

Engagement that drives action.



When communication is targeted, results follow.

- Personalized recommendations drive **3× higher conversion**¹ by focusing on one clear, relevant action.
- Broad messaging falls short, **missing 62%+ of employees**² who don't see the content as relevant.



But engagement is only the beginning. Real impact comes from what employees do next.

When employees receive personalized communications, they are more likely to open, click, and engage. That engagement creates a critical inflection point: Employees who take the next step are significantly more likely to follow through.

Evide™, bswift's recommendation engine, moves employees from engagement to action by delivering timely, targeted guidance aligned to individual needs. Instead of passively informing, it can actively drive behavior — helping to move employees from awareness to completion.



Personalized emails drive **25%+ higher open rates**³, expanding the audience that engages.



Relevant, engaging content drives more readers to click through, delivering **3× higher click rates** than the industry average¹.



Employees who click through convert⁴ at **60% higher rates** than those who don't open the email.

TARGETED ENGAGEMENT. MEASURABLE IMPACT.

Annual physicals: **+280% conversion lift** | Flu vaccinations: **+140%** | Colon cancer screenings: **+85%**

¹ Internal bswift results data compared to 4.5% industry benchmark per Mailchimp 2025 (all industries average)

² Internal data based on Profile Builder interests

³ Internal bswift results data compared to 37% industry benchmark per internal comms research (PoliteMail 2025).

⁴ A conversion is defined as an employee taking action within 90 days of receiving a message.



Engagement that leads to action.

By converting clicks into meaningful behavior change, bswift drives outcomes that matter.