



# **ISWARM: Online Audience Discovery & Engagement**

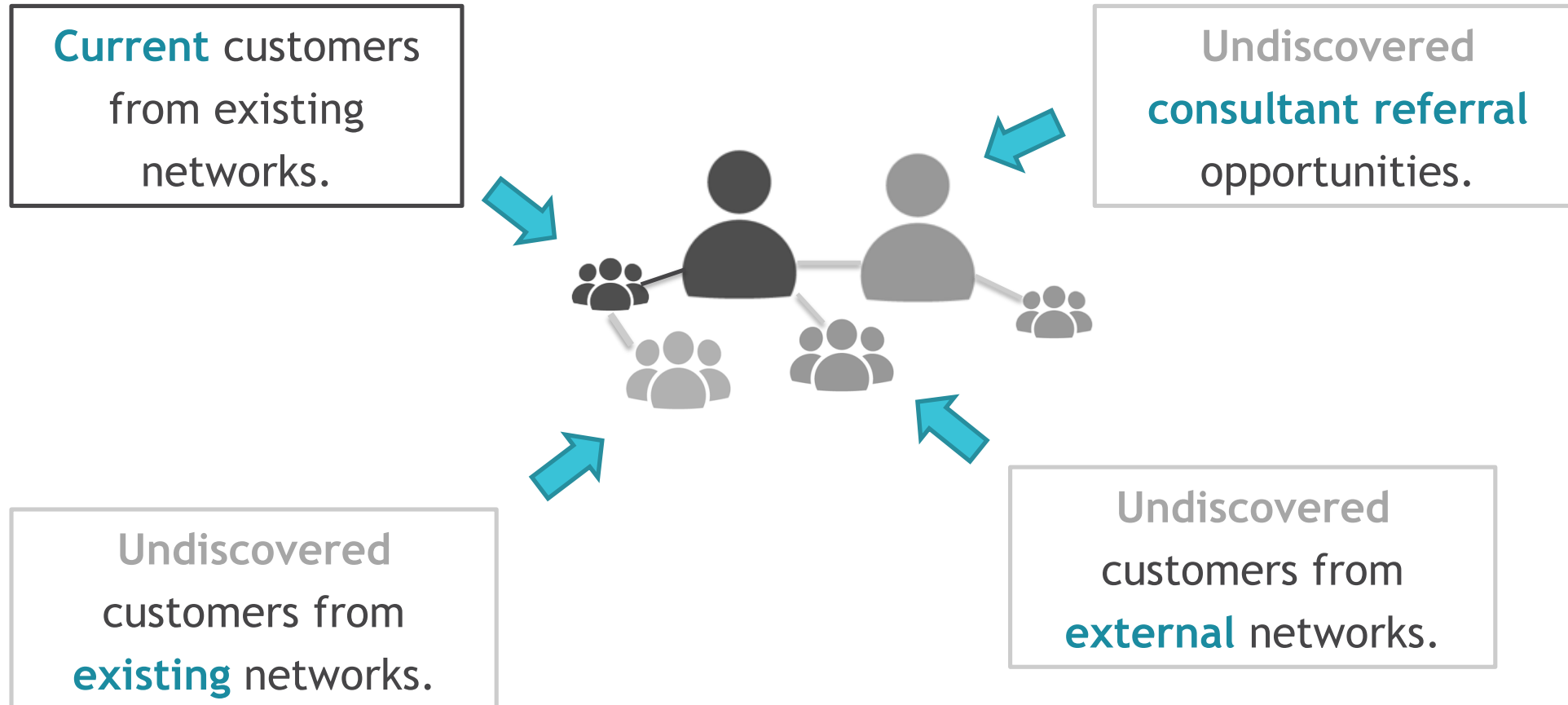
*Consultant Network Accelerator*

April 7, 2019

1. Consultant Lead Generation
2. Consultant Sales Accelerator
3. Services Review - Setup & Activation
4. Additional iSwarm Client Case Studies

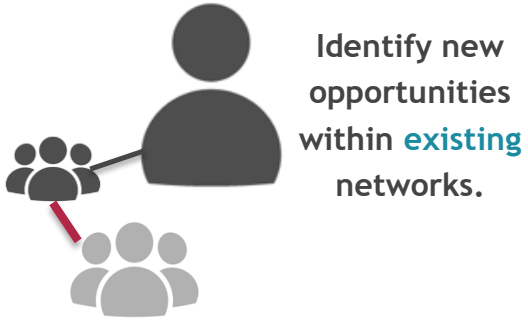
# 1. Consultant Lead Generation

iSwarm discovers new opportunities from **existing** and **external** Consultant audiences to expand network reach and accelerate sales.



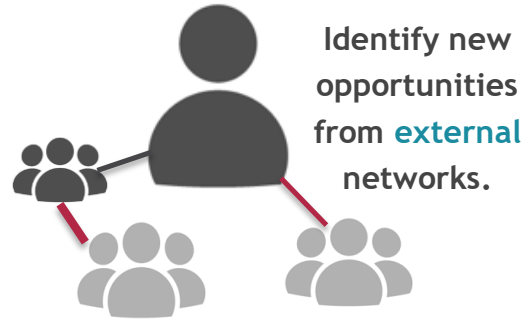
# 2. Consultant Sales Accelerator

## Expand Existing Networks



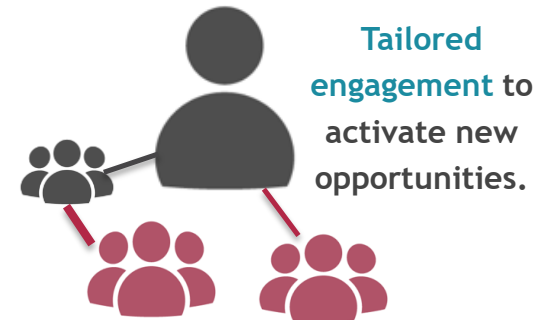
- Connect existing social channels to **iSwarm**.
- Discover potential customer profiles within your existing networks.
- **iSwarm** consumer demand reports deliver:
  - User profiles based on keywords, phrases, contributions.
  - Prioritized based on level of interest.

## Identify External Network Opportunities



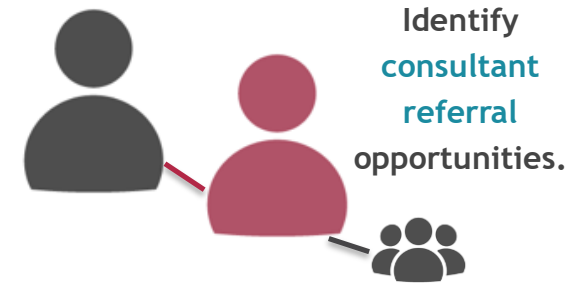
- Identify external network opportunities.
- **iSwarm** recommended consumer opportunities customizable by:
  - Target market.
  - Demographics, Location
  - Unexplored channels.
  - Related groups, communities, pages of interest.

## Optimized Engagement



- Activate **iSwarm** user lists to engage expanded and new audiences:
  - In-channel tailored engagement.
  - Categorized audiences to determine appropriate engagement:
    - Daily Promotions
    - Email Outreach
    - VIP Parties / Events

## Refer New Consultants



- **iSwarm** recommended potential new consultants from your network:
  - VIP Clients
  - Evangelists, Influencers
- Refer & register as new consultants.
  - Benefits
  - Setup process

# 3. Services Review – Setup & Activation



## Expand Existing Networks

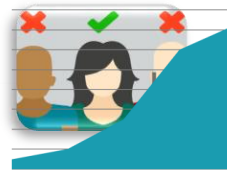
Connect to existing channels to run analysis across your networks, groups and pages.

### Highlights:

- Inclusion and exclusion criteria to track relevant topics, keywords and phrases.

### Source Access:

- Newsfeeds, Blogs, Forums, Multimedia.
- Social Network APIs.
- Twitter Firehose API.
- Speech to Text Conversions.



## Identify External Networks

iSwarm's listening algorithm analyzes and classifies massive amounts of real-time data categorizing potential new clients across external publicly accessible channels and networks.

### Highlights:

- Natural language processing.
- Human coded sentiment analysis.
- Quality score weightings.

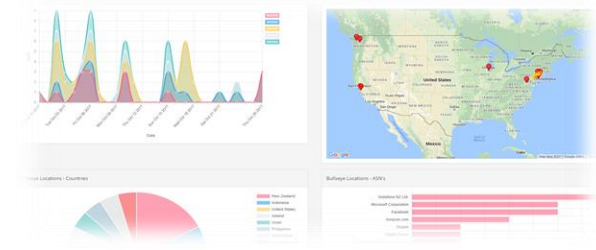


## Optimized Audiences

Engage with qualified consumers that are willing to learn about new products through online channels and social networks.

### Highlights

- Consumer demand breakdown.
- Demographics drill-down.



# 3. Services Review – Setup & Activation



## Activate New Customers and Consultants

Integrate **iSwarm** reports and collateral into existing social media engagement or in-channel marketing tools.

### Customer Highlights:

Activate **iSwarm** user lists to engage expanded and new audiences:

- In-channel tailored engagement.
- Categorized audiences to determine appropriate engagement:
  - Daily Promotions
  - Email Outreach
  - VIP Parties / Events

### Consultant Highlights:

**iSwarm** recommended potential new consultants from your network:

- VIP Clients
- Evangelists, Influencers

Refer & register as new consultants.

- Benefits
- Setup process



## iSwarm Engagement Packages

*Optionally*, select cost effective **iSwarm** campaign engagement campaigns. Direct qualified audiences with appropriate call-to-action.

### Tailored Engagement:

Hyper-targeted approach utilizing user targeting capabilities i.e.:

- Twitter tailored audiences (user lists, web, mobile, partner programs available)
- Facebook custom audiences (user lists, additional resource programs available)
- Reddit sub reddit targeting (User specific topics, user specific search relevance)

### Broad Engagement:

Utilize captured data metrics to create a wider engagement approach to more broadly target:

- Pre-qualified communities, user groups
- Topics, keywords search terms
- Other captured metrics

# 4. Case Study #1 – Online Consumer Engagement

**iSwarm** identifies online audiences across the **adoption stages** to create hyper-targeted, efficient consumer engagement.

## 1) Discovery

### Early Market

### Mainstream

Typical consumer adoption stages

Innovators

Early Adopters

Chasm

Early Majority

Late Majority

Laggards

**iSwarm** pre-qualifies and engages with online influencers, key opinion leaders, evangelists, innovators and niche communities.

**iSwarm** targets mainstream, conservative and economical markets to help clients cross and succeed beyond the adoption lifecycle chasm.

## 2) Activate

### Target Audience



### Listen & Qualify



### Build & Activate



### Results



Consumer persona applied to online channels and data sources.

Qualify audiences over-time.

Create assets and campaigns.  
Activate new customers.

Measure campaign results, feedback and iterate.

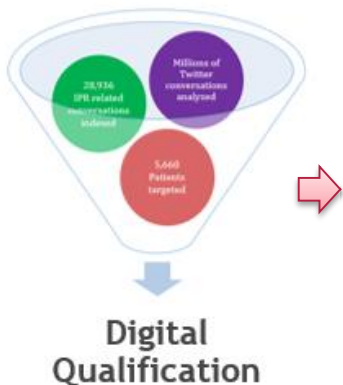


# 4. Case Study #2 – Clinical Trial Recruitment

**iSwarm** accelerated clinical trial recruitment for a **Top 10 Pharma** client with a 6-month tailored engagement campaign targeting early stage esophageal and early stage lung cancer.

## KEY BENEFITS:

- Identify and Engage Early-Adopter Candidates.
- +17% Conversation Rates.
- Measurable ROI & Global Reach.
- Reduced Online Ad Engagement Cost by 76%.



Trial Landing Page



In-Channel Marketing and Activation

## HIGHLIGHTS:

Patient engagement model:

- Qualified candidates messaged through channel advertising, sponsored & promoted messaging and website banner ads.
- Ads included custom link to clinical, commercial, informational and recruitment specific site levels.
- Messaging via CROs and patient advocacy groups.

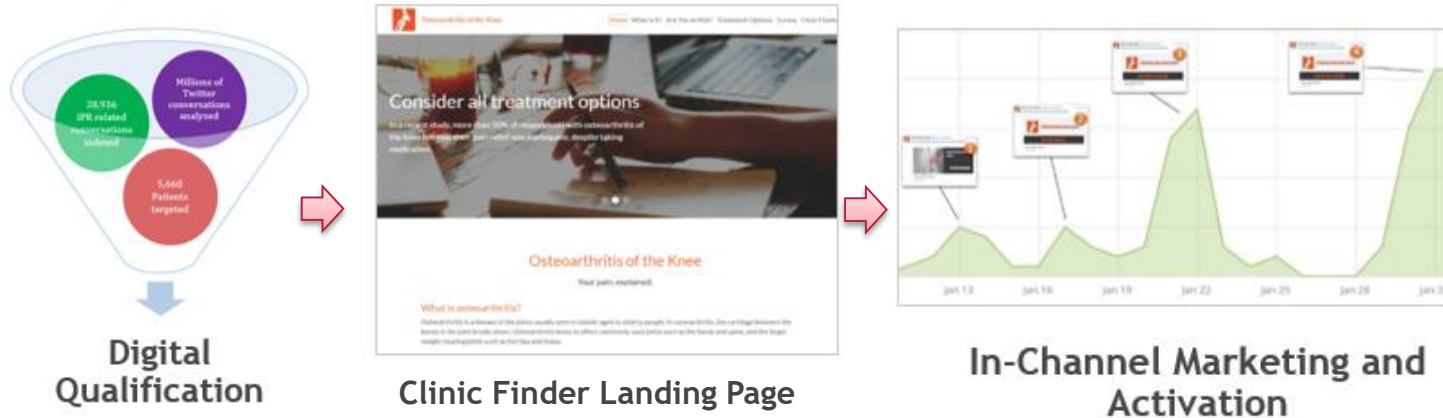


# 4. Case Study #3 –Treatment Acquisition

**iSwarm** accelerated osteoarthritis treatment acquisition for a **Top 10 Pharma** client by reaching thousands of new customers over a 90-day global campaign.

## KEY BENEFITS:

- Identify and Engage Late-Majority Candidates.
- HIPAA Compliant Web Assets.
- +20% Conversation Rates.
- Measurable ROI & Global Reach.



## HIGHLIGHTS:

Patient engagement model:

- Qualified candidates messaged through channel advertising, sponsored & promoted messaging and website banner ads.
- Ads included custom link to clinical, commercial, informational and recruitment specific site levels.
- Messaging via CROs and patient advocacy groups.

# 4. Case Study #4 – Financial Svcs: Trader Compliance iSwarm™

Powered by **INFO N GEN**

**iSwarm** delivers **speech to text** transcript conversion into **InfoNgen** financial services supporting **Bank and Investment Trading** best practices.

## 1) Data Integration

- Connect to unstructured trade data sources (text, voice, email, IM, social media etc.)
- Automatically structure data based on taxonomies and tolerance thresholds.
- Aggregate and contextualize pre and post-trade communications.



samples3/Exploring **Insider Trading** Forums on the Darknet.wav

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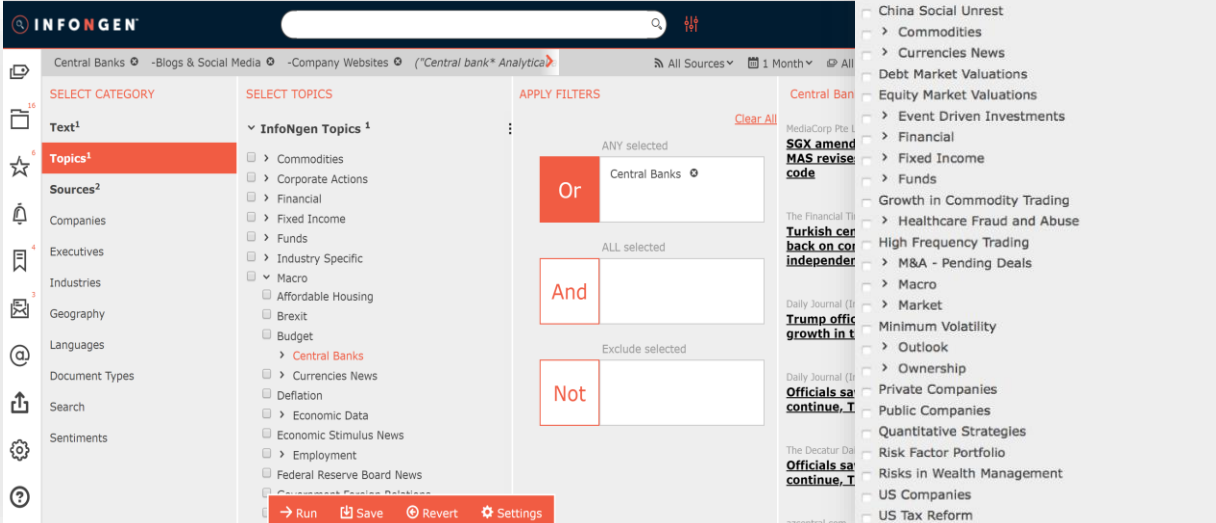
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who's interested in earning money through a little bit of corruption, so the way this works for those of you unfan companies usually called Blue Chip stocks right like Google, Facebook. Every company that's large that has quart especially if it's bad news. 'cause word travels around very quickly one of the lower level. Employees someone w coffee they? At lunch with them, they might over here, while walking to the bathroom. Or maybe the right there . could disrupt a company or could enable another individual to make profit off of that. But if you happen to see it that you got that information from **insider trading**. Maybe just decided. Hey, I'm going to invest this and this amc

## 2) Platform Delivery

- Centralized repository to manage, asses and escalate flagged communications.
- Refine or create new trade tolerances to test against.
- Team delivery platform to initiate review or discard audit trail.



The screenshot displays the InfoNgen platform interface. At the top, there is a search bar and navigation tabs for 'Central Banks', 'Blogs & Social Media', 'Company Websites', and 'Central bank\* Analytica'. Below this, a 'SELECT CATEGORY' sidebar lists various categories like Text, Topics, Sources, Companies, etc. The 'SELECT TOPICS' section shows a tree view of 'InfoNgen Topics' including Commodities, Corporate Actions, Financial, Fixed Income, Funds, Industry Specific, Macro, Affordable Housing, Brexit, Budget, Central Banks, Currencies News, Deflation, Economic Data, Economic Stimulus News, Employment, Federal Reserve Board News, and Government Policy Relations. The 'APPLY FILTERS' section has three filter boxes: 'Or' (with 'Central Banks' selected), 'And', and 'Not'. On the right, there is a list of 'Investment Topics' such as Bitcoin, China Social Unrest, Commodities, Currencies News, Debt Market Valuations, Equity Market Valuations, Event Driven Investments, Financial, Fixed Income, Funds, Growth in Commodity Trading, Healthcare Fraud and Abuse, High Frequency Trading, M&A - Pending Deals, Macro, Market, Minimum Volatility, Outlook, Ownership, Private Companies, Public Companies, Quantitative Strategies, Risk Factor Portfolio, Risks in Wealth Management, US Companies, and US Tax Reform.

# 4. Case Study #5 – Life Sciences: Pharmacovigilance

iSwarm provides **real-time** and **scheduled notifications** of user activity across **Top 10 Pharma** client responsible online assets. Integrated team workflow utilizing the **InfoNgen** platform delivers **Pharmacovigilance** compliance.

## 1) Data Integration



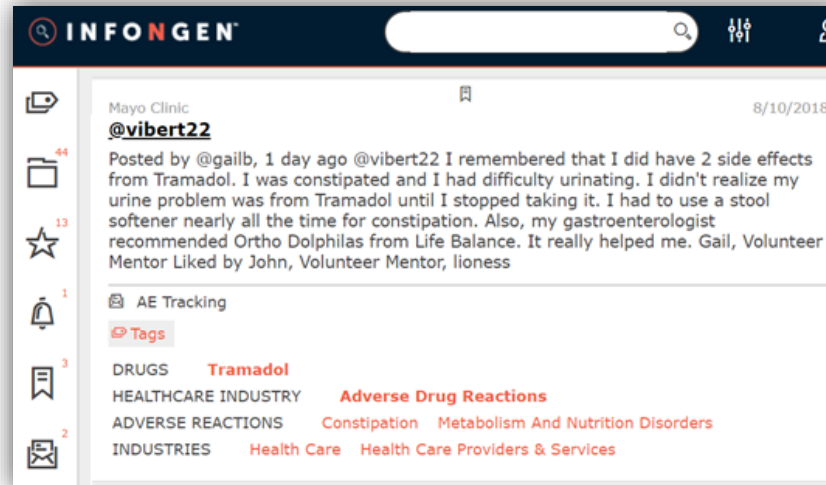
Mine online channels, social networks, email and other company online assets.

## 2) Automated Detection



Monitor customer inputs, healthcare content and potential adverse and special-events.

## 3) Review Platform



Team delivery platform to Verify, Discard or Escalate potential harmful or special-case events.

## 4) Escalate



Integrated service into Pharmacovigilance and compliance procedures.



# Thank You

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