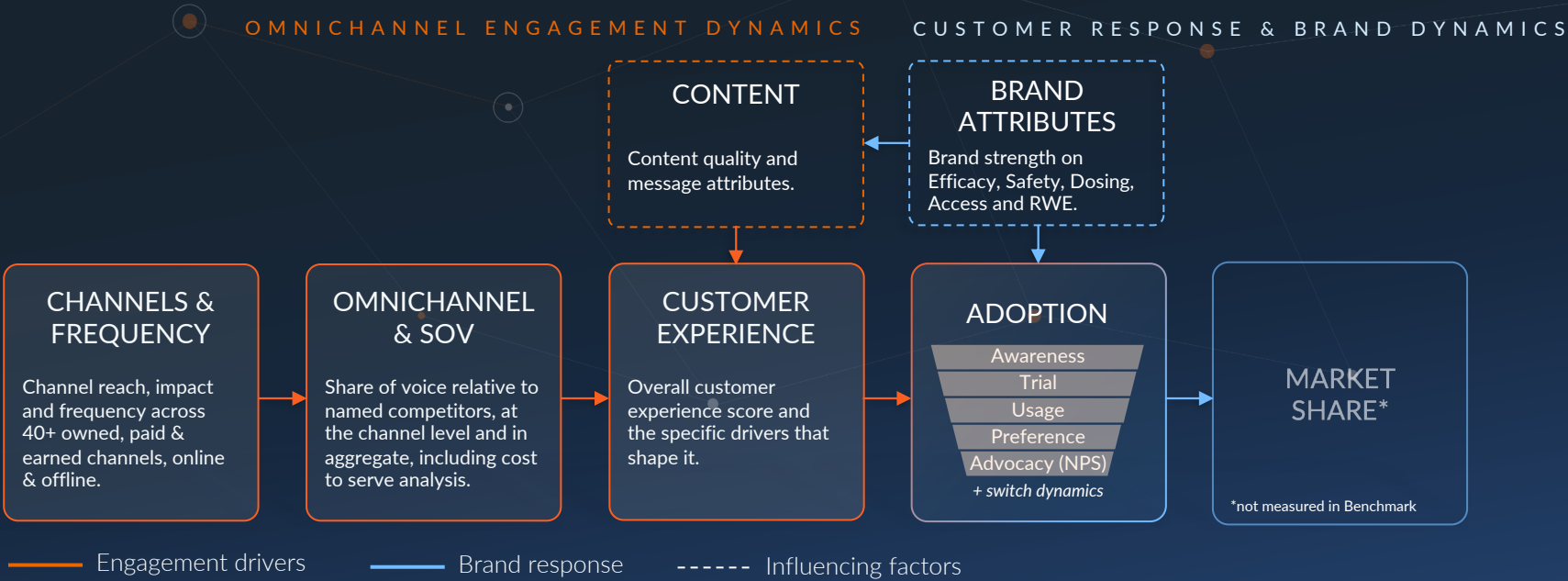


Introducing the **NEW** Navigator365™ Benchmark 4D

The only competitive brand health diagnostic that measures omnichannel engagement and brand dynamics together, so you know exactly why your market share moves and what to do about it.

DIAGNOSTIC FRAMEWORK



Benchmark is a brand level competitive diagnostic, grounded in syndicated HCP research, measuring your specific brand (not an averaged portfolio) against up to 6 named competitors. It **links** omnichannel engagement, directly to brand response in **one integrated diagnostic chain**. When market share moves, Benchmark tells you exactly which link moved, and what to do about it.

Navigator365™ Benchmark 4D

DATA • **D**IAGNOSIS • **D**ECISIONS • **D**E AVERAGE D

What is happening in the market Why is performance what it is How to improve performance AI driven subanalysis to uncover hidden insights

Six decisions Benchmark is designed to answer

- 01 Channel mix optimisation**

Which channels to scale, which to reduce, and where reach-versus-impact is out of balance vs. competing brands.
- 02 Brand health audit**

Where your brand stands against named competitors, winning or losing share on brand attributes or adoption (awareness, trial, usage, preference & loyalty).
- 03 Content & messaging review**

Whether your content is cutting through on relevance and clarity, or underperforming the market.
- 04 Launch readiness**

Pre- and post-launch. Are awareness, trial and preference metrics tracking ahead or behind plan? How can this be optimized?
- 05 Defend or attack decisions**

Diagnose whether share shifts are driven by execution, brand attributes, or competitor moves, and respond.
- 06 Impact tracking**

Up to quarterly updates of key metrics to assess competitor moves and the impact of your decisions over time.

EVIDENCE BASE

10k+ HCPs surveyed per year	50+ Geographic markets worldwide	30+ Therapeutic areas covered	13+ Years of expertise	80+ Life science companies
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“Navigator365 Benchmark has become an integral reference point across our organisation. It is cited regularly in strategic discussions and has fundamentally changed how we think about and prioritise our marketing tactics and omnichannel engagement, inspiring new ways of working at every level of the team.”

Senior Marketing Leader, Global Biopharma Client

About Across Health

Across Health is a life sciences advisory firm helping biopharma companies make smarter go-to-market decisions by combining omnichannel engagement and brand adoption insights through a comprehensive diagnostic framework. Backed by robust HCP data, our Navigator365 offering is a trusted global reference for driving real brand performance.



Request a demo or contact us at info@across.health or via our website.