

RIVAL

Research on research: Rival helps Qualtrics users amp-up engagement

Traditional market research platforms like Qualtrics fall short on mobile engagement and respondent experience. **That's where Rival comes in.**

Using Qualtrics without Rival? You're missing out on the power of mobile. To pinpoint where Rival complements Qualtrics, we ran some research-on-research with over 2000 participants.

Here's what we found

1

Rival makes surveys more fun

68% of participants found Rival chats to be more fun

2

Our platform delivers squeaky clean data

Smarter, more rigorous quality checks resulted in data that was **99.2%** clean

3

Rival keeps people coming back for more

90% of people want to participate in another Rival chat in the future

*"I liked that this had **more life to it**. It wasn't just a regular questionnaire that is dull and tedious. The gif question was fun."*

—Real Customer. For real.

Probably better. Definitely different.



Videos worth 1000 words

Humanize your research about humans



Insanely fast

Author, deploy, and gather rich feedback in hours



Mobile-first engagement

Because email surveys are dead tech



It's very clever

Robust quant & qual methodologies

If you're using Qualtrics without Rival you're missing out on the power of mobile. Let's Chat.

rivaltech.com/demo

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