



Pharmacy | Digital | Consumer | Pricing



Digital Research

Digital Communications Optimization

The leap in use of digital media to grow brands and improve connections with the healthcare professional and consumer communities requires websites and e-communications to be spot on. DMD offers innovative and actionable research capabilities to ensure your digitally delivered communications are both engaging and impactful.

- Guides creation of exceptional brand.com sites by assessing all site components including organization, content, features, and creative design
- Provides adaptable protocols enabling evaluation of home and interior pages for either branded or unbranded sites
- Offers flexible and dynamic on-line survey technologies enabling incorporation of live site viewing, video exposure, and interactive features
- Incorporates a full “tool box” of research techniques including eye tracking, heat mapping, and choice modeling to capture insights and guide direction
- Employs key metrics to determine if your website or communication is relevant, credible, appropriate, and actionable
- Teams with your digital design agency and brand and market research teams

 Contact **Karl Miller** at 908.328.2170 or **Bill Little** at 315.671.0800.

“There are no shortcuts in good research, but there are technologies that speed up the process.”

- Bill Little

Experienced.
Adaptive.
Innovative.



Delta Marketing Dynamics (DMD) is a full-service marketing research company serving the pharmaceutical, biotechnology, and healthcare industries with a focus on pharmacy, digital, consumer, and pricing research.

- Industry experts since 1971
- Customized solutions for each client for every business question
- Full spectrum of qualitative and quantitative methodologies



For more information or to discuss pricing, please contact:

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