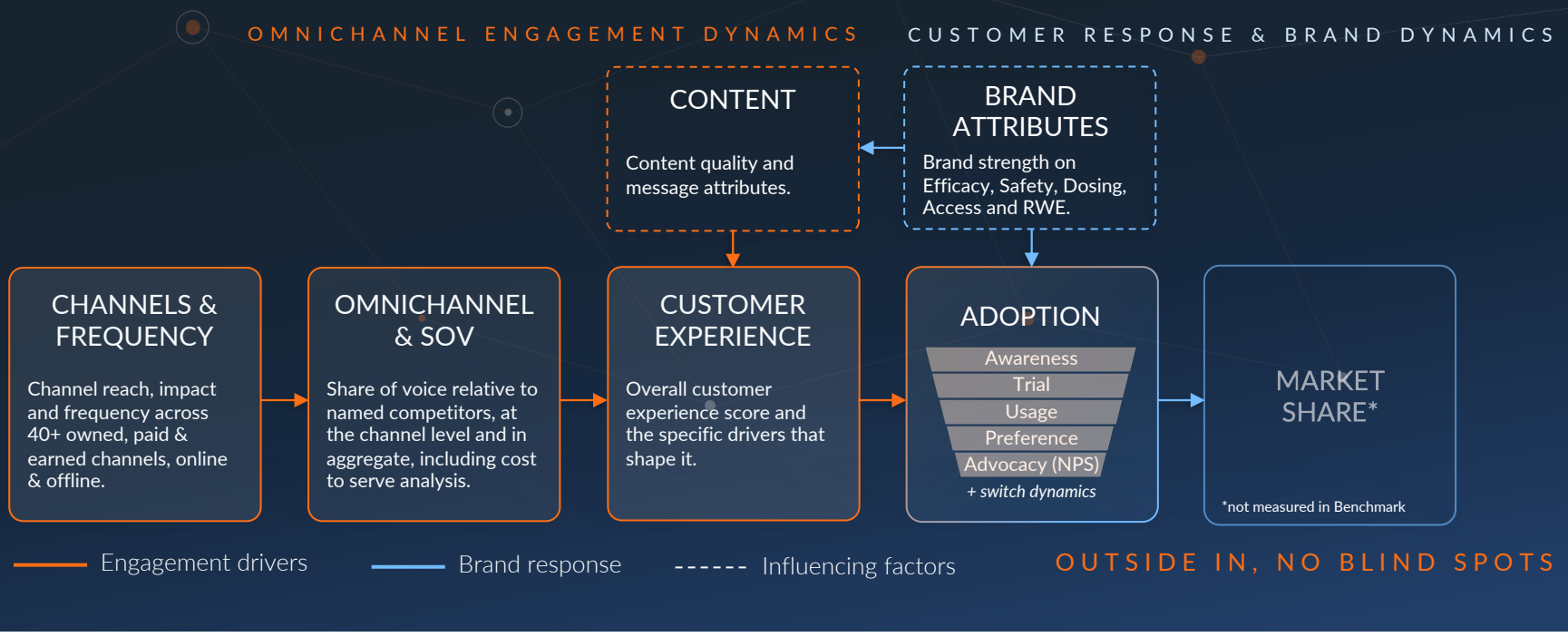
Introducing the NEW Navigator365™ Benchmark 4D

The only **competitive brand health diagnostic** that measures the full **diagnostic chain**, from **omnichannel engagement** to **brand dynamics**, ***outside in***, 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, **outside-in** HCP research. It measures your specific brand (not an averaged portfolio) against up to 6 named competitors across **one integrated diagnostic chain**. When market share moves, Benchmark shows where in the diagnostic chain it moved, and what to do about it.

Navigator365™ Benchmark 4D

DATA ● **DIAGNOSIS** ● **DECISIONS** ● **DEAVERAGED**

DATA	DIAGNOSIS	DECISIONS	DEAVERAGED
What is happening in the market	*Why is performance what it is*	*How to improve performance*	*AI-driven subanalysis to see below the surface of averages*

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 optimised?

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

26,000+	400+	30	70	13+
HCPs surveyed	Brands benchmarked	Countries	Indications	Years of expertise

"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 puts a unique team of senior, trusted advisors alongside leading international life sciences companies to tackle their key business questions: go-to-market models, omnichannel engagement and CX, and resource allocation. Backed by robust HCP data, our Navigator365 offering is a trusted global reference for driving real brand performance.

https://across.health/navigator365-benchmark/

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

© 2026 Across Health NV, All rights reserved

ACROSS HEALTH