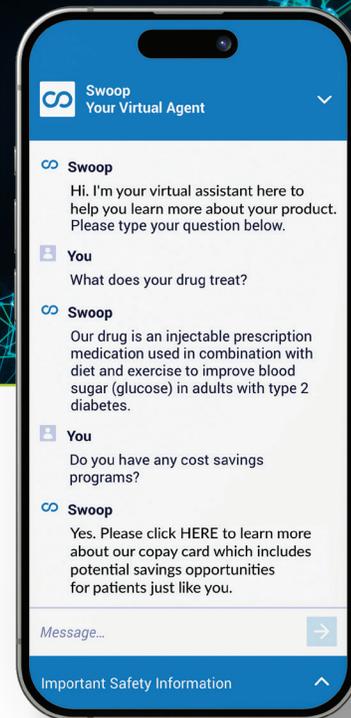


Unlock your brand.com first-party data potential

Swoop's award winning chatbot transforms site level engagement into valuable first-party data with conversational AI



Conversation data

Transcripts pulled from conversations with your priority audiences that help you understand key knowledge gaps and interest areas



Demographic and media data

Age, gender, education, income, and media consumption habits that help refine your future media strategy



Clinical data

Linked real world data from Swoop's proprietary database of 2MM+ HCPs, 300MM+ de-identified patients, and 10 years of longitudinal data

Drive engagement with target audiences by providing 24/7 access to 100% medical, legal, and regulatory approved product information in their moment of need.

Swoop Agents:

- Understand contextual natural language inquiries
- Match greeting to promotional messaging for a personalized digital experience
- Scale across multiple products and indications
- Provide in-agent user consent for compliance and transparency
- Inform future marketing strategy

Case study

A leading women's health brand eliminated consumer knowledge gaps and improved marketing strategies using first-party data collected by Swoop Agents.



Challenge

Improve the customer experience through streamlined engagement and a better understanding of patient needs.



Solution

Implement Swoop Agents on brand.com to provide prospective and on-therapy patients a 24/7/365 resource for medical information.

Insights

Leading conversation topics from 19,000 engagements with Swoop Agents over eight months:



44%

asked about post-administration care



26%

had questions about safety and efficacy



10%

contacted the brand about cost support and co-pays



Swoop agents fuel significant advancements of omnichannel campaigns.

Brand outcome: On-therapy patients required more information on their active treatment, exposing a need for further HCP education. Through first-party data, the brand effectively refined their marketing and commercial strategy and closed these gaps.