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Fentora Agile Marketing Scorecard

Q3'16 (Jul - Sep'16) data

Prepared for TEVA CNS
Last revised: - Dec 2, 2016



National Summary

Summary of Fentora brand tactics performance at national level

Cross-geographic view

Cross geographic comparison of Fentora brand tactics

Trends

Monthly performance summary of the key metrics of Fentora brand tactics

Brand Objectives

Summary of Fentora brand performance against 2016 brand objectives

Glossary

Metric definitions, data sources, notes and benchmarks

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