

**RIVAL**

## Insight Communities re-imagined for the mobile world

*Conduct sophisticated market research in the moments that matter most to you and your customers with a Mobile Community*

Consumer attitudes, opinions and behaviors are changing at frequency and scale never seen before. What was true today will change by tomorrow.

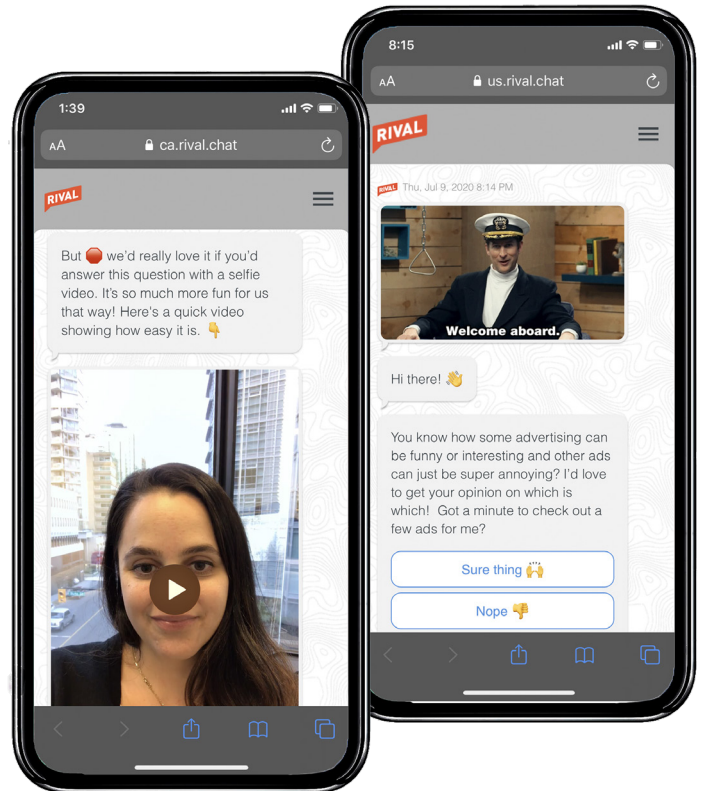
Conventional insight communities have become expensive, onerous to manage and overly reliant on email and recall. Mobile Communities make it easier for research teams to:

- Work faster and more effectively
- Scale their efforts while managing their budgets
- Execute more research for a greater number of stakeholders
- Remain nimble and responsive while maintaining rigor and confidence.

### Get lighting fast answers to the questions you ask internally every day

Our Mobile Community platform makes it easier to provide the fast, iterative and ongoing insights you need to win in a rapidly evolving world.

- Track and understand how customer sentiment changes over time
- Measure marketing effectiveness, recall, awareness and intent and compare against behavior and transactional data.
- Monitor service levels and satisfaction
- Understand your customers' path to purchase
- Test new ideas for product, services and promotions
- Deep dive into the lives of your guests to understand share of wallet, competitive landscape and cross-selling opportunities
- Intercept unsatisfied customers before they post on social media, react right away to solve problems



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### Make a bigger impact on your organization

Researchers using our Mobile Community in multiple industries and verticals have seen:

**33%**

response rate in less than 90 minutes

**70%**

completion rates across 5 different exercises

**20%**

brand and category sales increases

## Lightning fast, low friction and affordable

A complete re-imagining of the insight community model, this platform allows you to quickly engage—and re-engage—key consumer groups in-the-moment to capture both predictive quantitative data and emotive qualitative context in one seamless experience.

Traditional Insight Community	Mobile Community
✗ Long set-up time (weeks, in some cases, months)	✓ Fast, easy set-up (usually days rather than weeks or month)
✗ Heavily reliant on email invites	✓ Engagement via social media, SMS and mobile messaging
✗ Slow and expensive	✓ Microtargeted and efficient
✗ Often managed by a junior team	✓ Run by experienced industry experts and community
✗ Need to keep at least 1 year to see ROI	✓ On-demand for short- or long-term engagement with immediate

## How it works

Most communities are up and running in a few business days. Our flexible service model means you get the level of support that meets your business needs.

No hidden costs, no scope creep, no unexpected increases in effort or expense.

### Step 1: Plan

Seasoned industry experts work with you to create a research roadmap that addresses your most important business objectives.

### Step 2: Recruit

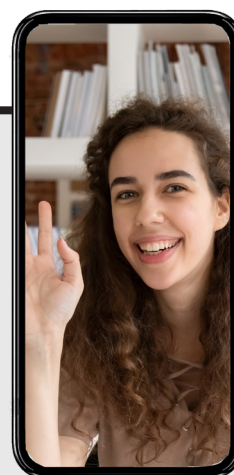
A mix of proven and next-gen tactics rapidly populate your community.

### Step 3: Engage

Execute sophisticated market research methodologies with a highly engaging, conversational approach that uncovers deeper, richer feedback from your customers.

### Step 4: Activate

In a matter of minutes, predictive quantitative results and rich, emotive qualitative inputs are available to your team in the format that best suits your needs.



### Tell better stories with video

Bring your research to life with easy, in-line video feedback. Punctuate rigorous quant with customer selfie videos and photos that will capture the attention of your executive team and keep them focused on the results of your research.

## Use cases

Mobile Communities have a broad range of applications, including:

- **Evolving Consumer Routines:** Invite customers to diary studies to learn how contextual dynamics impact their day-to-day decision making and see how your products and brands fit in.
- **Emotional drivers:** Uncover what's really driving behaviors through implicit metaphor elicitation techniques and rich video selfies.
- **Digital transformation and UX:** Improve the digital customer journey and e-commerce conversion and by leveraging real-time feedback from thousands of customers.
- **NPS and CSAT:** Track how well you are meeting customer expectations and the "why" behind your scores.
- **Product development:** Ensure successful launches by incorporating real customer feedback in every step of the product-development lifecycle.
- **Creative testing:** Leverage in-the-moment insights to ensure that your marketing campaigns are hitting the right message and driving the right action.
- **Persona and market segmentation:** Use deep insights to illuminate consumer segments and build empathy throughout the enterprise.



...And so much more.

**Trusted by the world's most innovative research teams**

**REVOLT**

 **Kimberly-Clark**

  
**Jägermeister**



**Let's start with a conversation**

Contact us today to learn how the world's only purpose-built, mobile-first community insight solution can help you uncover deeper, richer insights.

[sales@rivaltech.com](mailto:sales@rivaltech.com) | [rivaltech.com](http://rivaltech.com)

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