

The world's most innovative, mobile-first insight community platform

Overview

Author

Mobile first, video integrated, customized chat environment for each respondent based on their preferences

Field

World-class dashboards offering real-time Dynamic profiles, targeted & smart distributions, collection of APIs, Webhooks, insights that drive strategy and other integrations

Overview

Manage

Have an eagle eye view on the health metrics of your community with a privacy centred consideration

Report



Author

Powerful research engine hidden behind a friend no-code interface

Authoring canvas

No-code solution

Card types & logic

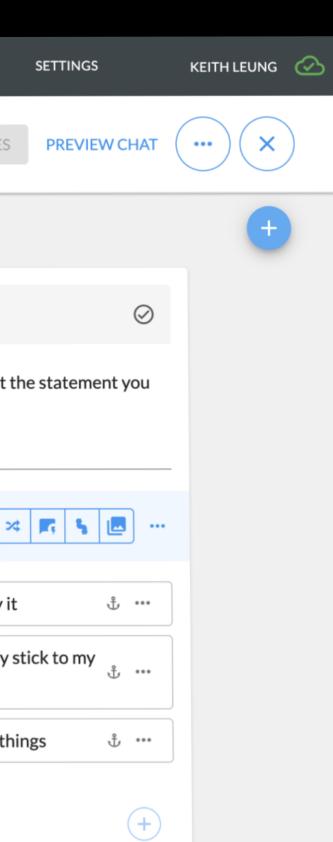
Media rich

Quant, qual & video



No-code solution

CPG Demo Community: F	ommunity PEACHY ORGANIC SODA (CANADA)	СНАТНИВ	ALL CHATS PA	RTICIPANTS DATA	
All Chats / W	lcome Chat Published			PUBLISH UPDA	TES
COMPOSE	CHAT FLOW	VARIABLES	Welcome 🖌	•	
	 Root Section Welcome 	•••	• Type_c	of_soda_drinker	
DISTRIBUTE	Text_message_3	***		of soda drinker are YOU 🐠 ? Sele	ect t
CHAT DATA	Video_message_1				
REPORTS	Soda_lover_timeline		Single-selec	t choice set	2
	 Type_of_soda_drink fave_soda_brand 	er ***	If I see a n	ew type of soda I just HAVE to t	ry it
EXPORTS	organic_soda_brand other	د یکی ۲۰۰۰ برکی ۲۰۰۰	l try new s favorites	sodas from time to time but mos	tly
	(usual_places_buy_so Other_Follow_Up	oda ····	I like what	t I like and I almost never try nev	w th
	0 Alerts		Add choice Click to add	text	



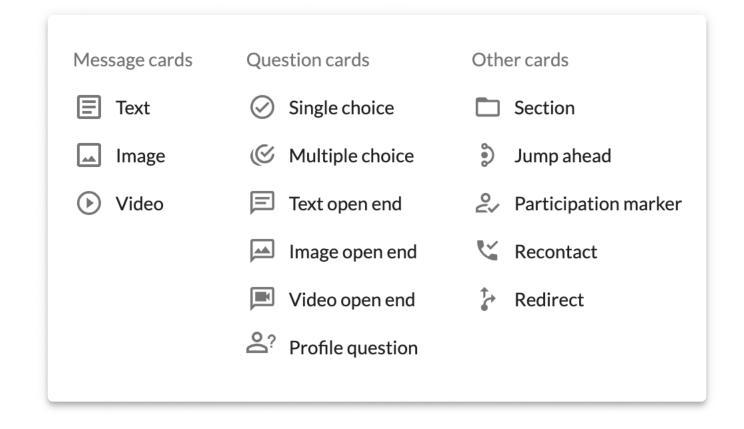
Research made easy

Design your desired chat flow with just a few clicks. Develop rich conversational chats to collect the insights that you need without any coding.





Card types & logic



Wide range of cards

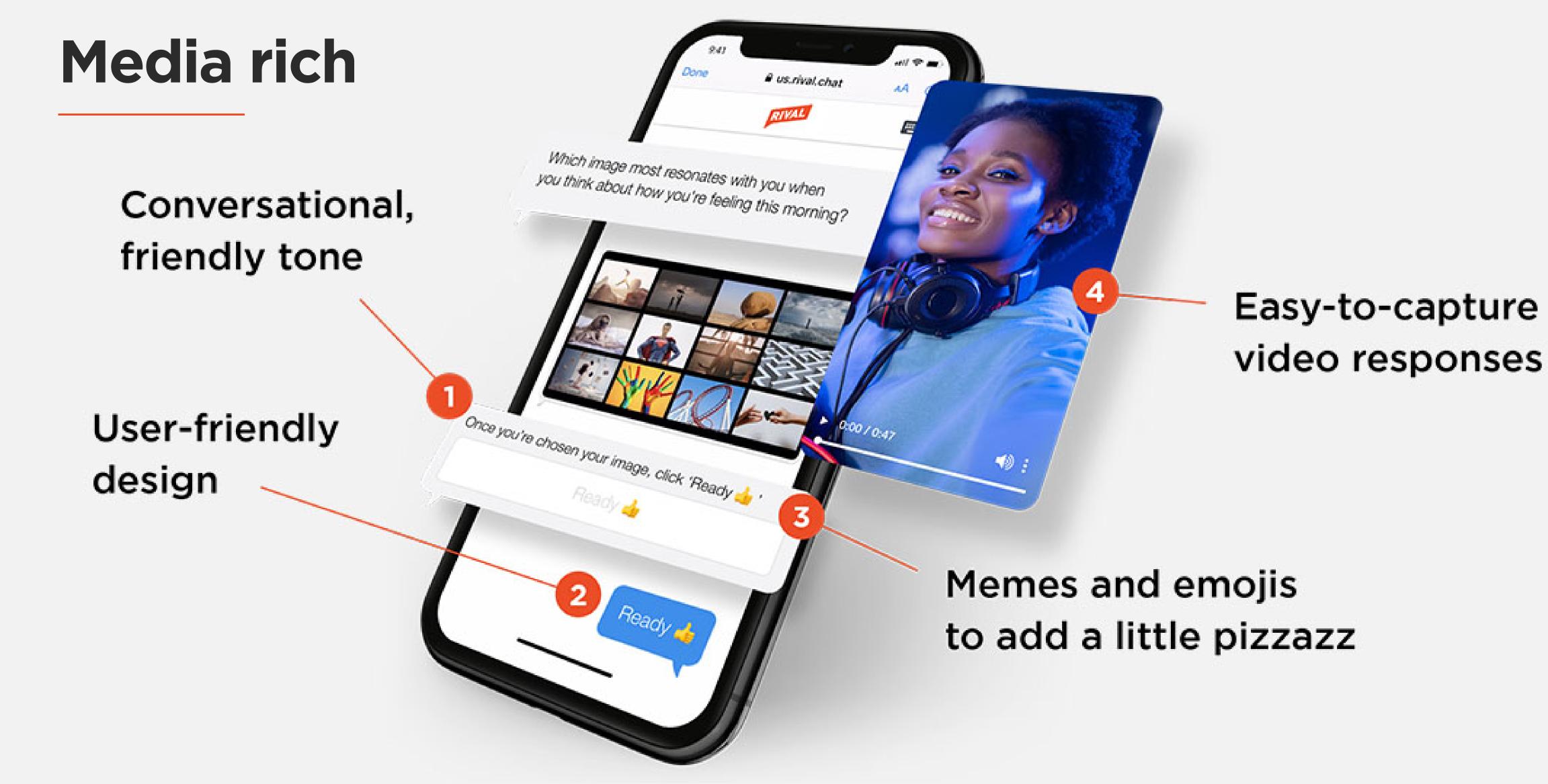
Rival has a suite of message types, question types, and logic drivers to help you create your desired chat experience.

Source	Question	
Question	▼ video_ask	•
Operator	Select a value	
ls	✓ I'll type	•
- AND ALL ANY OF	THE FOLLOWING RULES	
-		
Source	Question	
Source Question	Question soda_refreshing_vid 	•
		-
Question		-

Versatile logic designer

A suite of sophisticated tools like complex logic, piping and masking, various question types, and multi-lingual translation.





Author Authoring canvas · Media rich



Quant, qual & video

All the data you need

In addition to choice questions and openended questions, collect video feedback powered with real-time sentiment analysis from your customers to drive your insights.

Author Authoring canvas · Quant, qual & video





Field

Engage the right participants at the perfect moments to activate your community.

Distribution

Distribution channels Targeted distributions Smart invitations

Dynamic profiles

Profiles attributes

External identifiers

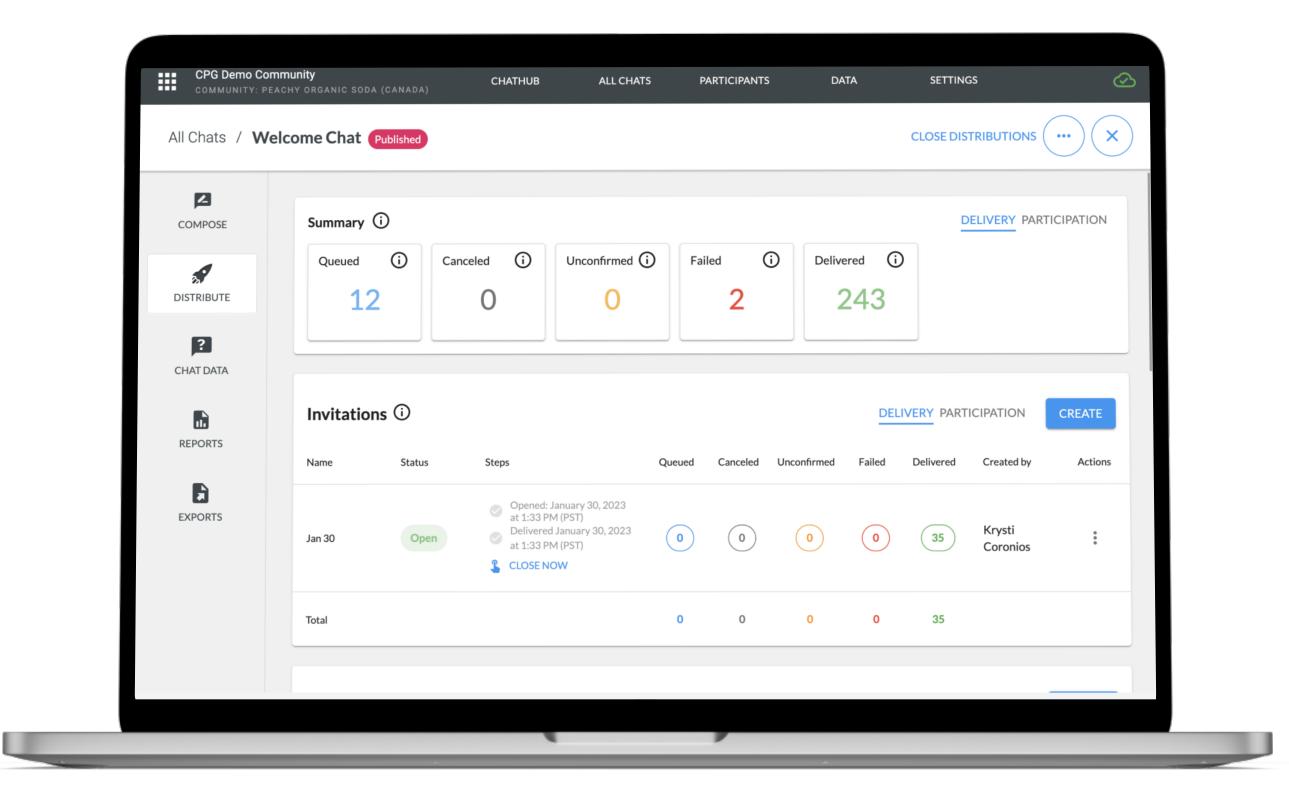
Integrations

APIs & Webhooks

Zapier



Distribution channels



Agile chat delivery

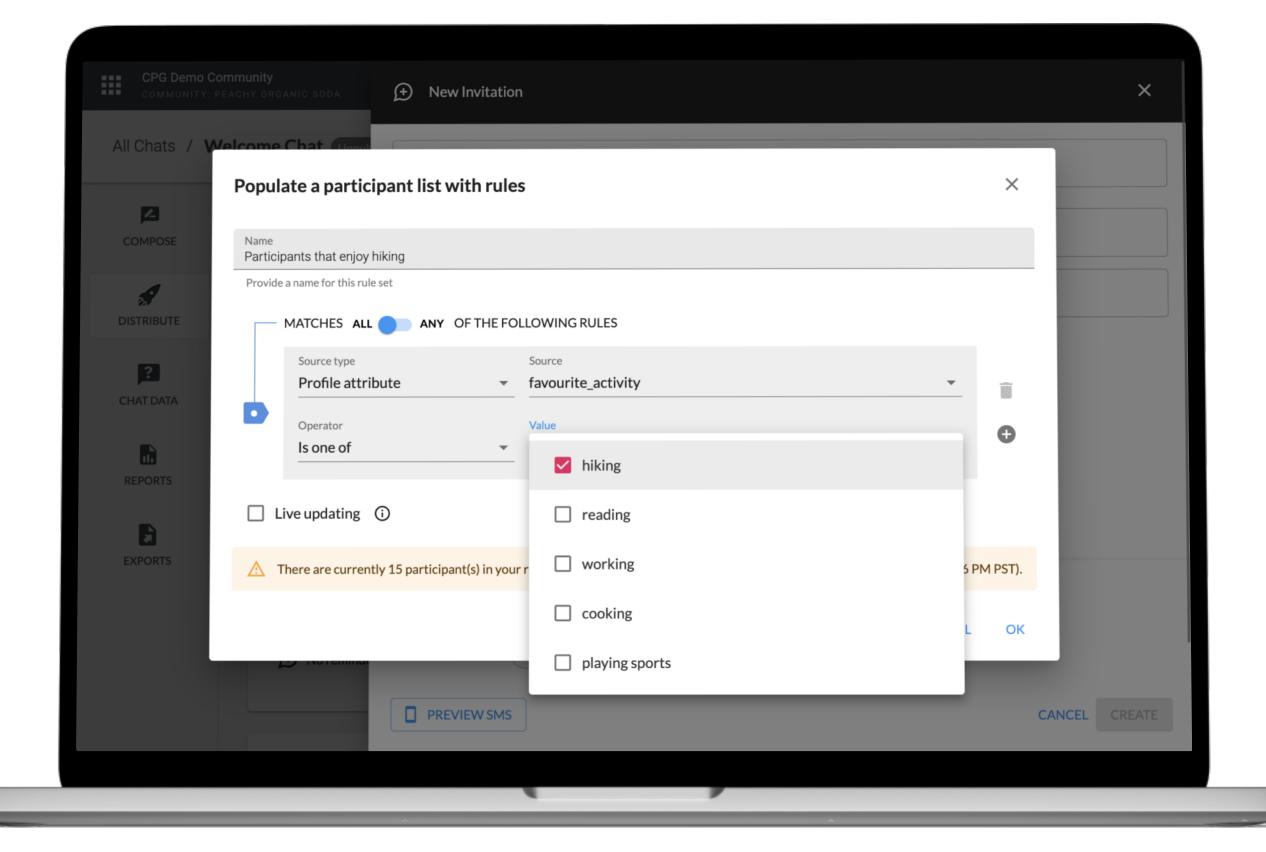
Distribute survey links via SMS, QR codes, emails, social media, etc. to achieve maximum turn out.



Targeted distributions

Reach the right people

Have a full spectrum of channels to spread the word. Tailor your invitations & reminders to target specific groups of participants based on the profile information that you have collected from them.





Smart invitations

Behaviour oriented invitations

Send invitations to each individual based on their behaviour by using it as a trigger. You can send invitations to participants based on different triggers including completing a specific chat or any change in their dynamic profiles.



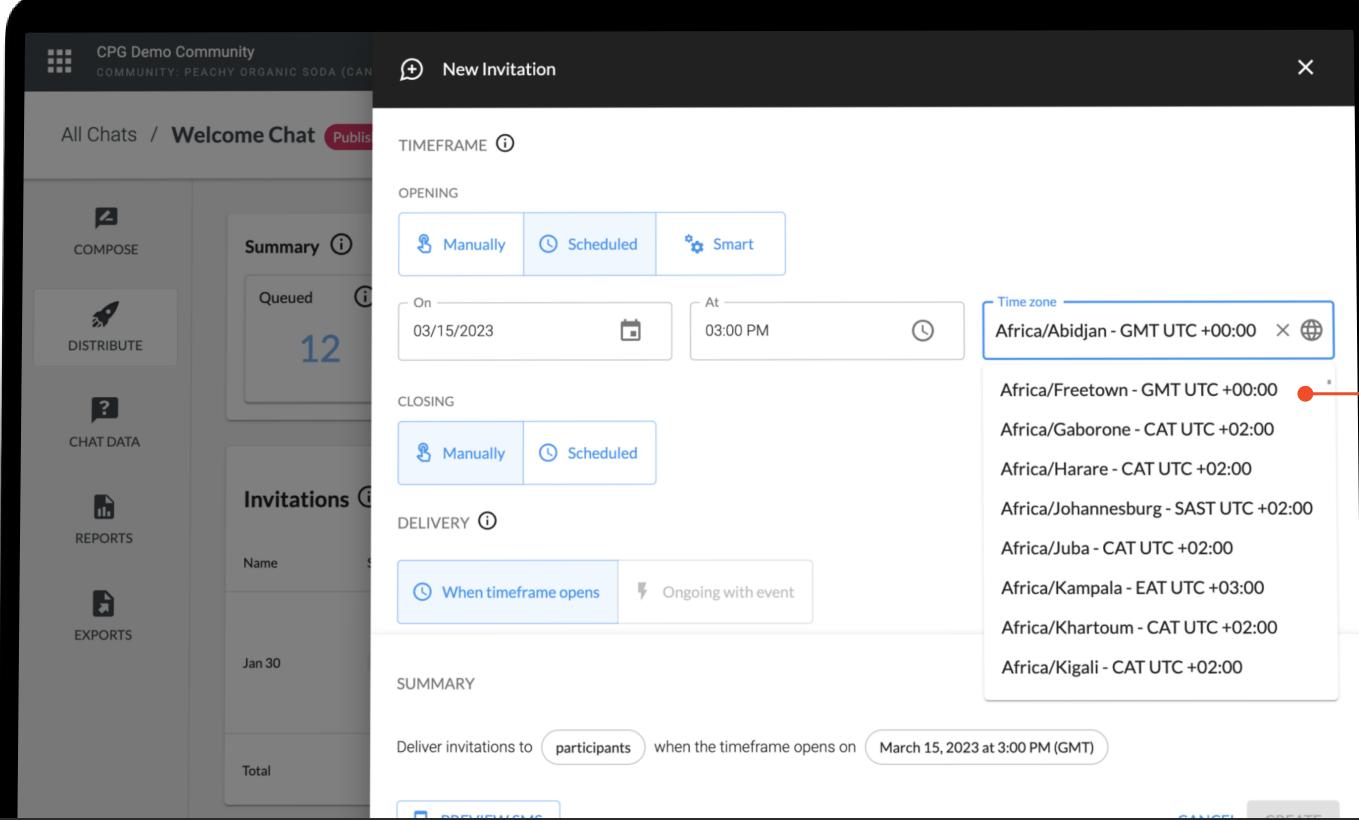
Smart condition — User completes a chat	•	Select chat Welcome Chat	-	Delivery timeframe — After delay	•
DELIVERY SETTINGS					
2		Hours	•		
This invitation will be sent after	2 hours	after they complete Welc	ome Chat		

New Invit-After delay ELIVERY SETTINGS cation will be sent after **2 hours** after they & Manually O Schedu PREVIEW S -----





Scheduled distributions



Time zone specific

Schedule surveys for different time zones to match participants' active hours.

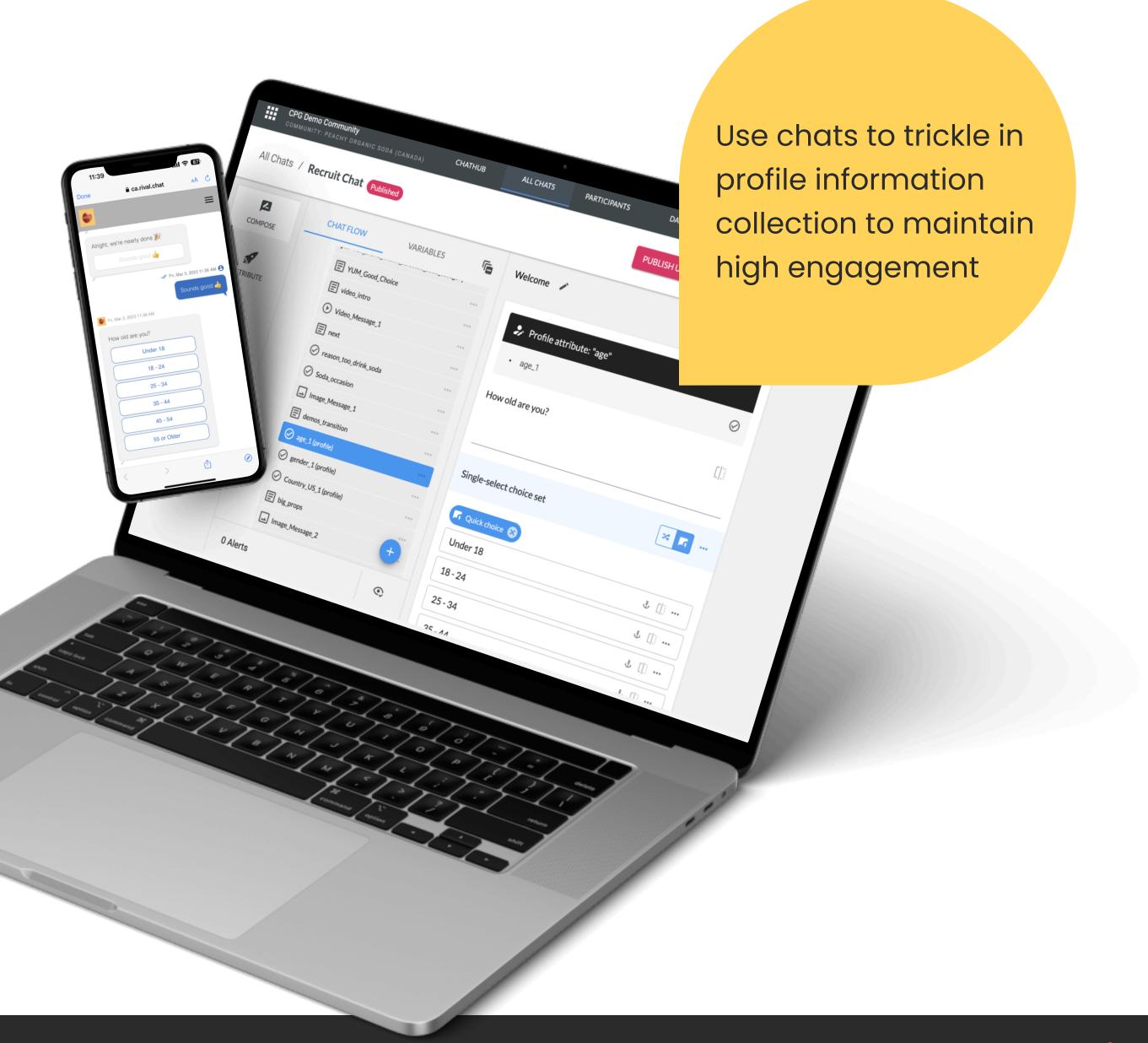


Dynamic profiles

Next generation of survey tech

Harness the power of dynamic profiles to elevate participants' engagement to the next level by customizing the survey experience for each of them, and collect insights that were previously deemed unattainable.

Seamlessly pull the information provided by each participant in previous surveys to skip questions for which you already have the answers, to make your surveys much more personal and engaging.





Profile attributes

Design your attributes

Understand your community by using flexible attributes to collect profile information about your participants.

Attribute types

- Single-choice
- Multiple-choice
- Open-ended text
- Numeric
- More being developed

	CPG Demo Comr COMMUNITY: PEAC	nunity CHY ORGANIC SODA (CANADA	CHA	THUB	ALL CHATS	PARTICIPANTS
	DIRECTORY	Attributes				RIBUTES SYSTEM ATTRIE
	ATTRIBUTES	Label 个	Value type	Description		
	£₽.	age	Numeric			
	IMPORTS	Best_soda_category	Multiple choice			
		Country_US	Single choice			
		drink_most_often	Single choice			
	gender	Single choice				
				Feat	ure catalo	ogue RIVAL

External identifiers

ity organic soda (can	⇔ New Link				
me Chat Publis	ENGAGEMENTS				
Name	Single engagement	Engagement per visit	Per ended engagement	Engagement per	event
No reminde	Limit each user to a single their previous chat.	chat. If a user abandons a chat n	nidway and then returns to the	e link, they will resume	
	LINK CUSTOMIZATIONS 3 customizations	i			/
Links 🛈		this link that will append parameters de external identifiers, input variable		CREATE CUSTOMIZA	TION
Name	Туре	Append to link	Description	Α	ctions
Webinar link	External identifier	arf_id={{arf_id}}	Angus Reid Forum identifie	er	•••
Test Link					
Total					
	Chat URL https://ca.rival.ch	at/c/65a6a840d29e?insiderid={{inside	rid}}&SRC={{SRC}}	CANCEL	CRE

Connect participants between systems

Identify respondents who arrive at your survey from various external sources and resume communication with them from the point where they left off.

Ensure that the information of your participants is synchronized with third-party CRMs and sample providers' databases to keep both sides up-to-date regarding any changes to their profiles.

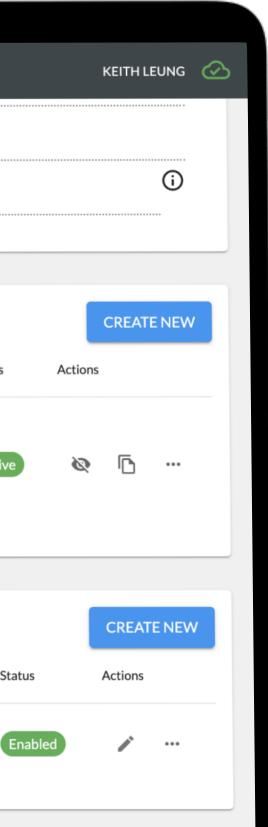




Integrations

Use the webhooks embedded in Rival platform to trigger real-time events and automate data transfer between different systems.

	Demo Commur							
Date cro Aug 23	eated 8, 2022, 03:10 P	M			Created by Ritika Age			
4ea06a	x-application ab8-2792-41e6	-967b-4e3aa78f7f	1c					
API Key Name	/S Key tokens		Description		Created date	Created by	Last modified ↓	State
API- CPG	• • • • • • •		• profile info	elect the chat and rmation and ated data to tics and reports.	Aug 23, 2022, 03:11 PM	Ritika Aggarwal	Aug 23, 2022, 03:11 PM	Ac
Webho	oks							
Name		Description	Event type	Created date	Cr	reated by	Last modified	\downarrow
WB-3211	I		Chat Participation Completed	Aug 23, 2022,	03:12 PM R	itika Aggarwal	Aug 25, 2022, 03:5	2 PM



APIs

Take advantage of the capabilities of Rival APIs to obtain a wide variety of features that allow for the sharing of survey data with external applications.

Webhooks

Use the webhooks embedded in Rival platform to trigger real-time events and automate data transfer between different systems.



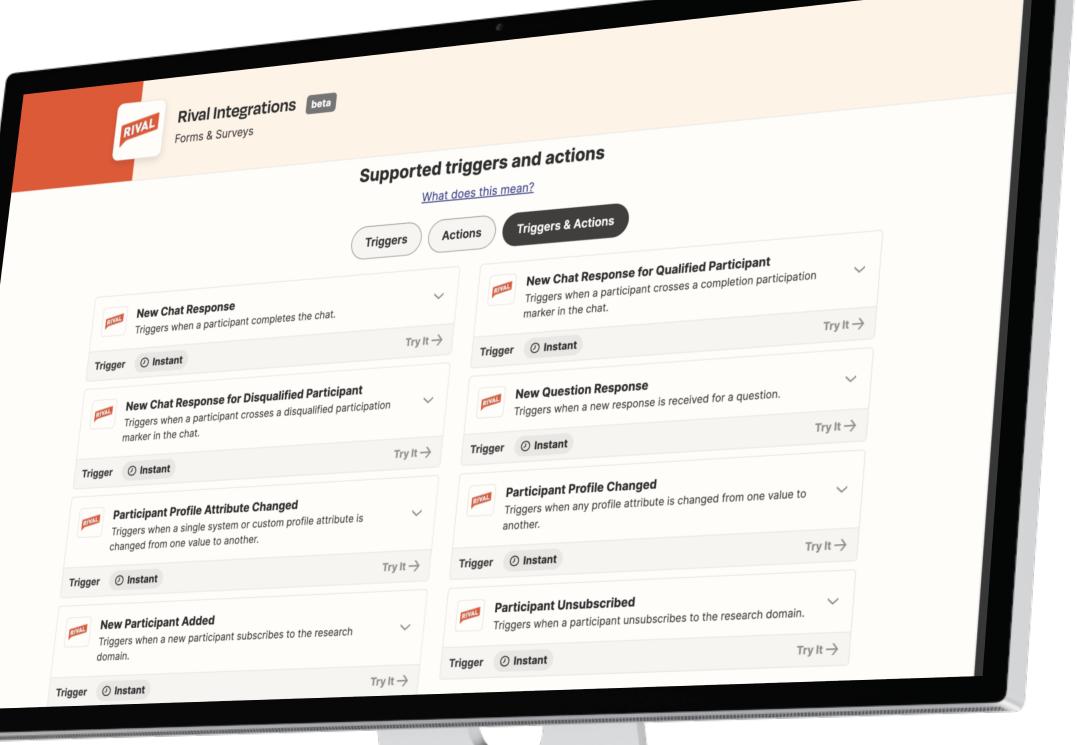
Zapier

Thousands of integrations at your disposal

Create automated workflows using Zapier to combine Rival's unique capabilities with thousands of Zapier apps to distribute your surveys and push the insights you have collected via Rival chats to other platforms.



Scan here to learn more about Zapier integrations.









Control your information from a single, powerful hub.

Engage

ChatHub

Support

Integrated techical support

In-context user guides

Security

Data security and compliance



ChatHub

Quick access to insights

Loop in your stakeholders with a one-stop shop to accessing your research results. ChatHub removes the nitty gritty process of performing the research, allowing you to get to the value quick.

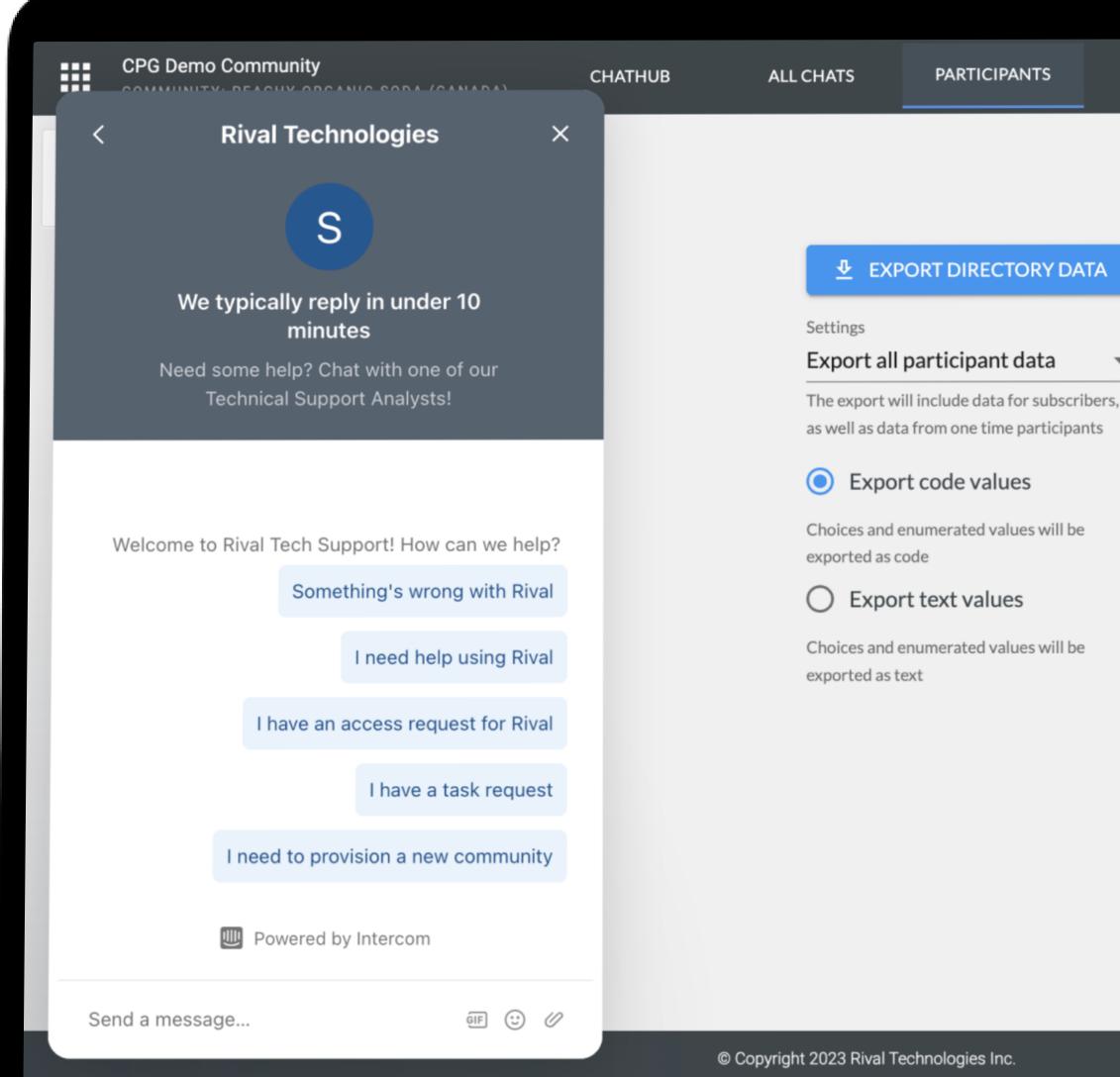
CPG Demo Community community: peachy organic soda (ca	ANADA)	CHATHUB	ALL CHATS	PARTICIPANTS	DATA SI	ETTINGS KEITH LEUNG 🕗
Showing 3 of 6 chats + -	. P	Recruit Chat				Common actions
Recruit Chat	Р	ENGAGEMENT				EDIT CHAT
Concept Test: New Flavor Janu	P	Entered (i) 6 SHARED EXPORTS Export name Recruit chat data Recruit chat expo	Export	21 type Crea Cre V 1/ Riti.		
		PROPERTIES Date created May 16, 2022 at 1	0:58 AM (PDT)	Created by		
		indy 10, 2022 dt		,		



Live support

Need help with the platform?

Our technical support has got you covered with live support integrated into the platform. Between our service and operations teams, we will resolve your problems in no time at all.



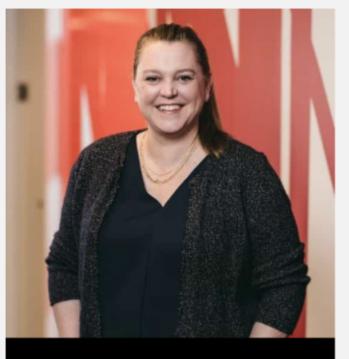
Feature catalogue





Customer success

Need help with your research?



President & Chief Methodologist Jennifer Reid



Vice President, **Customer Success** Julia Morton

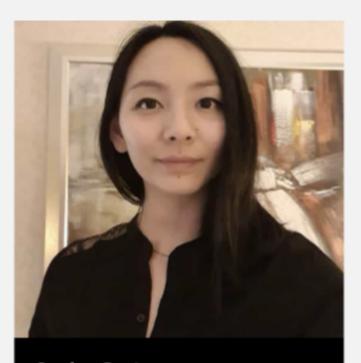


Director,

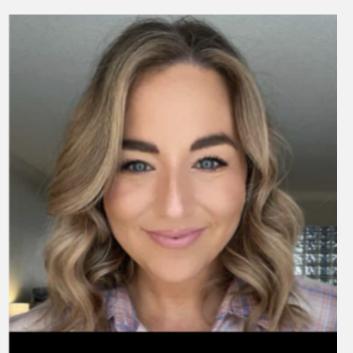
Have access to a team of skilled market research professionals who can help you extract even more insights from your community and get the assistance that you need in making informed business decisions by providing additional perspective and expertise.



Customer Success Brett Henderson



Senior Customer Success Manager Sherry Wang



Customer Success Manager Mireia Peace



Data security & privacy





SOC2 Type 2 Rival Technologies

ISO 27001 Reach3 Insights



You are in safe hands

On the privacy side we ensure compliance with all the appropriate legislation, including GDPR in Europe and all of the relevant regulations in Canada and the US.

HIPAA Both Rival & Reach3





Report

Generate agile insights in meaningful forms to share with stakeholders.

Reporting

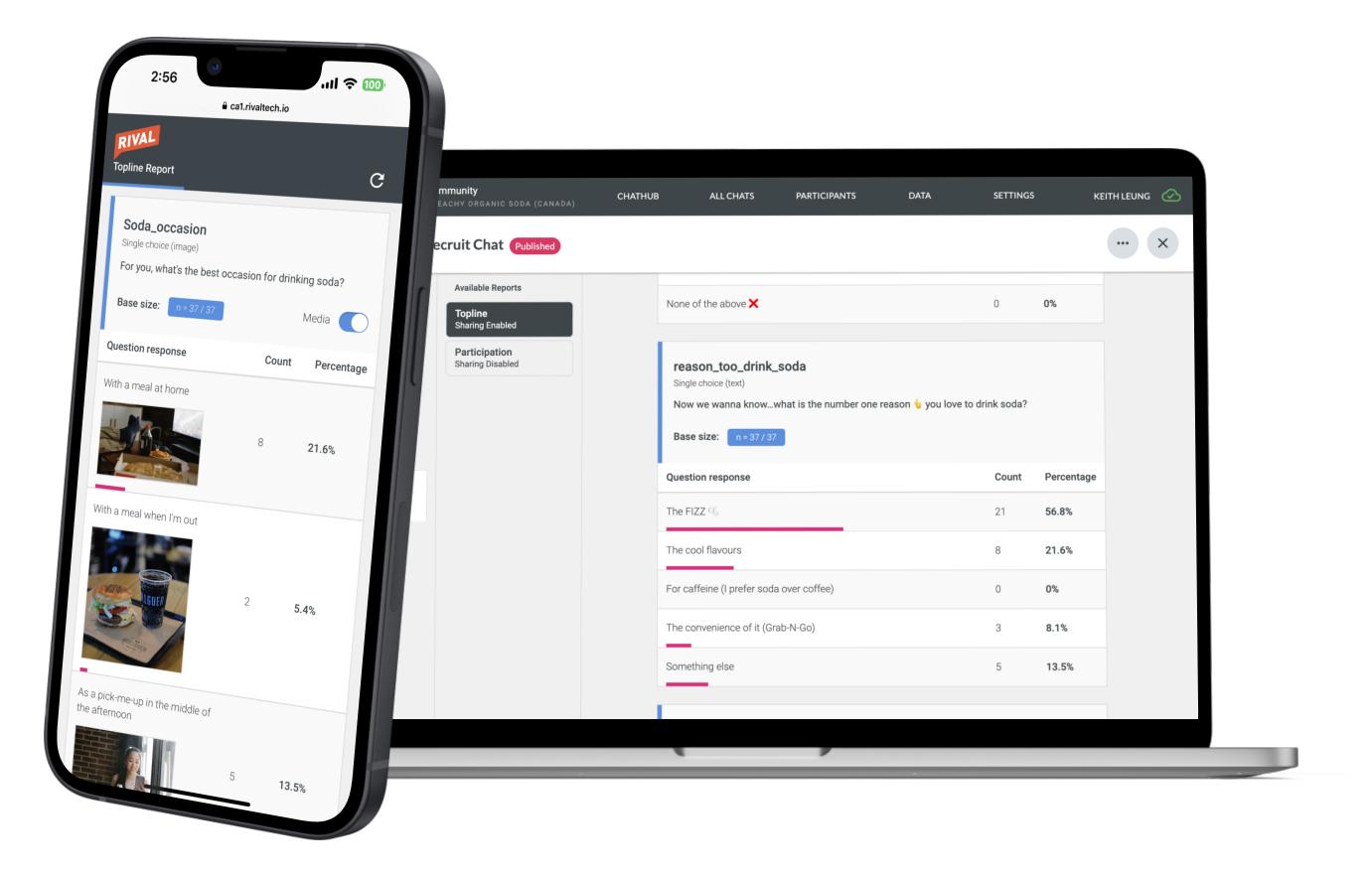
Mobile toplines

Dashboards

Exports



Mobile friendly topline report



Data right at your fingertips

Keep track of your survey's performance in real-time on your mobile device to make important business decisions based on the feedback received, while ensuring that you are getting an adequate number of responses for each data point.



Dashboards

World class insights

Combine qualitative insights with quantitative analytics in to generate real-time reports and dashboards







Exports

Data, your own way

Convert the gathered information into various file types, such as **CSV** and **SPSS**, to make it suitable for utilization by market researcher across different platforms.



Scan here to learn about how exports are created.

CPG Demo Co community: pi	DATA SET 25	BASE CHAT	PRO	FILE ATTRIBUTES	SYSTEM ATTRIBUTES	ALL CHATS
All Chats / Re	Q Search					
COMPOSE	Data point lab	bel		Data point type	Source	
A	Best_soda_ca	tegory		Profile Attribute	Dynamic Profiles	
DISTRIBUTE	drink_most_o	ften		Profile Attribute	Dynamic Profiles	
?	age age			Profile Attribute	Dynamic Profiles	
CHAT DATA	gender			Profile Attribute	Dynamic Profiles	
REPORTS	Country_US			Profile Attribute	Dynamic Profiles	
EXPORTS						

