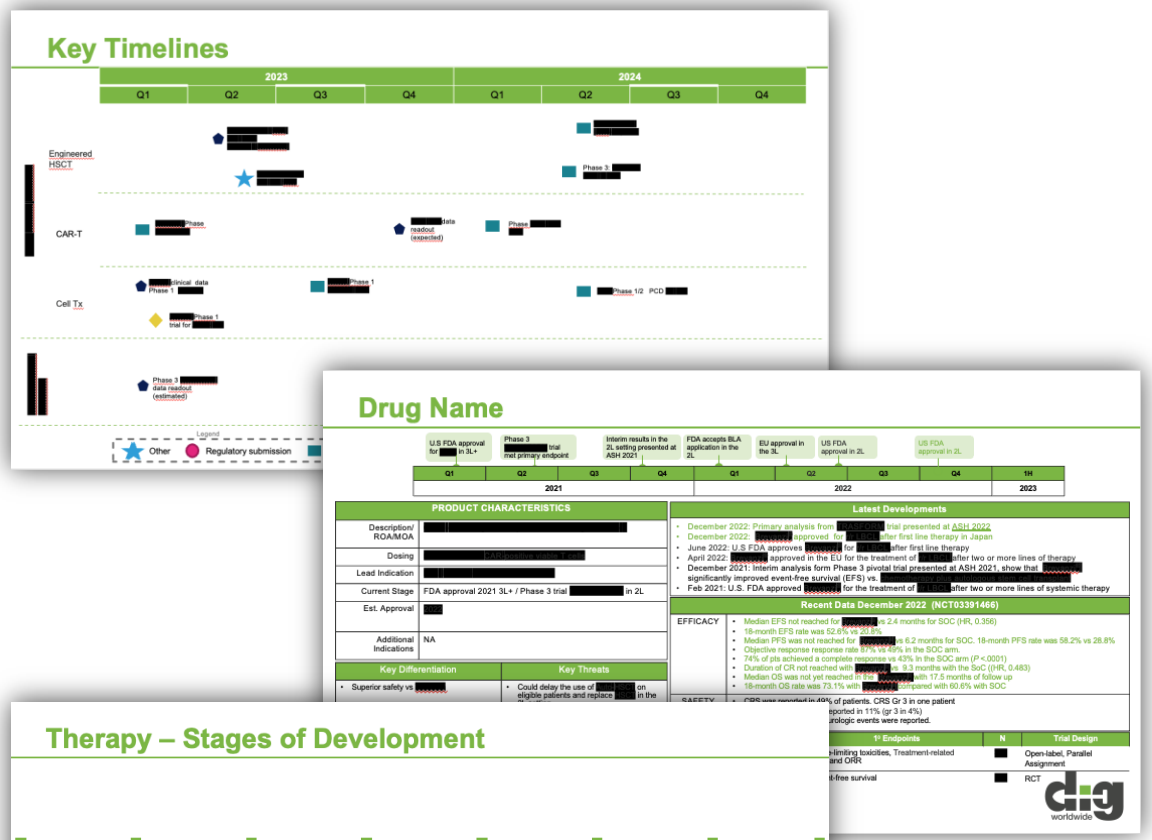
Tracker

Evolution of the competitor marketplace with "living" key intelligence questions

Usually spanning 12-24 months

Case Study: Competitor Tracker in a Complex Landscape



What	Our client received real-time alerts for critical developments across 26 high priority targets, with an analysis of how it could impact their programme. Dig Worldwide curated a monthly newsletter with developments for 44 targets, breaking down news by significance and analyzing impact. Dig updated a baseline bi-annually that tracked developments across a total of 96 target compounds. This enabled Dig to clarify and keep abreast of the evolution in a rapidly shifting landscape of innovative therapies.
Why	Our client was developing a therapy in a crowded and competitive market with multiple possible applications, they needed support to clarify the competitor landscape across a range of indications to identify their product-market fit.
Where	Global
How	In partnership with our AI-driven news curation partner and with the aid of additional digital tools, Dig collated news related to the 96 targets. Dig's analysts processed and presented updates to the client regularly.

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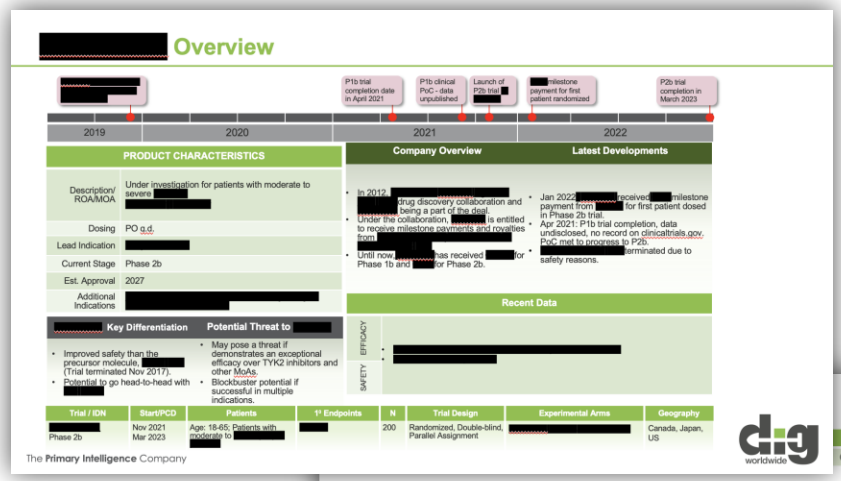
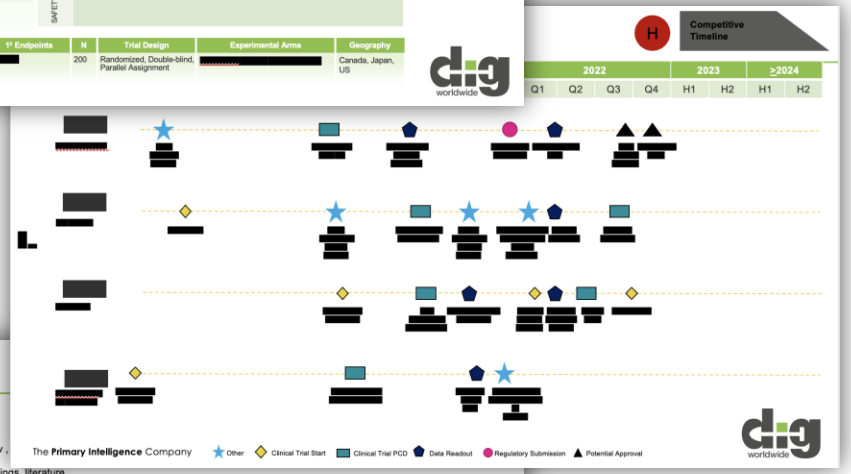
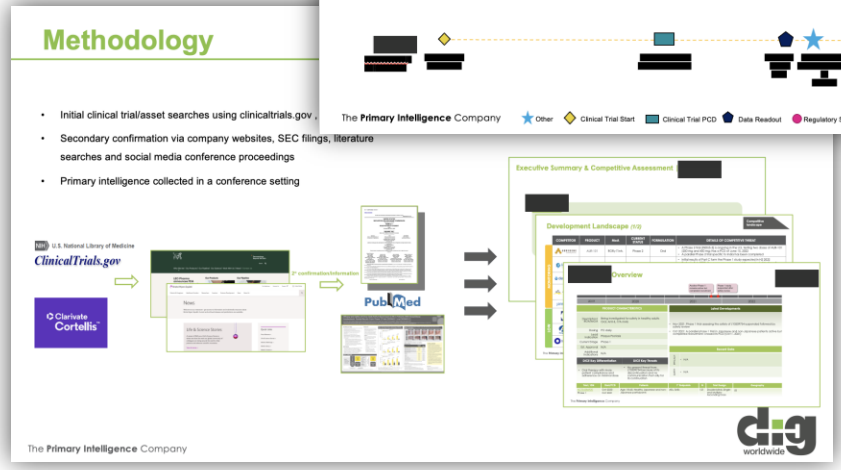
Case Study: Oral Targeted Therapy Competitor Tracker

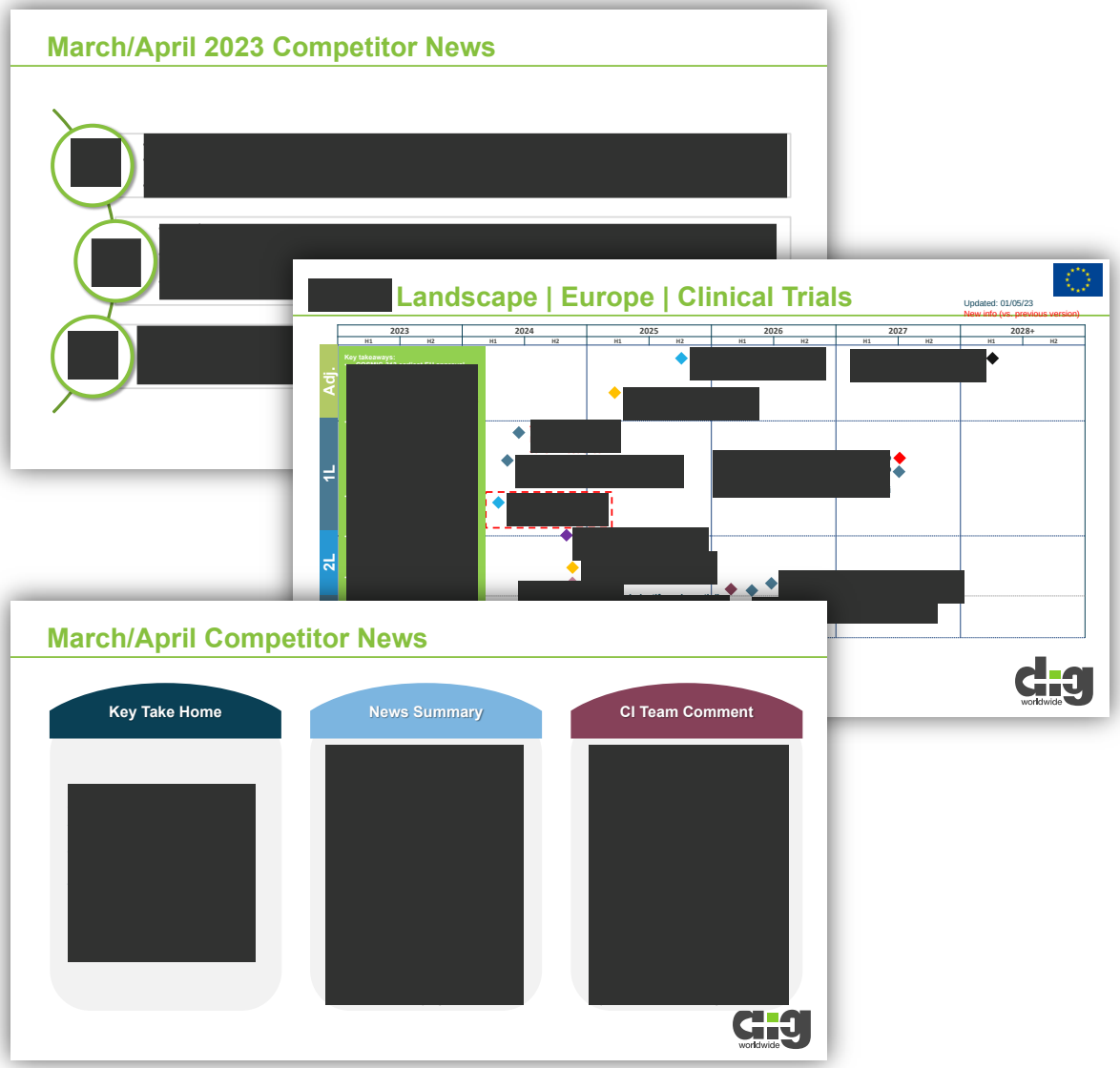






What	Dig Worldwide provided an understanding of the clinical strategies for two client competitors with oral targeted therapies in development. Dig was able to provide intelligence on key clinical trials; detailed insights into the molecules in development, and the key competitors' future development plans. Once the intelligence was collected, this enabled the client to assess the impact of the early assets and decide how to monitor them accordingly.
Why	The client had an early-stage oral targeted therapy in development and wanted to investigate its direct competitors' progress in the field.
Where	US, EU
How	Dig conducted primary intelligence; engaging with knowledgeable peripheral sources including CROs, investigators/trial sites, industry experts and patient organisations. Company sources and ex-employees were also targeted. This approach allowed for a composite picture to be built and validated along the way.

Case Study: Competitive Landscape for Oncology Monitoring



What	Our client's oncology asset is a standard of care in a rapidly evolving treatment landscape and faces constant competition from novel entrants and combinations in late-stage clinical development. The client required a comprehensive and accurate landscape of timelines for new treatments in development as well as reports on the expected impact that these treatments would have on the market.
Why	Keeping up-to-date with ongoing clinical trial developments was vital for our client's strategic brand plan including how it would position its asset to maintain a strong market performance.
Where	Global
How	Dig Worldwide delivered swift alerts for significant breakthroughs In the secondary domain in collaboration with our AI-driven news curation partner. All relevant news items were compiled into a comprehensive monthly report, ensuring our client's consistent access to an up-to-date landscape. This activity was supported through primary intelligence gathering at key conferences; targets included KOLs, principal investigators, and employees from the target companies.

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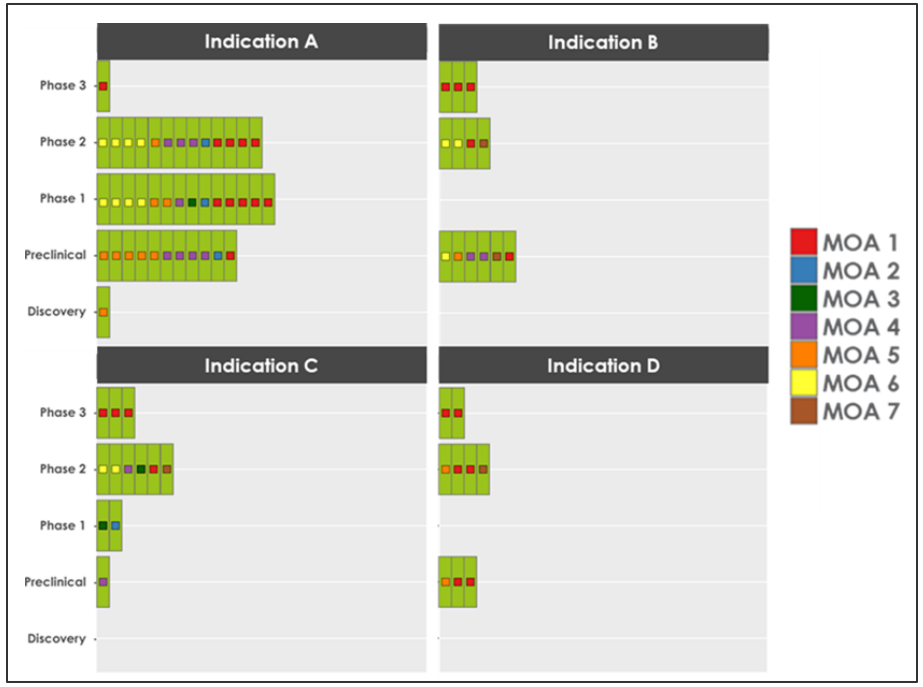
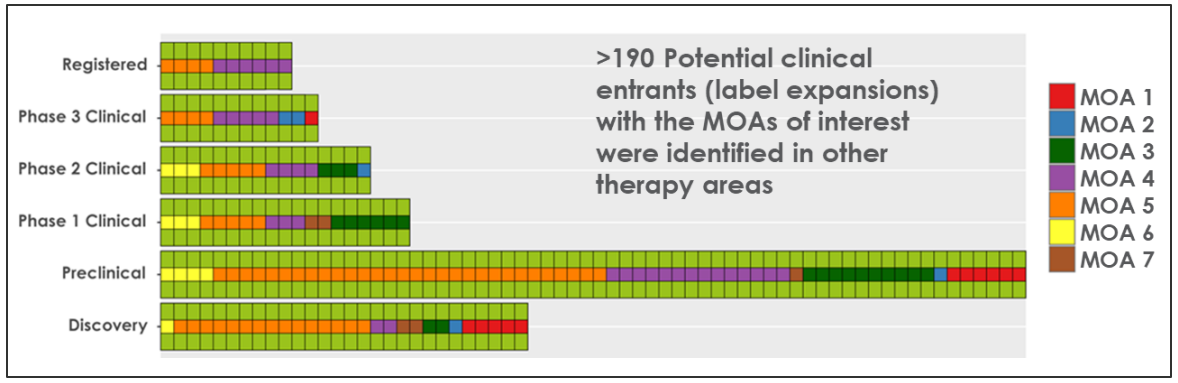
Case Study: Autoimmune Therapeutics Monitoring





What	Our client required a comprehensive baseline of clinical-stage therapeutics aimed at autoimmune indications. This included seven different MOAs within four different indications. Subsequently, the client required weekly monitoring reports highlighting any new clinical entrants either from pre-clinical development or label expansions of existing therapeutics.
Why	Our client possessed a clinical-stage asset and wanted to better understand the competitor space within its own therapy area of interest and in related ones.
Where	Global
How	We used our bespoke big data capabilities by interrogating public and subscription-based databases to create the clinical landscape for our client. For the weekly monitoring we cross-referenced up-to-date databases with previous versions to identify changes in the landscape and used newsfeeds to identify relevant news about clinical entrants. Primary intelligence (including conference monitoring) was used to validate and expand the big data information to bring a successful deliverable to our client.

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