



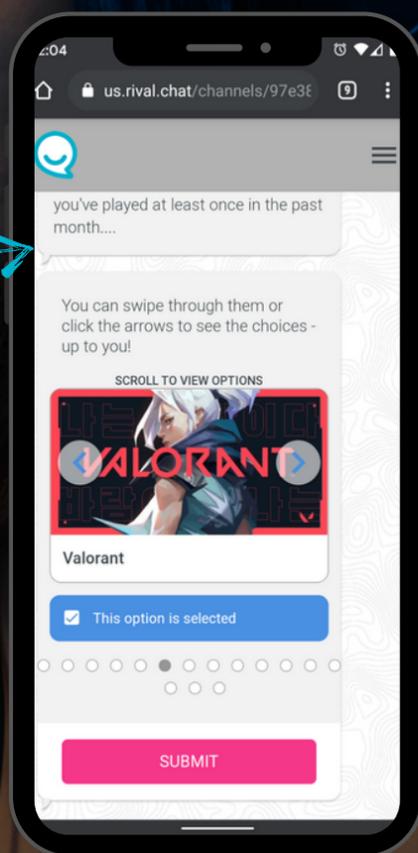
# NEXT-GEN RESEARCH FOR COMPETITIVE REVIEW, UX ASSESSMENT AND MONITORING

## It's game over for old-school tactics

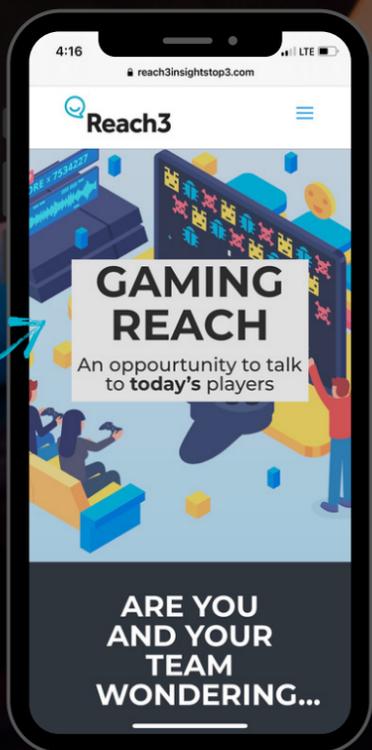
While expectations of video gamers and games/platforms themselves have evolved, traditional research has not. In today's competitive landscape, outdated & reactive approaches risk gamers dismissing brands, making them obsolete or irrelevant

## Level up your research

Our approach blends conversational research design principles with the power of mobile-messaging to engage the next generation of trendsetters and entertainment seekers to uncover deeper, richer, forward-thinking actionable insights



Click for a demo!



Click here to learn more

## Mobile Toplines

Real-time results right on your phone, available to export via Excel, .CSV, SPSS, etc.

## Next-Gen Multi-media Storytelling

Video selfies & Observational approaches add authentic culture & context, bringing the consumer to life; next-gen feedback with images, audio, emojis, gifs, and more

## Dynamic Mobile Reports

Shareable 'on-the-go' insights for any type of stakeholder, with robust quant and qual all in one learning stream

## How it works

Your dedicated Reach3 team will work with you to recruit & profile a target group of gamers. Next, we engage with them via messaging over time to uncover robust quant/qual insights on hot games/platforms/services, new content updates, hot brands, and trends that are shaping the future of the industry

## Why it works

- SMS/texts and social platforms instead of email
- In-the-moment contact instead of relying on recall
- Conversational flow and tone feels familiar and authentic so people share more freely
- Chat style takes people out of "test-taking" mode

## Let's chat about:

- Competitive game assessment and diary-style monitoring
- Trend monitoring (in-game events, competitions, new features, etc.)
- New content and patch feedback for 'games as a service'
- Upcoming content & feature ideation
- Message testing
- UX testing
- New release post-mortems

## Speak to our team today

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