

# Evaluate Custom Services

Customised solutions to help you access, analyse and manage the information you need to support effective decision-making.



CASE STUDY: ACCESS | ANALYSE | MANAGE

## Analysing European launch success drivers for a US biopharma company

### Challenge

- The company was planning for EMA filings and was seeking intelligence specific to European markets.
- The company needed an objective, evidence-based “outside-in” assessment of the drivers of a successful European launch.
- Specific case study analysis was requested for known comparator products.



### Evaluate Approach

- Proprietary Evaluate consensus forecast data and pharma business intelligence formed the foundation of the analysis.
- Evaluate content was combined with targeted secondary research.
- Through a range of parameters, launch “success” was measured for a cohort of drugs.
- The drivers behind these successes were investigated, documented, and compared to identify the key levers that impact launch success.



### Outcomes/Impact

- The client gained access to a detailed data-driven analysis of specific European product launch success stories.
- A strategic view of the challenges and approaches taken to overcome them provided the contextual commentary the client needed.
- The client received a best practice toolkit for consideration during its own launch planning process.



### Why Evaluate?

- Our services team work with you to translate your business challenge into key data needs.
- Proprietary Evaluate content, including consensus sales forecasts and sales by indication, underpins an evidence-based analysis of launch success.
- Our industry experts provide the layer of interpretation and analysis to draw key insights and take-home messages from the quantitative findings.
- Our analysis framework is designed to your specific needs – including product cohort, success parameters, benchmarking approach, and output format.



Download more  
case studies

[www.evaluate.com/  
customservices](http://www.evaluate.com/customservices)





Evaluate is the trusted provider of commercial intelligence including product sales and consensus forecasts to 2024 for commercial teams and their advisors within the global life science industry. We help our clients make high value decisions through superior quality, timely, must-have data and insights, combined with personalised, expert client support.

**EvaluatePharma®** delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

 [@EvaluatePharma](https://twitter.com/EvaluatePharma)

**EvaluateMedTech®** sets a new standard in commercial analysis and consensus forecasts of the global medical device and diagnostic industry.

 [@EvaluateMedTech](https://twitter.com/EvaluateMedTech)

**EvaluateClinical Trials®** delivers unique clinical trial intelligence expertly curated to efficiently analyse the global clinical trial landscape.

 [@EPClinicalTrial](https://twitter.com/EPClinicalTrial)

**EP Vantage** an award winning editorial team, provides daily commentary and analysis with fresh perspectives and insight into current and future industry trends.

 [@EPVantage](https://twitter.com/EPVantage)

**Evaluate Custom Services** provides customised solutions to help you access, analyse and manage the information you need to support effective decision-making.

The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

[www.evaluate.com](http://www.evaluate.com)

---

**Evaluate Headquarters**

Evaluate Ltd.  
11-29 Fashion Street  
London E1 6PX  
United Kingdom  
T +44 (0)20 7377 0800  
F +44 (0)20 7539 1801

**Evaluate Americas**

EvaluatePharma USA Inc.  
60 State Street, Suite 1910  
Boston, MA 02109  
USA  
T +1 617 573 9450  
F +1 617 573 9542

**Evaluate Asia Pacific**

Evaluate Japan KK  
Akasaka Garden City 4F  
4-15-1 Akasaka, Minato-ku  
Tokyo 107-0052  
Japan  
T +81 (0)80 1164 4754