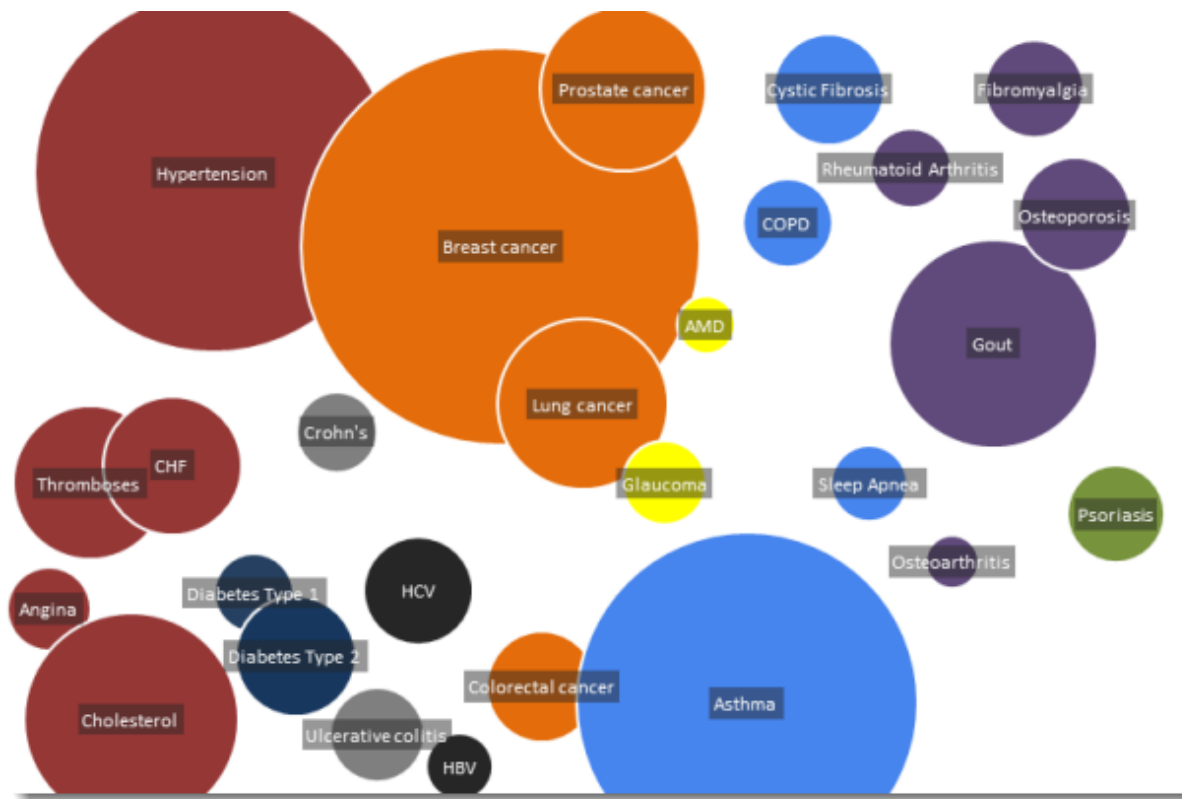




Twitter Intelligence for Health and Life Sciences

**Discover insights and identify key digital influencers
from any therapeutic or disease area**

Follow relevant conversations



Distinguish the truly relevant from the merely interesting

Starling140 pinpoints the conversations most relevant for your brand or therapeutic area. Intelligent and automated filters remove spam and noise to reveal the latest news and opinion impacting your brand and shaping customer perceptions.

Focus on your topics of interest

Listening to specific subject matter, such as treatment choice or regulatory issues, enables you to design more impactful marketing programs and position your sales reps for maximum effectiveness. With Starling140 you monitor the subjects which matter the most for your brand's goals.

Gain insights from every angle

By topic

You need the big picture, but also the ability to spot micro trends? Starling140 lets you drill down from broad disease areas to specific topics, conversations, and brands, all the way to individual tweets.

By customer

Who tweets is often just as important as what is tweeted. Starling140 integrates your segmentation needs, enabling reporting by specific customer types.

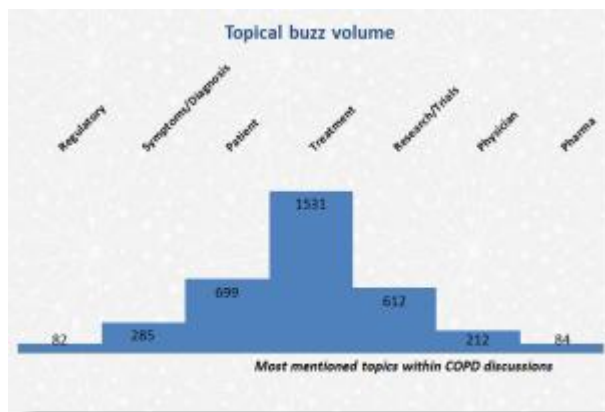
By location and language

Twitter is a truly global medium, but sometimes you need a local perspective. Starling140 supports language or geographic focus: for example, all German tweets or, if you prefer, German tweets exclusively from Switzerland.

140 Reports

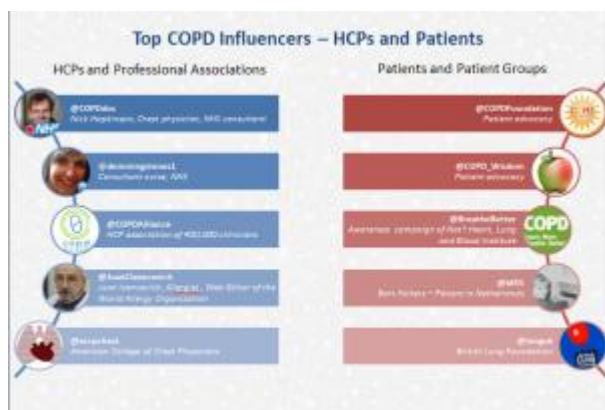
Twitter analysis designed for health and pharma marketing teams

No complex dashboards. No fiddling with filters. Just straightforward insight packaged into a monthly report.



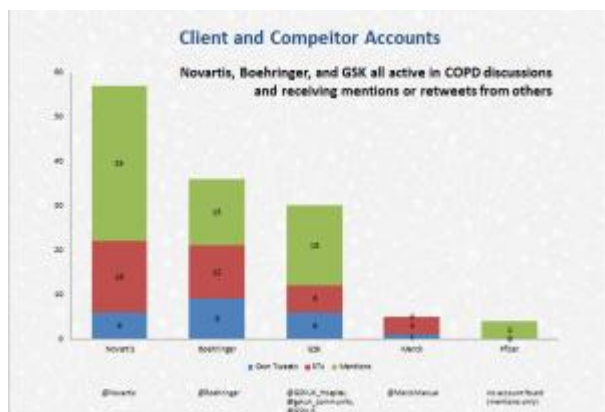
Topics and Buzz

- Volume trends and key events in your therapeutic area or subject
- Breakdown of conversations by key sub-topics, such as treatment, diagnosis, and research
- Top stories, hashtags, keywords in each sub-topic
- And more...



Influencers and Segments

- Top digital opinion leaders in your therapeutic area or subject
- Detailed customer segmentation, HCPs, patients, patient groups, media, etc.
- Top stories, hashtags, keywords of influencers
- Visual map of influencers and their followers
- And more...



Share of voice

- Competitor activity analyses
- Top stories, hashtags, and keywords
- Volume and key trends of branded conversations
- Visual map of your account and follower
- And more...

Getting started is simple: tell us which topics and keywords you want to monitor and we take care of the rest.

Track your Twitter presence

Ready to launch your own Twitter account or optimize your current social media activities?

Starling140 collects and archives all your tweets on a campaign, brand, or corporate level. Plus, Starling140 monitors the accounts of competitors, suppliers, customers and partners. At any time, you will have complete compilation of key Twitter conversations, going well beyond standard Twitter search and archive limitations.



- Monitor your company's entire Twitter presence, including any affiliate or brand accounts
- Monitor every tweet, retweet, and mention of your key competitors
- Archive your entire Twitter feed for detailed trend analyses and compliance purposes
- Measure key performance metrics around influence, buzz, and engagement for you and your competition

Service

Starling140 offers a complete Twitter monitoring and engagement services. And that's just the beginning.

Do you need competent and professional support for the design, implementation, or servicing of your Twitter program? Our consulting services ensure your Twitter program will be a resounding success.

<p>PLANNING</p> <p>We work closely with you to design a Twitter program that fits your strategic vision, aligns with your marketing objectives, and integrates with other channels including sales forces.</p>	<p>EXECUTION</p> <p>Ready to engage with your customers and influencers? We bring together our specialized tools and knowledge to deliver a Twitter communications program that is fully customized to your needs.</p>
<p>TRAINING</p> <p>From team workshops to personalized coaching, we provide custom training to bring your team and relevant stakeholders up-to-speed on Twitter intelligence.</p>	<p>ANALYTICS</p> <p>Twitter analytics are different from virtually all other channels. We'll help you define and track relevant KPIs that make sense of Twitter's unique data on <i>followers, friends, hashtags, retweets, and mentions.</i></p>

Ready to learn more?

For a free consultation, get in touch with us today

Email hello@starling140.com



Starling140 delivers insight from Twitter. We're dedicated to finding relevant, meaningful conversations and helping companies understand and engage with their customers and key influencers. Based in Zurich, Switzerland, Starling140 is the product of Starling GmbH and MPM St. Gallen AG.

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