

## Audience Sentiment Analysis

*Social + Web Monitoring*

### What is it?

Real-time tracking of audience perception of your brand or a condition/disease, with continuous monitoring for trend analysis and strategic insights.

### Deliverable

Baseline report (30, 60, or 90 days), followed by periodic trend analyses (e.g., monthly, bi-monthly), with frequency tailored to brand and corporate activity.

### Target Audience

Patients/Consumers/Caregivers

### Key Features\*

- Trending keywords and emerging topics
- Overall sentiment score and distribution
  - Share of voice
  - Questions people are asking about your brand or condition
- Share of volume by network/channel
- Sentiment timeline and trend analysis
- Strategic insights and implications

### Applications

Competitive intelligence, reputation monitoring, early issue detection, strategic planning support and where possible, campaign performance tracking and message effectiveness testing.

## Landscape & Audience Segmentation

*Comprehensive Analysis & Journey Mapping*

### What is it?

In-depth analysis of audience landscapes and journeys to inform strategic decisions and engagement approaches.

### Deliverable

One-time comprehensive report

### Target Audience

Patients/Consumers/Caregivers

### Key Features\*

- Patient journey mapping
- Journey phases from symptom onset to management
- Emotional drivers
- Unmet needs analysis
- Demographics and patient profiles
- Trending topics and conversations
- Gaps and opportunities identification

### Applications

Storytelling and message development, strategic and tactical planning, PSP design, patient engagement, advocacy & partnerships, competitive benchmarking.

\* Methodology: Our comprehensive approach combines proprietary solutions with extensive deep web research of publicly available information, enhanced by our industry insights expertise. Access to restricted portals and content will be confirmed upon briefing.

## Quick Product Comparison

Aspect	Audience Sentiment Analysis	Landscape & Audience Segmentation
Primary Purpose	Ongoing monitoring & trend tracking	Deep-dive strategic analysis
Frequency	Baseline + Monthly updates (or as needed)	One-time comprehensive report
Time Horizon	90-day baseline + pre-planned or ad hoc tracking	Point-in-time snapshot analysis
Best For	Campaign tracking, crisis detection, ongoing monitoring	Strategic planning, journey mapping, market entry
Depth vs. Breadth	Broad sentiment tracking over time	Deep analysis of specific aspects

InsightWise is an independent, technology-enabled insights solution that helps pharmaceutical and biotech teams understand patients/consumers/caregivers, and markets with speed and clarity.

Powered by advanced analytics and proprietary monitoring tools, InsightWise delivers actionable intelligence through standardized, on-demand reports.

- Independent of agency services
- Technology-driven
- Designed for pharma and biotech