

Best in Commercial Excellence

Awarded for a market research or analytical project that facilitates Commercial Excellence in any discipline such as sales force effectiveness, omnichannel insights, forecasting, sales, marketing and any other related field.

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Winning Entry:

From Insight to Action: Co-Creating a High-Impact, Data-Driven GTM Strategy

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Winners' Statement

"Through close collaboration and strong cross-functional teamwork, AstraZeneca UK and IQVIA combined diverse expertise and advanced analytics to co-create actionable insights. Together, we shaped an optimised promotional and GTM strategy that delivers sustainable commercial impact and a scalable model for future brands."

Executive Summary

AstraZeneca UK and IQVIA partnered closely to transform promotional optimization and GTM strategy for a key multi-indication asset, combining advanced analytics with strong cross-functional collaboration. The goal was to understand the true drivers of promotional effectiveness across care settings, indications and channels and to build a data-driven, future-ready engagement model.

Through AI/ML-driven modelling, the team generated granular indication-level insights not previously available, enabling a clearer understanding of drivers of sales and the substantial contribution of secondary-care activity to impactable sales. Building from these insights, promotional mix modelling quantified both short- and long-term promotional effects across channels, creating precise response curves to support optimized investment decisions.

Cross-functional teamwork was central throughout. IQVIA and AstraZeneca jointly pressure-tested scenarios, aligned on priorities and iterated recommendations to ensure feasibility, clarity and impact. This collaborative approach enabled the development of a multi-dimensional GTM optimization model that balanced ROI, resource allocation, channel performance and customer reach. The final sequencing phase further integrated expertise across analytical and commercial teams to identify the most effective combinations and timings of HCP interactions.

The project delivered a step-change in decision-making. AstraZeneca refined targeting, optimized channel mix and strengthened follow-up strategies, leading to more effective HCP engagement and greater commercial impact. The methodology is now being applied to additional products, demonstrating scalability and sustainable value. This submission reflects the BOBI Awards' commitment to excellence, innovation and collaborative insight generation across healthcare business intelligence.