



Next-Gen Research for the next generation of beauty enthusiasts

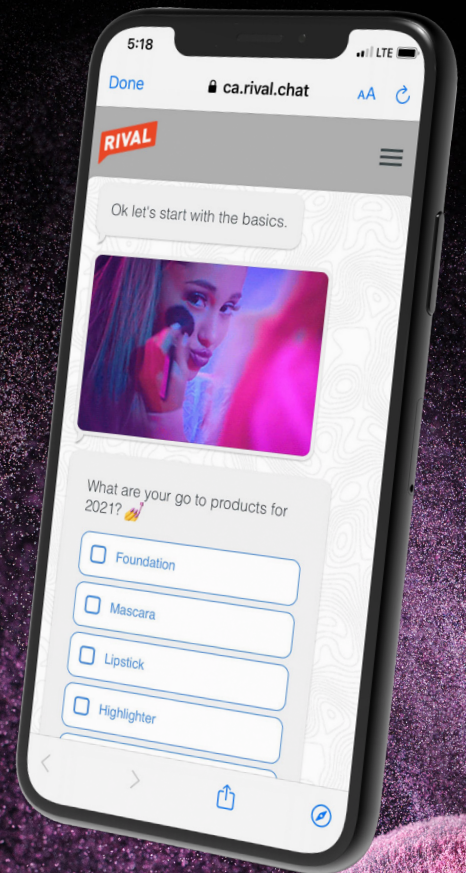
While the expectations of beauty enthusiasts have evolved, traditional research has not. Our approach blends conversational research design principles with the power of mobile messaging to engage the next generation of beauty enthusiasts to uncover deeper, richer, more actionable insights.

Messaging based activities leverage the immediacy of text notifications to accelerate response rates. Activities are deployed in minutes with instant results.

Heavyweight functionality. Lightweight delivery.

- Sophisticated tooling
- Branch logic
- Multi-media question types
- Conditional Branching
- Frictionless re-engagement and follow-ups
- Regional language capabilities
- AI driven transcription
- Rapid search and discovery
- Semantic data recognition

Discover how engaging our approach is. Click the phone for a demo.



Sampling in the modern age

From Instagram and Tik-tok to QR codes and partnerships with the world's best sample providers, we leverage the power of social media, digital advertising and on-premise events to activate your customers.



Fast, digital storytelling that engages & inspires

Mobile Toplines

A quick view into real time results right on your phone. Available to export data in Excel, CSV, SPSS, etc.

Video Storytelling

Video selfies & observational approaches add culture & context, bringing the consumer to life.

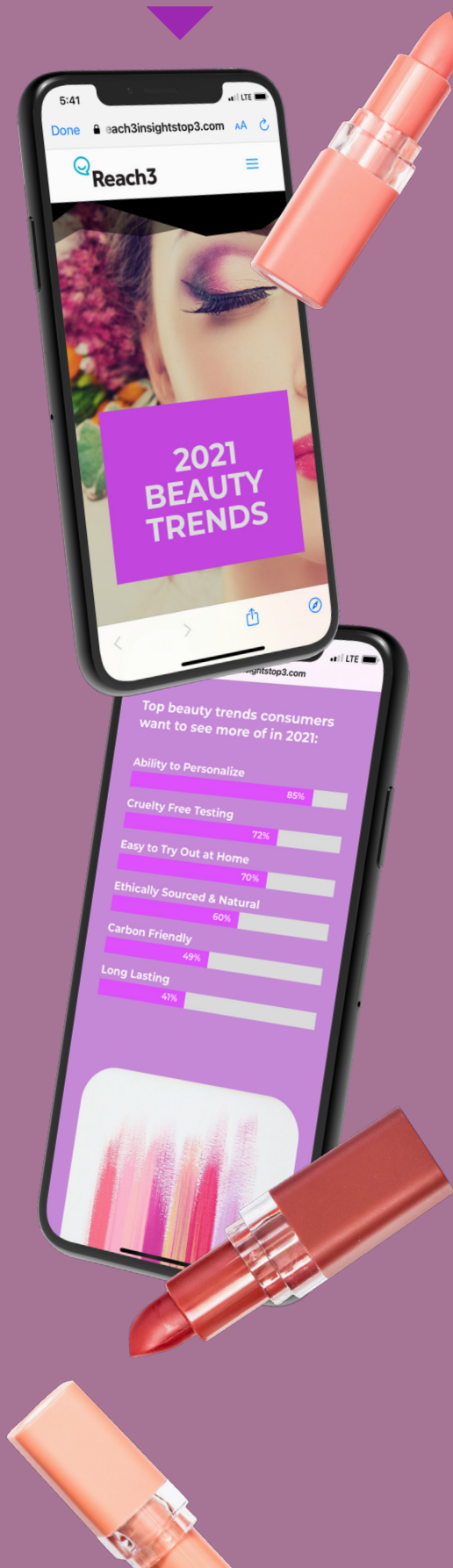
Dynamic Mobile Reports

Receive shareable mobile reports as an 'on-the-go' insights format to activate results among various stakeholder groups, with results synthesized.

Why consumers connect with our conversational approach

- We use SMS and social platforms instead of email.
- We connect with customers in the moment instead of relying on recall
- We feel more familiar authentic and honest so people share more freely
- We take people out of test-taking mode to prevent over rationalized responses
- We deliver robust quant and qual along with next gen feedback options like images, audio, video and emojis and pictures

Click the phones to see a sample.



“Rival provided unprecedented access to our core customers. Their technology is a marketers dream.”

-CMO, LR&C

THE HOUSE OF
LR&C

Scan this for
a demo.



How industry leaders work with us

Immersive, in-the-moment research designs, intelligent data sciences and dynamic digital storytelling.

- Trendspotting
- Digital customer journey
- Evolving beauty routines/ segments
- Product innovation / New format / New occasions
- User experience / IHUTs
- Omni-channel optimization / total commerce
- Marketing activation strategies
- Experiential / Events

Ask us about



Help product teams make more customer-centric decisions, improve their hit rate and shorten the innovation cycle.



On-premise, in the moment feedback that engages customers during make-or-break moments that influence purchase decisions, loyalty and long-term value.



An enterprise-grade mobile community platform from the people who invented insight communities.



Reach3

POWERED BY
RIVAL

Trusted by the Best

Aveeno® Walmart ✱

Neutrogena® **REVOLT**



THE HOUSE OF
LR&C™



Kimberly-Clark



Click this
logo to view
case study.

It's easy to get started

Our turn-key approach connects you to your consumers instantly without the headache and hassle of onboarding a heavyweight market research platform.

Dara St Louis

dara@reach3insights.com

(Text) 647.454.8897

SVP, Founding Partner

Alexey Smahtin

alexey.smahtin@reach3insights.com

Head of Sales - CPG

(Text) 647.444.5240



Reach3

POWERED BY
RIVAL

