



The Problem

Toxicity is bad for users and bad for business.



50%

Of all interactions have toxic incidents.



22%

Of users churn because of toxicity.



-20%

Estimated revenue loss due to toxicity.

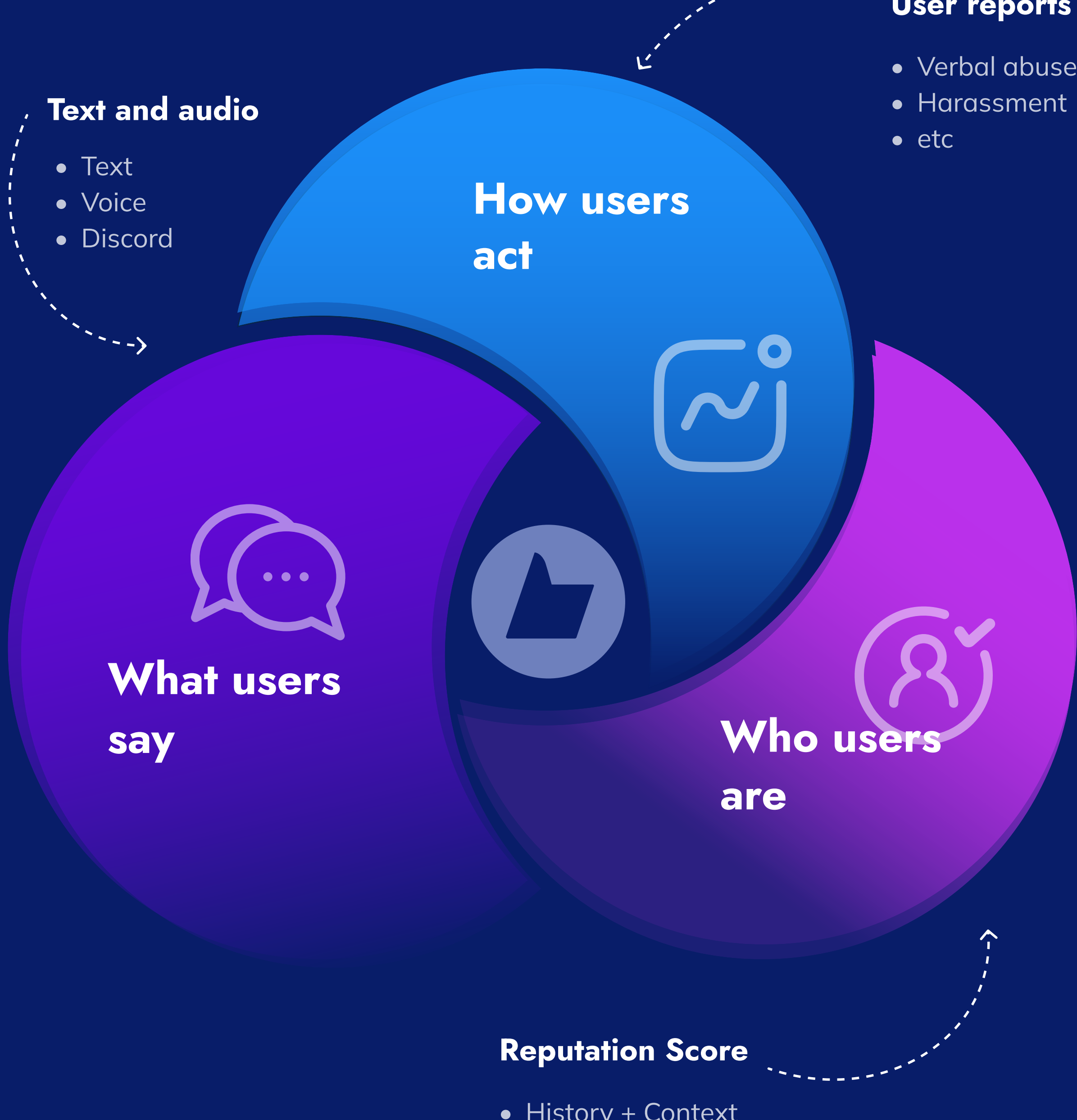
OUR MISSION

To help social platforms **harness their data** to create safe and trusted environments for their users.

HOW DO WE DO IT?

360° AI-powered Approach

- ✓ **Comprehensive system**
Looking at posts or comments in isolation is **not** enough. GGWP unites data across contexts so you don't have to.
- ✓ **User Reputations**
GGWP AI uniquely looks at users over time and across contexts, including negative and positive contributions.
- ✓ **Confident triage and automation**
Our ML-based user and incident scores enable confident report triage so your moderators only look at high-priority reports and act with confidence to sanction or reward.



GGWP Products

- ✓ **Text, Voice, and Username Management**
Filter toxic speech and identify "true" incidents with conversational context trained on product-specific data.
- ✓ **User Reports**
No more "report to nowhere": All reports and commendations are reviewed so 100% of reports are triaged and actioned. Restore your community's faith that you are listening.
- ✓ **Discord Community Management**
Identify the leaders and detractors in your Discord community. Find the best moderators and reward your most positive members.
- ✓ **GGWP Pulse**
Leverage text and voice chat data to gain real-time insights into user sentiment. Cut through the noise, spot emerging trends, and get actionable feedback to improve engagement.

Giving you more confidence to sanction and reward

- ✓ **Comprehensive reputations at scale**
GGWP AI looks at positive and negative user activity over time, so you can see a user's true contribution to your community.
- ✓ **Confident triage**
Our ML-based scores account for user, reporter and incident credibility, so your systems and moderators can act with confidence to sanction or reward the right users.



Are we for you?

- ✓ **Multiplayer games**
We work with multiplayer and co-op games who care about their community. We work well with match based and open world titles.
- ✓ **Social platforms**
Whether it's dating, blogging, discussion forums, or anything in between, we set your users up for success by ensuring they have positive, supportive interactions that keep them engaged.
- ✓ **User-generated content ecosystems**
If user generated content powers your platform, we'll work with you to ensure UGC is appropriate for your users and suitable advertisers on your platform looking to minimize brand risk.



Friendly to your infrastructure

- ✓ One API to get started.
- ✓ Clear and simple documentation.
- ✓ Use our dashboards or integrate into your existing workflow/backend/tool set.
- ✓ We meet GDPR and SOC2 requirements and ensure your data is kept private and secure.

Contact to learn more!

www.ggwp.com/contact-us

