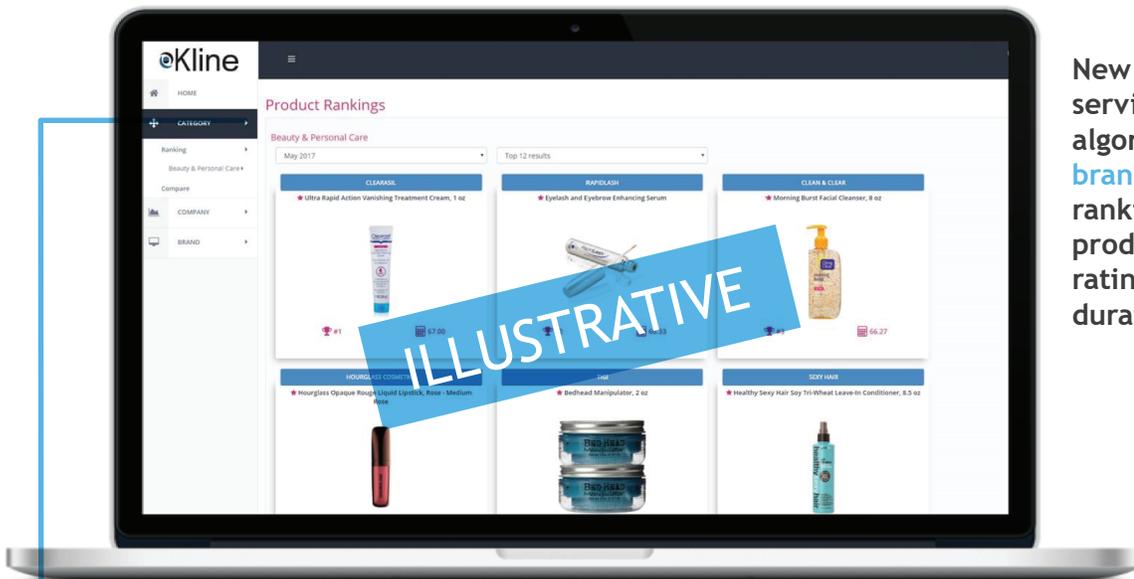


# AMALGAM

## OTC DIGITAL TRACKING SERVICE

New web extraction tool that continuously tracks OTC brand performance online

To be published monthly starting Q4 2018



New interactive online service using a proprietary algorithm to **score OTC brands** based on their ranking among best-selling product listings, customer ratings, prevalence, and duration on the charts.

### CONTENTS

Two deliverables include a monthly database and quarterly written report.

- The interactive online database **allows users to view data on thousands of OTC products organized by:** product class, category, segment, brand, company, price and score. Database contents will be updated monthly.
- The information contained in the monthly database and quarterly reports will help your organization be better informed about online OTC trends and give you the ability to be more nimble when adjusting online marketing strategies for your brands.

### CATEGORY SCOPE

#### DIGESTIVE PRODUCTS

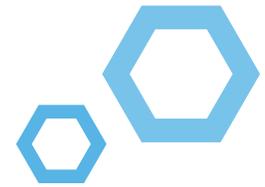
Antacids  
Antidiarrheals  
Anti-gas products  
Laxatives

#### PAIN RELIEVERS

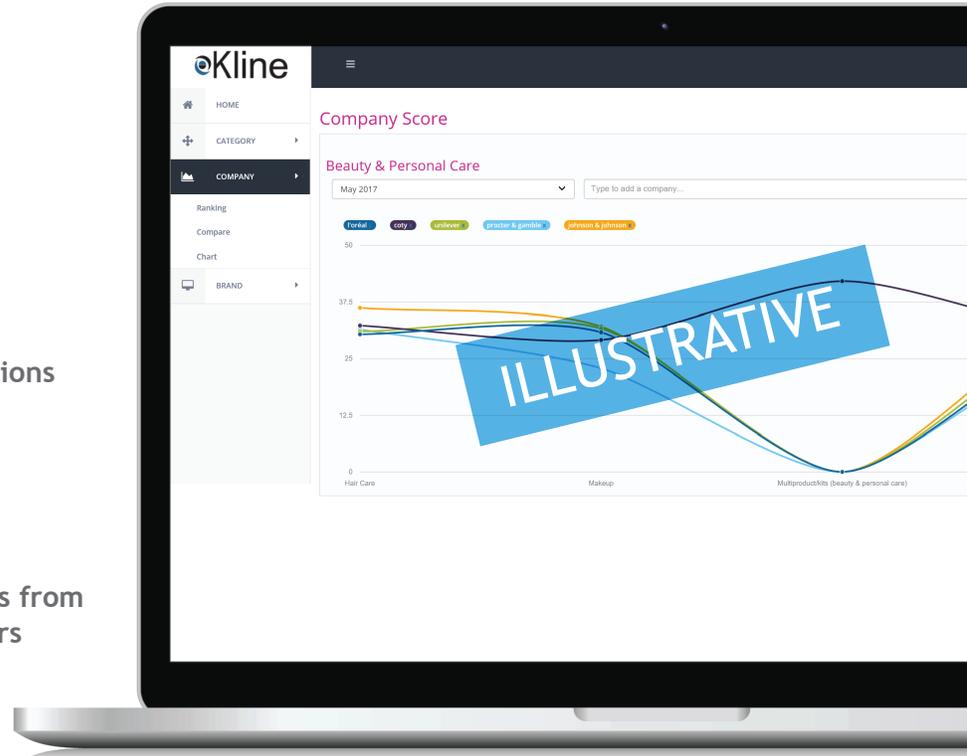
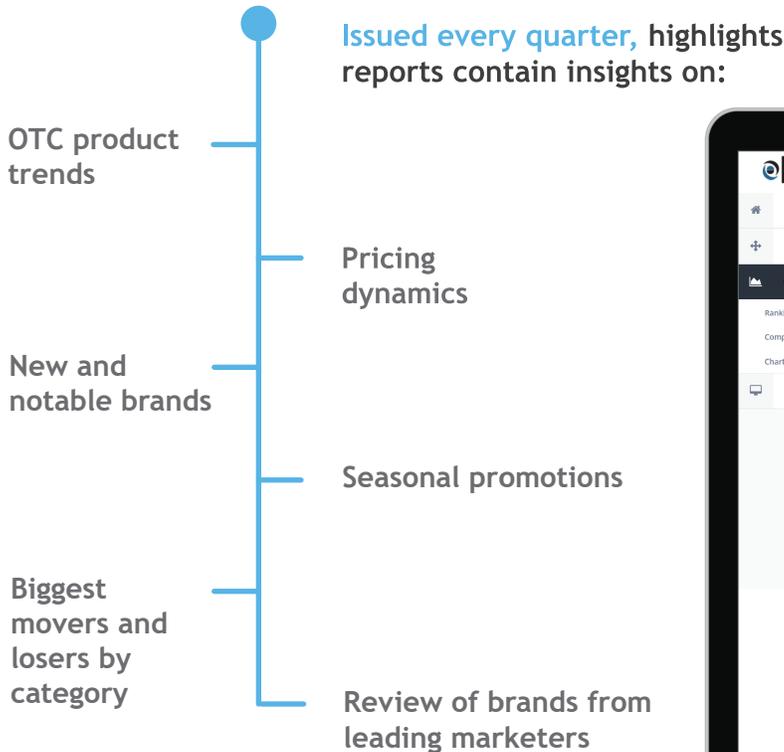
General pain relievers (oral)  
Pain and sleep aids  
Topical pain relievers

#### UPPER RESPIRATORY PRODUCTS

Allergy relief products  
Cold and sinus medications  
Cough drops and syrups  
Nasal decongestants



## REPORT CONTENTS



## METHODOLOGY

Based on a continuous collection, aggregation, and blending of data, Kline scans leading retailer websites on a weekly basis to collect data on sales ranking, ratings, and the number of reviews for the leading OTC brands in each category and runs this data through our proprietary algorithm to score brands.

Retailer websites scanned include: Amazon, Walmart, Walgreens, Target, and Rite Aid.

## KEY BENEFITS

This service provides subscribers with a single source to monitor and assess OTCs online.

1 Understand which OTC brands are winning online

2 Benchmark your brands' performance online with competing brands

3 Identify new brands early and understand where they are being sold online

4 Analyze pricing trends

5 Monitor competition

6 Continuously monitor OTC brands to better predict future market trends