

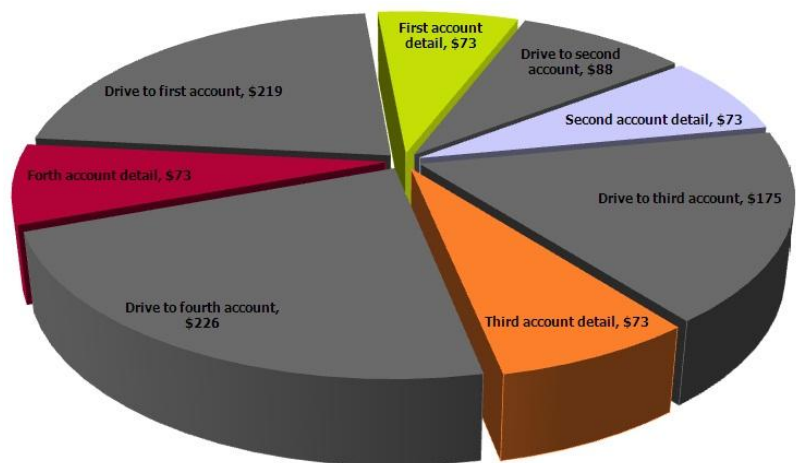
## Routing Based Targeting: An Extension of Group Practice Targeting

Recently, Group Based Targeting methods have been used to improve the efficiency of sales forces by targeting several physicians at a single location, rather than physicians of the same value at separate locations.

In a traditional targeting exercise, the cost of calls is assumed to be constant, regardless of location. When driving accounts for a significant amount of a sales rep's time, and some locations are easier to get to than others, this is not a realistic assumption.

This can miscalculate ROI and lead to significant problems including:

- Less profitable calls being selected at the expense of more profitable ones – reducing the overall profitability of the sales force.
- Reps being given more calls than can actually be made – resulting in potentially high value calls being neglected. Other reps will have fewer targets than they could cover – resulting in missed selling opportunities.

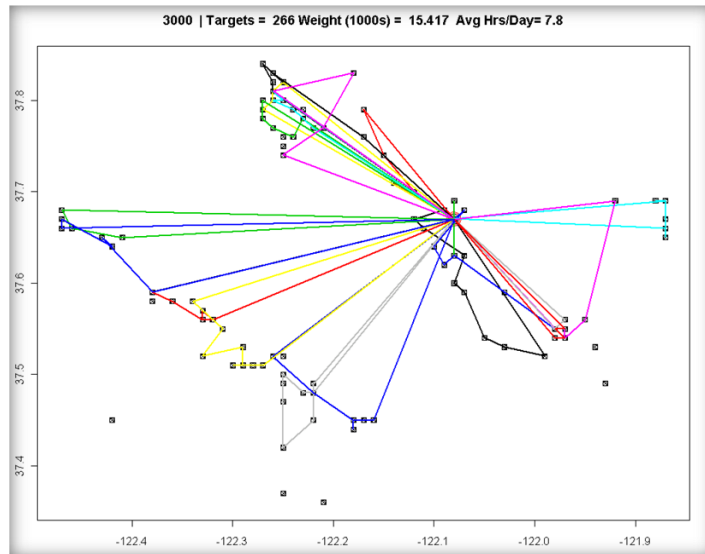


Even if management provides a call plan for the sales rep, if it hasn't been developed using a road network and routing, it may still be highly inefficient.

Routing Based Targeting makes further improvements to efficiency by including the location of potential targets. By taking driving time between targets into account, using routing over the entire call cycle, targets that are easier to reach are found to have a higher return on investment.

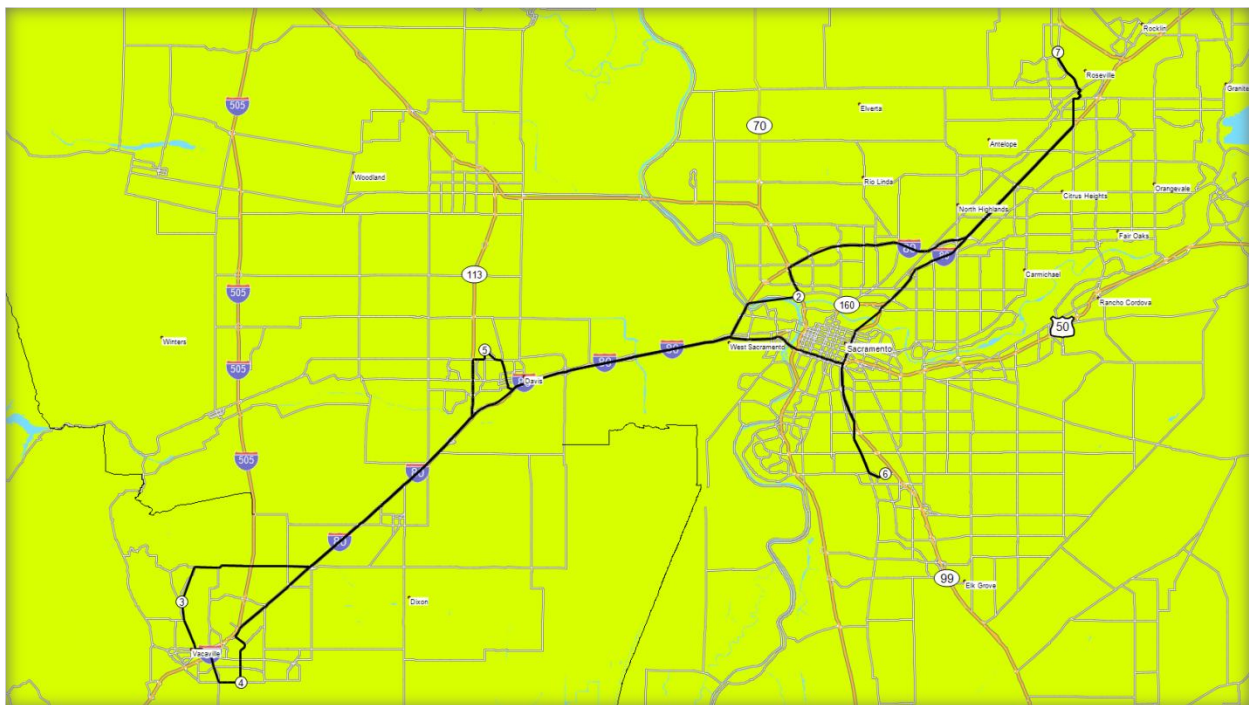
Routing Based Targeting strategy yields a more accurate assessment of ROI for potential targets by accounting for travel times during the targeting stage. Instead of targeting accounts using ROI based on average travel time, we target accounts using ROI based on actual travel time.

The following call plan was automatically generated using a routing algorithm developed by AdvantageMS. The graph below displays the results of a 20 day call plan for a territory centered in Hayward, California.



- Each color represents a particular day's route.
- Each day starts and ends at the rep's home address.

The map below displays a one day route within a territory located near Sacramento, California.



### Key Benefits of Routing Based Targeting

- Sales force profitability is improved, because targeting is based on more accurate ROI calculations.
- Realistic call plans for an 8 hour work day are automatically generated.
- Decreases in travel time allow for an increase in detailing time.
- Reduced travel time lowers travel expenses and CO<sub>2</sub> emissions, helping companies reach their sustainability goals.

