

# MEDIA ALERT – Eularis to Hold Pharmaceutical Marketing ROI MasterClass in London

LONDON, U.K., May 18 (SEND2PRESS NEWSWIRE) – Dr. Andree Bates, President of the Pharmaceutical analytics company Eularis, will be delivering a MasterClass on how to tell if you are making the wrong marketing decision. The Pharmaceutical Industry is under significant pressure to consider its costs very carefully. Since marketing budgets often represent a major portion of a company's cost base, they can easily become the target of budget cuts. The pressure to measure marketing return and effectiveness has never been stronger.



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Currently, much budget is spent despite marketers being unable to identify which combination of activities has the greatest growth potential, and without knowing what specific effect individual activities are having on market share.

This MasterClass will show attendees the main approaches now available that can help a company determine where and how its marketing activities can work together and which synergistic combinations will deliver profitable value growth. Dr. Andree Bates will also provide attendees with ideas on how to put

return measurements to work for their own brands.

WHO: Eularis

WHAT: MasterClass on the latest techniques, strategies and analysis approaches for knowing how to measure financial impact of sales and marketing activities

WHEN: 12 June 2009

WHERE: 1 Northumberland Avenue, Trafalgar Square. London

Dr. Bates has already guided hundreds of Pharmaceutical Marketing Directors to financial success with their brands. Now, she is presenting her MasterClass for one day ONLY in London, UK, on Friday, 12th June 2009. By attending the Pharmaceutical Marketing ROI MasterClass, you will be able to apply these approaches to your own marketing after the Workshop.

### **About Eularis**

Eularis provides sophisticated Pharmaceutical analytics that provide data-driven insight into the financial impact of corporate and marketing decisions. Unlike traditional analytics approaches, whose reliance on historical or analogue data reduces their accuracy, Eularis' proprietary 94.8 Analytics Process is based on the current market situation. This proven approach helps Pharmaceutical marketing teams to quickly plan, measure, validate and optimize their sales and marketing performance.

Co-headquartered in London and New York City, although working internationally, the company has developed significant experience in the global Pharmaceutical market through client engagements with AstraZeneca, GlaxoSmithKline, Merck, Pfizer and many others.

For more information about Eularis, visit [www.eularis.com](http://www.eularis.com).

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