

ACNielsen | ScanTrack *Pharmacy*



**ScanTrack
Pharmacy provides
over-the-counter
pharmaceutical,
health and beauty
manufacturers with
the most accurate
way to track brand
health.**

ScanTrack *Pharmacy* provides the most accurate, reliable and timely measure of consumer sales of non-ethical products in the pharmacy channel and is based on ACNielsen's *Your Pharmacy Matters* industry research program, developed with the support and endorsement of Gold Cross Products and Services (a wholly owned subsidiary of the Pharmacy Guild of Australia).

ACNielsen's single-minded focus is on data quality and accuracy. Whilst building a larger sample may produce better estimates, it is even more important to ensure that the sample is balanced on the key dimensions – geography, banner and size – and projected to a known universe.

Over many years and across diverse channels, ACNielsen has built its statistical expertise in the area of sample design and ongoing panel management. This expertise ensures you will get the most accurate market measure.

- Sample structured to accurately represent the pharmacy channel, minimising sample bias and ensuring the highest level of accuracy
- A representative sample of pharmacies (currently the largest Australian pharmacy scan sample) providing enhanced data robustness and reliability
- ISO 9001 quality accreditation, with quality processes and procedures in place to ensure that ACNielsen delivers only the highest quality sample data every time
- National and state level reporting to evaluate state results and benchmark overall performance
- All scan facts (including sales, distribution and price) available to identify product strengths and weaknesses
- Delivery turnaround just over three weeks after period end, enabling faster evaluation of marketing and sales activities.

ACNielsen | ScanTrack Pharmacy

Advisor features and benefits:

- Executive summaries for instant market information
- Quick and easy-to-use picture-based report selection
- Built-in navigation - exception based reporting and hyperlinks lead you through the data
- Integrated spreadsheet with Excel-like functionality
- Presentation-quality graphics and familiar functionality with additional formatting and reporting capabilities
- Set up and update presentation slides in minutes using ACNielsen | Advisor directly from your Powerpoint software.

Easy access and powerful reporting

ScanTrack Pharmacy is delivered via ACNielsen | Advisor software, a simple but powerful reporting system.

ACNielsen | Advisor's unique reporting solution caters for all levels of user. Prepared, ready-to-use reports and analyses offer access to fast, easy and portable market intelligence. ACNielsen | Advisor also offers the flexibility of interactive and ad hoc reporting and reduces the time and effort required to derive insights from the information.

Retailers and manufacturers across 46 countries are leveraging the benefits of Advisor's underlying and proven technology. Such a sizeable client base keeps us at the forefront of technology, providing comprehensive development feedback and commanding significant resources for continuous enhancements.



For further information about ACNielsen | ScanTrack Pharmacy contact Katherine Doric, Associate Director, Pharmacy on (02) 8873 7338 or email katherine.doric@acnielsen.com.au

