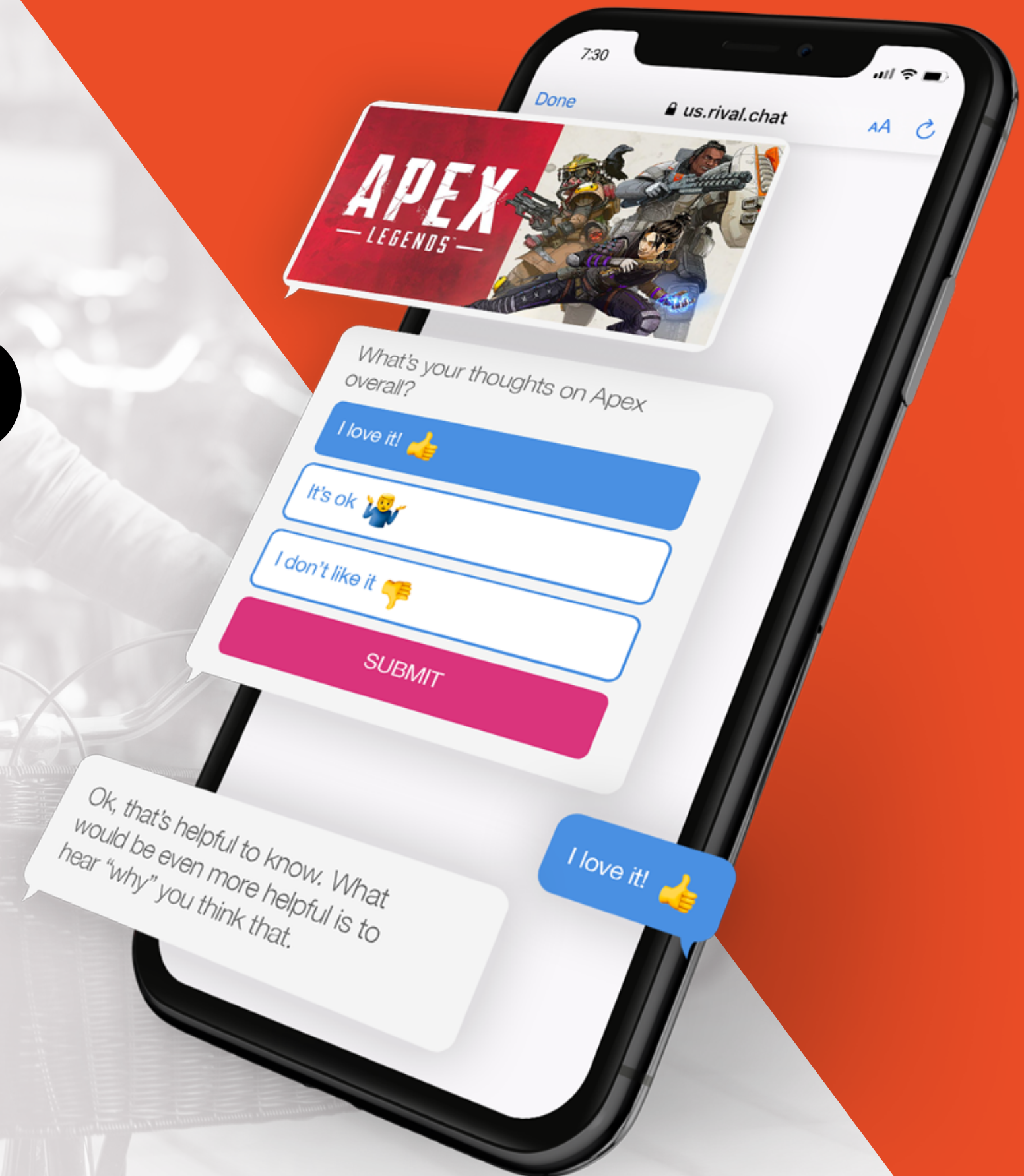


Community 2.0

How to Elevate Your Impact With a
Mobile-First Approach to
Community-Based Research

RIVAL



Introduction

Insight communities remain one of the most popular and effective tools available to market researchers today. Getting the most out of this tool, however, demands that we align our technologies and practices with current consumer expectations and behaviors.

Many of us at Rival helped invent and pioneer the concept of communities in early 2000s. (Our Founder, Andrew Reid, founded Vision Critical, now Alida.) We believe it's time to rethink many of the widely held beliefs about this tool. In this e-zine, we introduce Community 2.0—the next wave of community-based research. As the case studies presented here will show you, this new approach delivers better participant experience and helps researchers like you make a bigger impact.



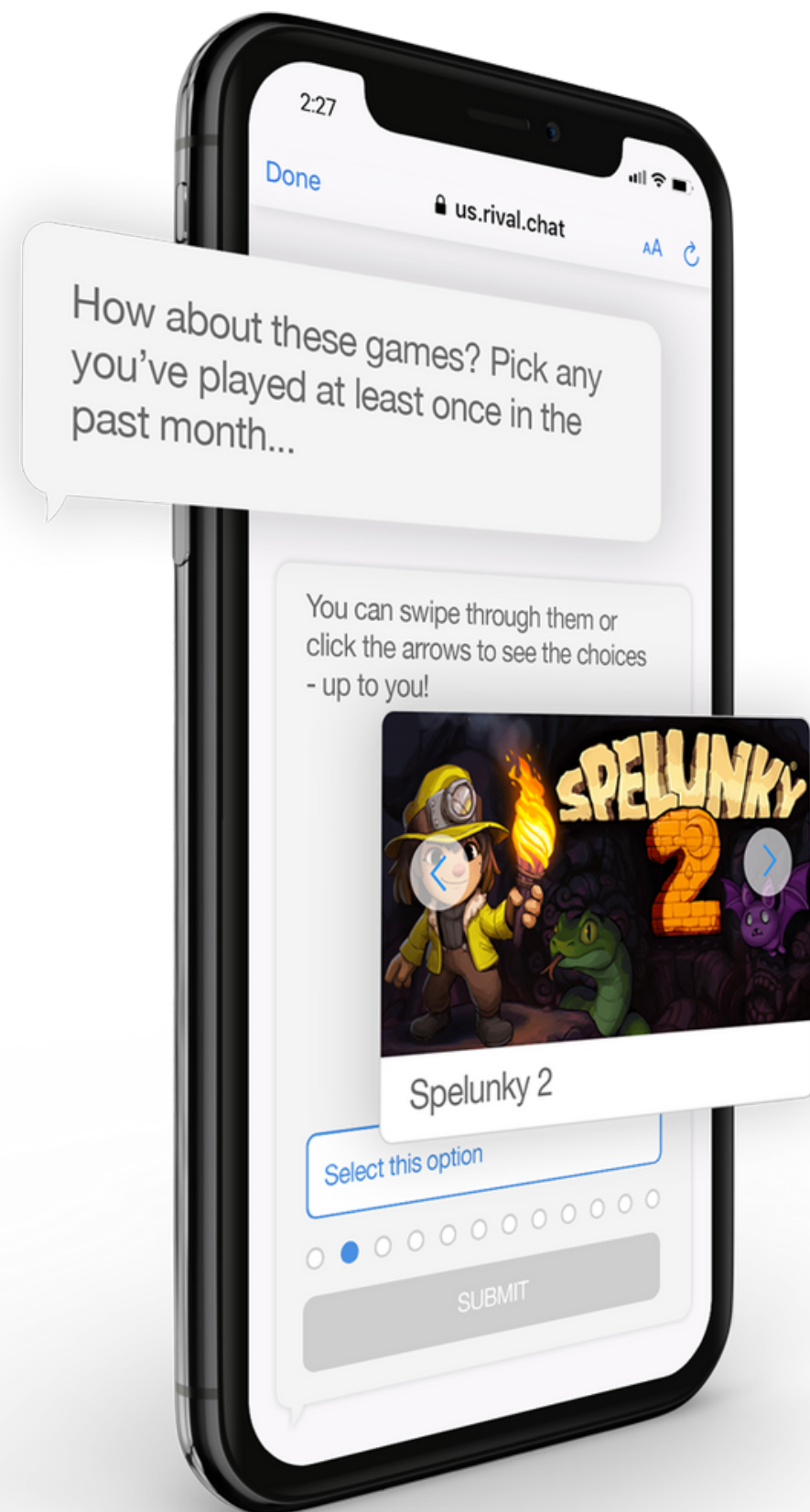


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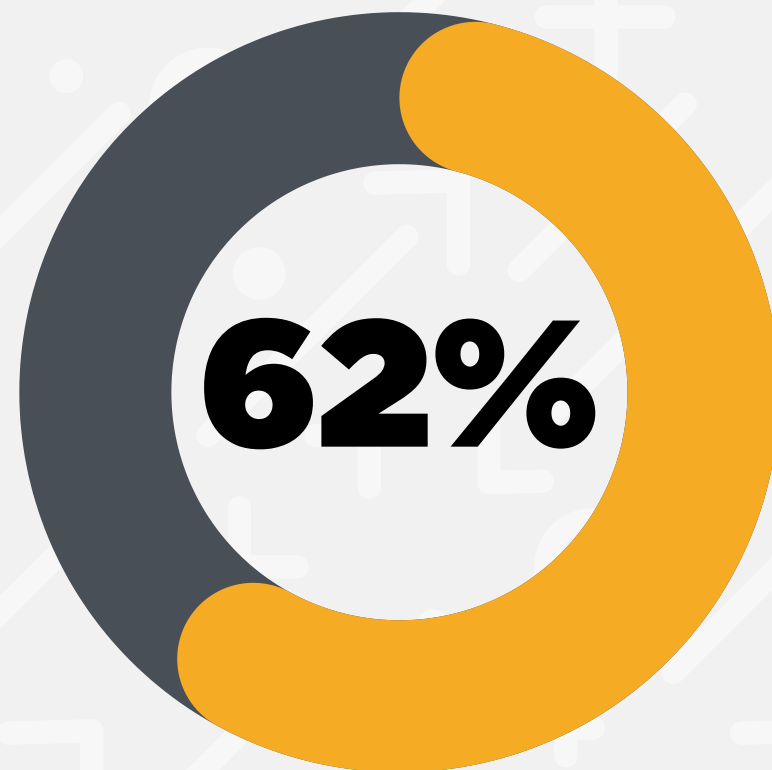
Best Practices

35

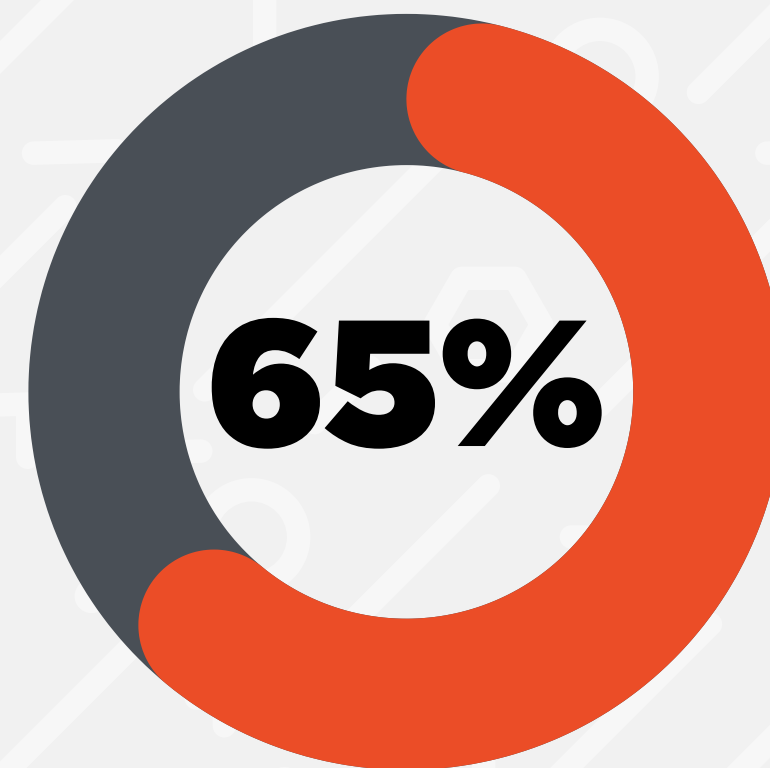
Key takeaways

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Communities remain a popular tool in market research



of research suppliers
use communities



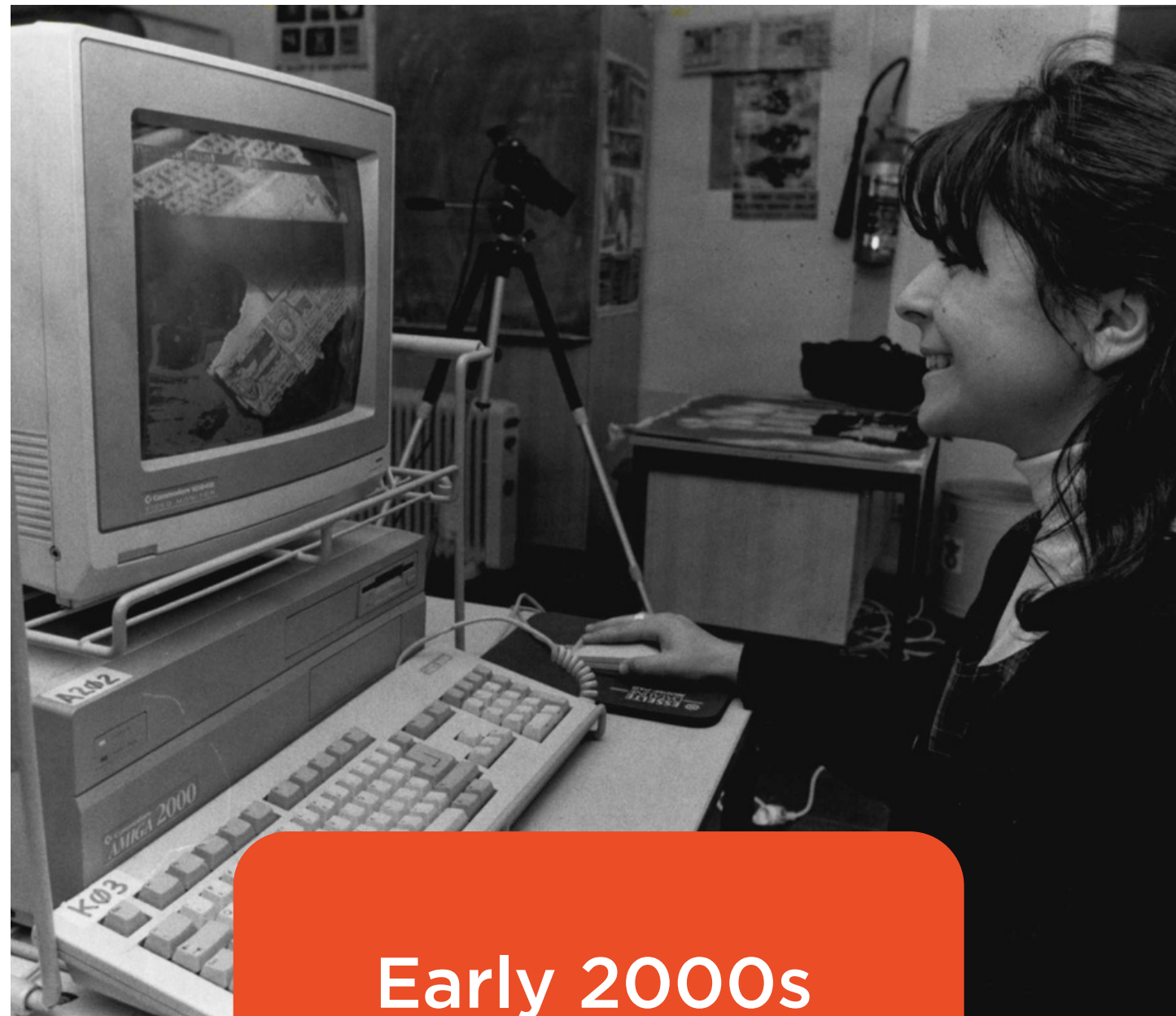
of research buyers
use communities



Source:
GRIT Report, 2022

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But they are overdue for an overhaul because consumer behaviors have changed



Early 2000s



2022

RIVAL

A mobile-first approach to communities important—because mobile not just a Gen Z thing



% of people with a cellphone

18 to 29: 100%

30 to 49: 100%

50 to 64: 97%

65+: 92%

Income <\$30K: 97%

\$31K to \$49K: 97%

\$50 to \$74K: 97%

\$75K+: 100%



Pew Research Center

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Mobile unlocks more candid feedback

“Consumers tend to convey feelings or thoughts that are more private or intimate on their smartphones.”

- Shiri Melumad,
Assistant Professor of Marketing at the
Wharton School of the University of Pennsylvania

THE WALL STREET JOURNAL.



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Introducing Community 2.0



Created to help innovative researchers make a bigger impact

Communities built with members in mind

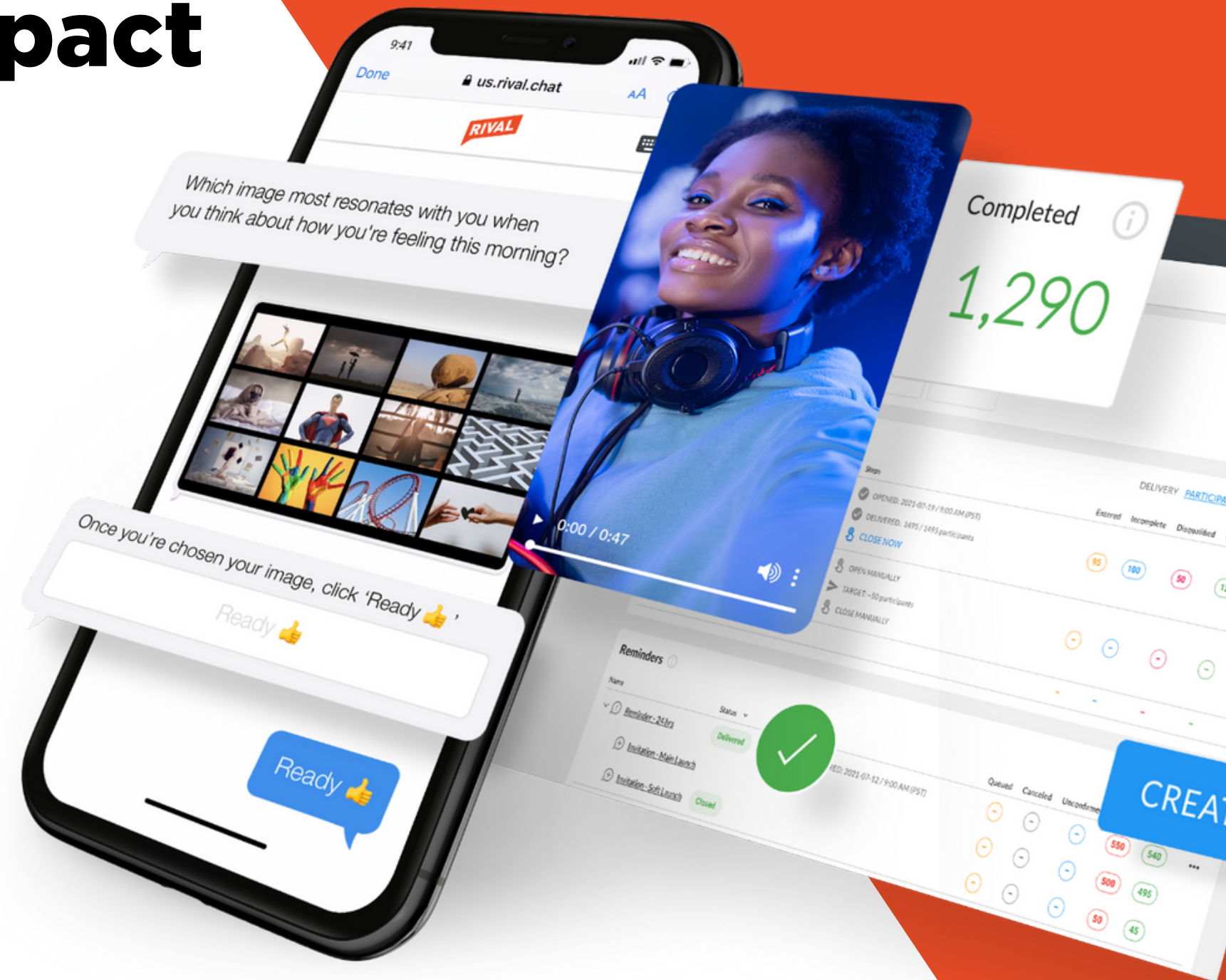
Superb respondent experience means better response rates, better data and faster time to insights

Kick-ass Quant and Qual capabilities

Sophisticated tooling AND video out of the box brings the voice of customer to life and makes stakeholders pay attention

World-class customer success team

An extension of our platform and your team—so you can focus on doing more great work



Pillars of Community 2.0

1

Connect Where People Are

Complement traditional sample sources with next-gen recruitment to engage a diverse and engaged community

2

Mobile-First Engagement

Exploit powerful mobile features to capture quant and qual insights at scale, faster than ever before

3

Conversational in tone & approach

Talk to your community members like people instead of putting them in test-taking mode

4

Dynamic Profiles & Personalization

Enable iterative learning while improving both the research and brand experience

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For an overview, watch this video from Dell

#DellNeighborhood



<https://www.youtube.com/watch?v=MEJWb0Qcqvk>



Lightweight community management

1

Rethink Heavy Quotas & Disqualifications

Use better ways of qualifying community members

2

Rethink Long Surveys

Micro-moments give people an opportunity to respond—but they don't have 20 minutes

3

Rethink Portals ("Member Hubs") & Newsletters

Explore shorter and more engaging ways of doing sharebacks via mobile

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"In making the switch there were three things that were important to me. It was the technology and what it enabled us to learn, it was the partnership and the people I'd be working with, and the cost-effectiveness of doing research this way."



Danica Daly

Shopper Insights Lead, Diageo



RIVAL



Using Modern Methods to Connect with Consumers

**Community 2.0
opens new
opportunities
for more
organic
recruitment**

The Whole
Market

Customer
Market

Social
Media

Customer
Touchpoints



Leverage mixed sources



Established Sources

Panels
Email database



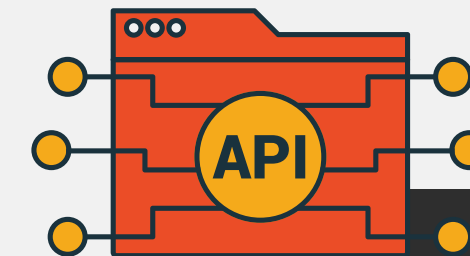
Live Intercepts

QR Codes
App-enabled
Web-embedded



Social Sampling

Organic posts
Paid ads
Influencers



APIs & Web hooks

Rival APIs

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Land O' Lakes Purina Horse Nutrition Community Launch

Smart use of ads to recruit participants
from social media.

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WHY DO YOU
love YOUR HORSES?



YOU COULD WIN A \$100 VISA GIFT CARD!

WHY DO YOU
love YOUR HORSES?

ENTER FOR A CHANCE TO
WIN A \$100 VISA GIFT CARD!



YOU COULD WIN A \$100 VISA GIFT CARD!

Purina Horse Feed
December 14, 2021 · @

English or Western?
Flat work or jumps?
Winter ride or summer competition?

We want to hear your opinion as a horse owner! We'd like to know what means the most to you when it comes to caring for your horse, so you can continue feeding greatness. ❤️


Answer a few simple questions and you'll be entered for the chance to win a \$100 Visa gift card! We'll stay in touch with an occasional fun, brief survey where you get to brag about your horses.

Ready to get in the saddle? We'll give you a leg up.

Chat with us: <https://bit.ly/3yqawGu>

[NO PURCHASE NECESSARY. The Purina Equine Recruit Sweepstakes is open to legal residents of the 50 USA/DC who are 18+. Void outside the 50 USA/DC, and where prohibited or restricted by law. Subject to Official Rules at <https://bit.ly/3yqawGu>. Enter 12/14/2021 through 12/31/2021. Sponsor: Purina Animal Nutrition LLC, 4061 Lexington Avenue, Arden Hills, MN 55126.]

HAVE HORSES? WE WANT
TO HEAR FROM *you!*



YOU COULD WIN A \$100 VISA GIFT CARD!

Purina Horse Feed Company Sign up

3.9K 102 Comments 139 Shares

HAVE HORSES? ENTER
FOR A CHANCE TO *win!*



YOU COULD WIN A \$100 VISA GIFT CARD!

...this IS WHY I RIDE



YOU COULD WIN A \$100 VISA GIFT CARD!

...this IS WHY I RIDE

ENTER FOR A CHANCE TO WIN A \$100 VISA GIFT CARD



YOU COULD WIN A \$100 VISA GIFT CARD!

OWN: Oprah Winfrey Network

Smart use of ads to recruit participants from social media.

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OWN OWN Feedback Chat Sponsored · 🌐 ...

Countdown is on until the SEASON RETURN of Ambitions on Tuesday, Nov 12 at 10/9c 🕒



US.RIVAL.CHAT
Click here 🖱️ to share your thoughts and win 1 of 5 \$100 Amazon gift cards!

 Like  Comment  Share

OWN OWN Feedback Chat Sponsored · 🌐 ...

Countdown is on until the SEASON RETURN of Ambitions on Tuesday, Nov 12 at 10/9c 🕒

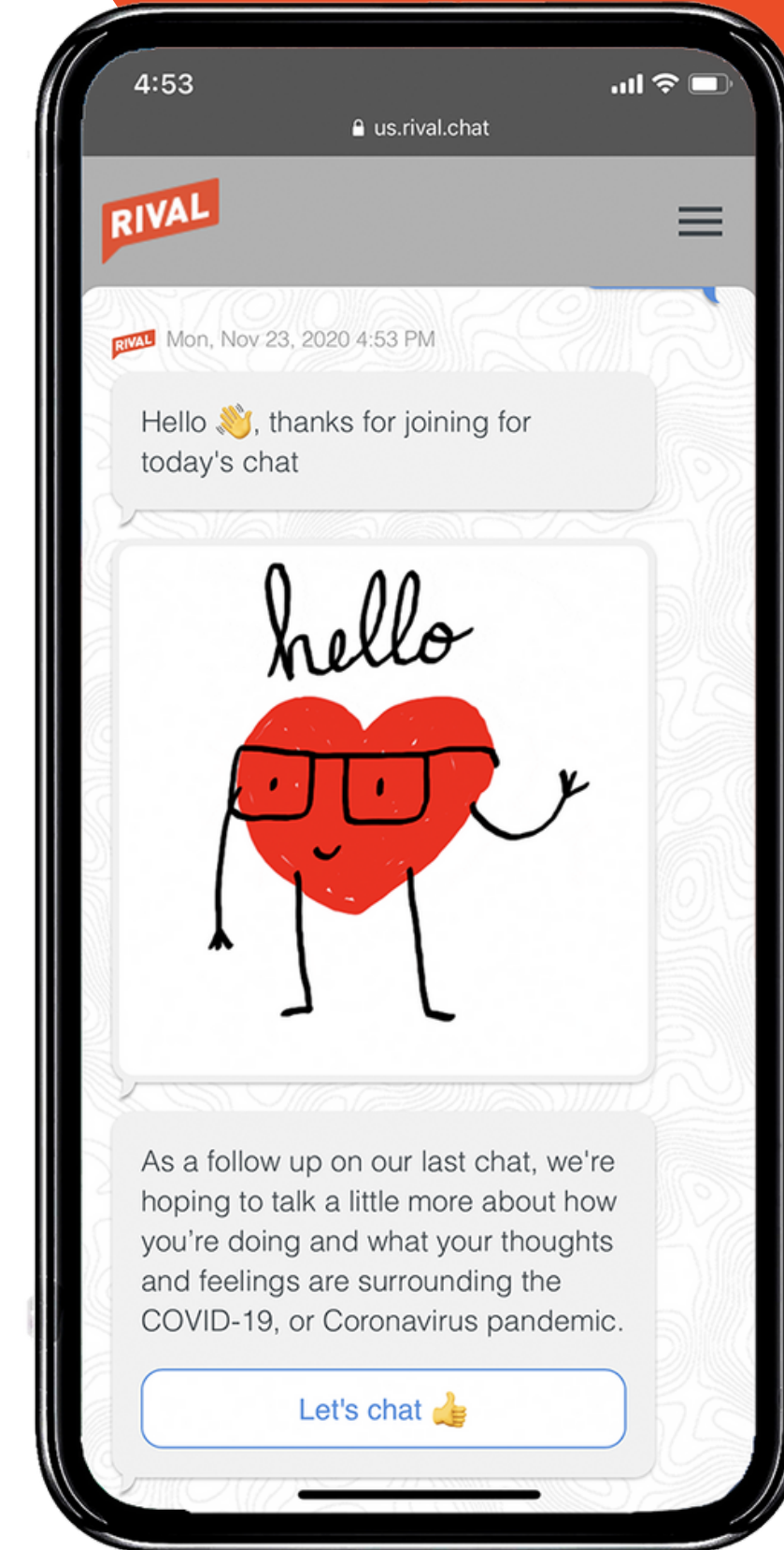


US.RIVAL.CHAT
Click here 🖱️ to share your thoughts and win 1 of 5 \$100 Amazon gift cards!

 Like  Comment  Share

Consider the experience after you take them off social media

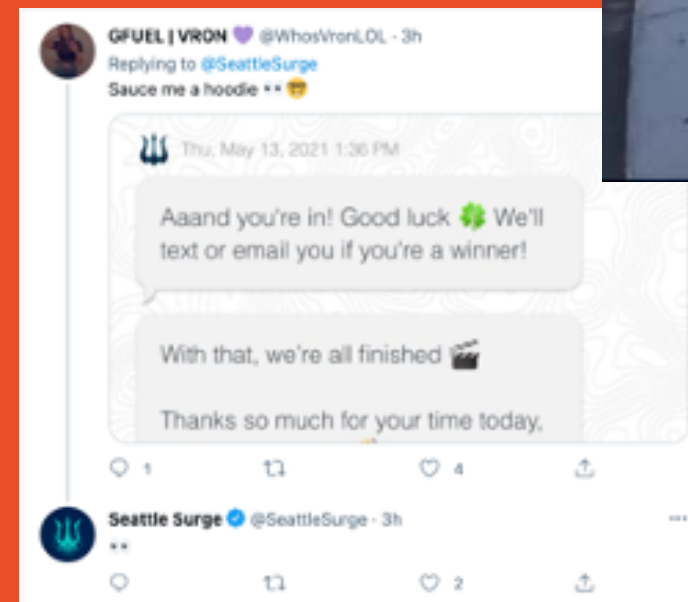
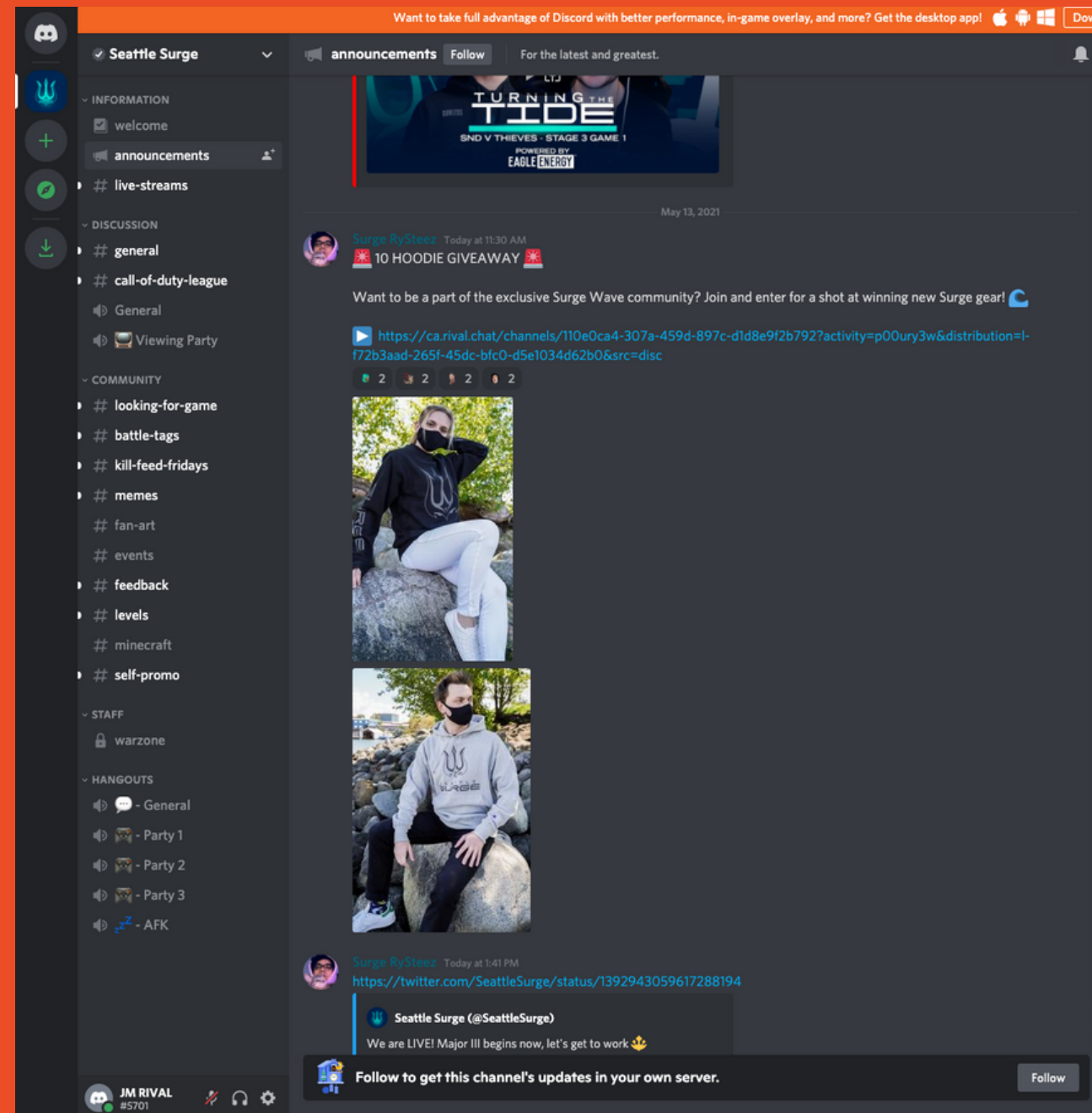
- Are you taking them from a super fun, dynamic experience to a flat survey?
- Are you starting off with demo questions?



Seattle Surge: Community Launch

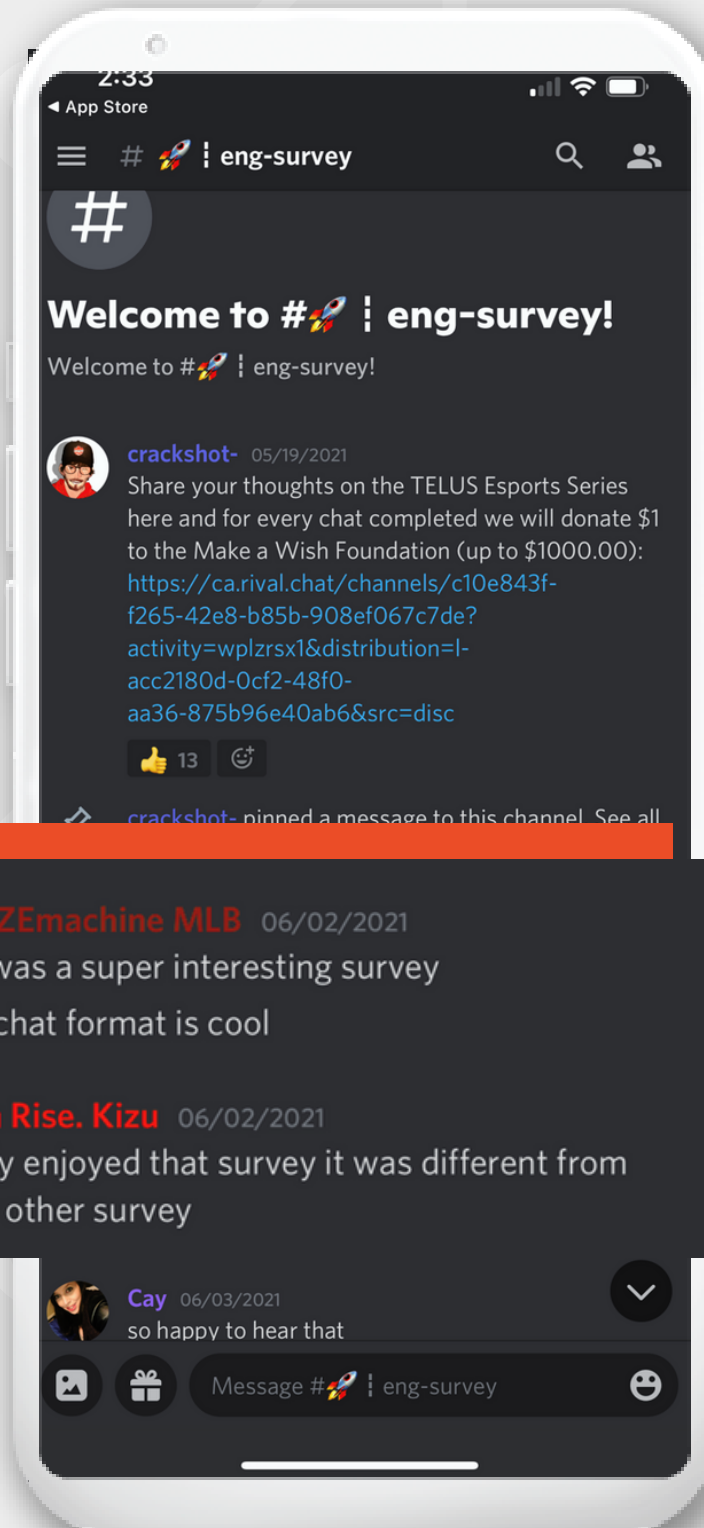
Leveraging existing Instagram, TikTok and Discord communities to recruit members.

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Prioritizing the experience is worth it

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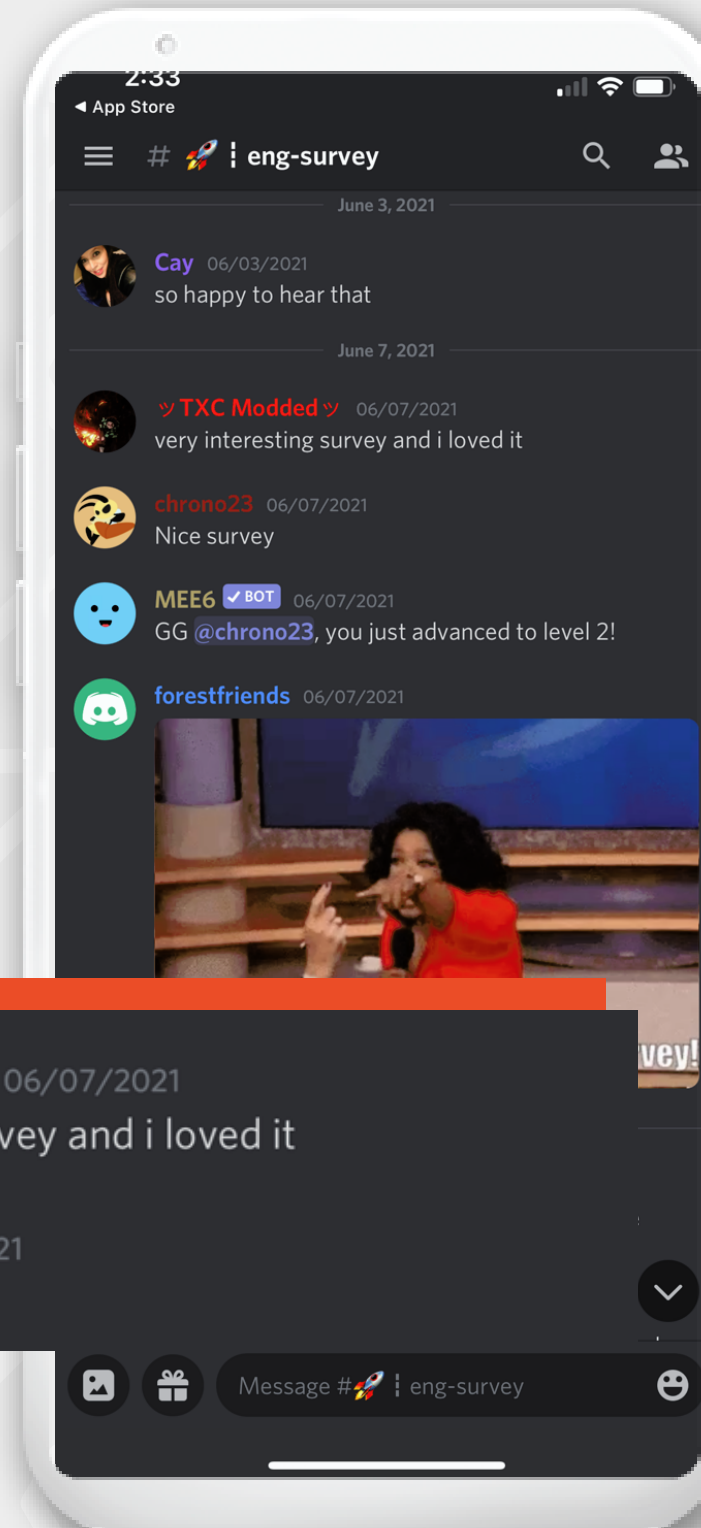


ST33ZEmachine MLB 06/02/2021
This was a super interesting survey
That chat format is cool

Team Rise. Kizu 06/02/2021
I really enjoyed that survey it was different from every other survey

Cay 06/03/2021
so happy to hear that

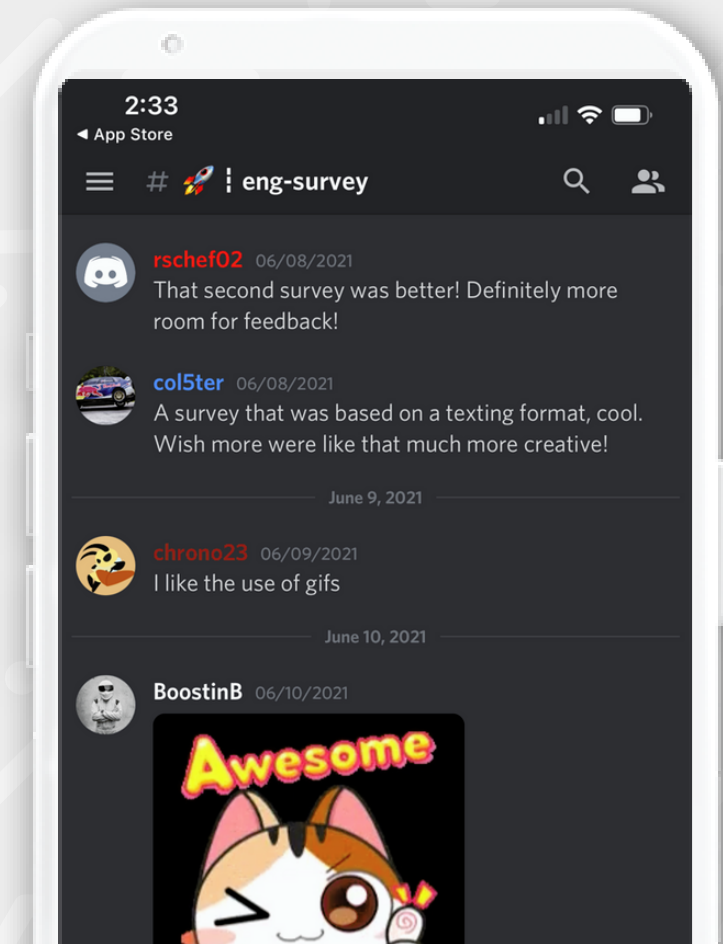
Message #eng-survey



TXC Modded 06/07/2021
very interesting survey and i loved it

chrono23 06/07/2021
Nice survey

Message #eng-survey

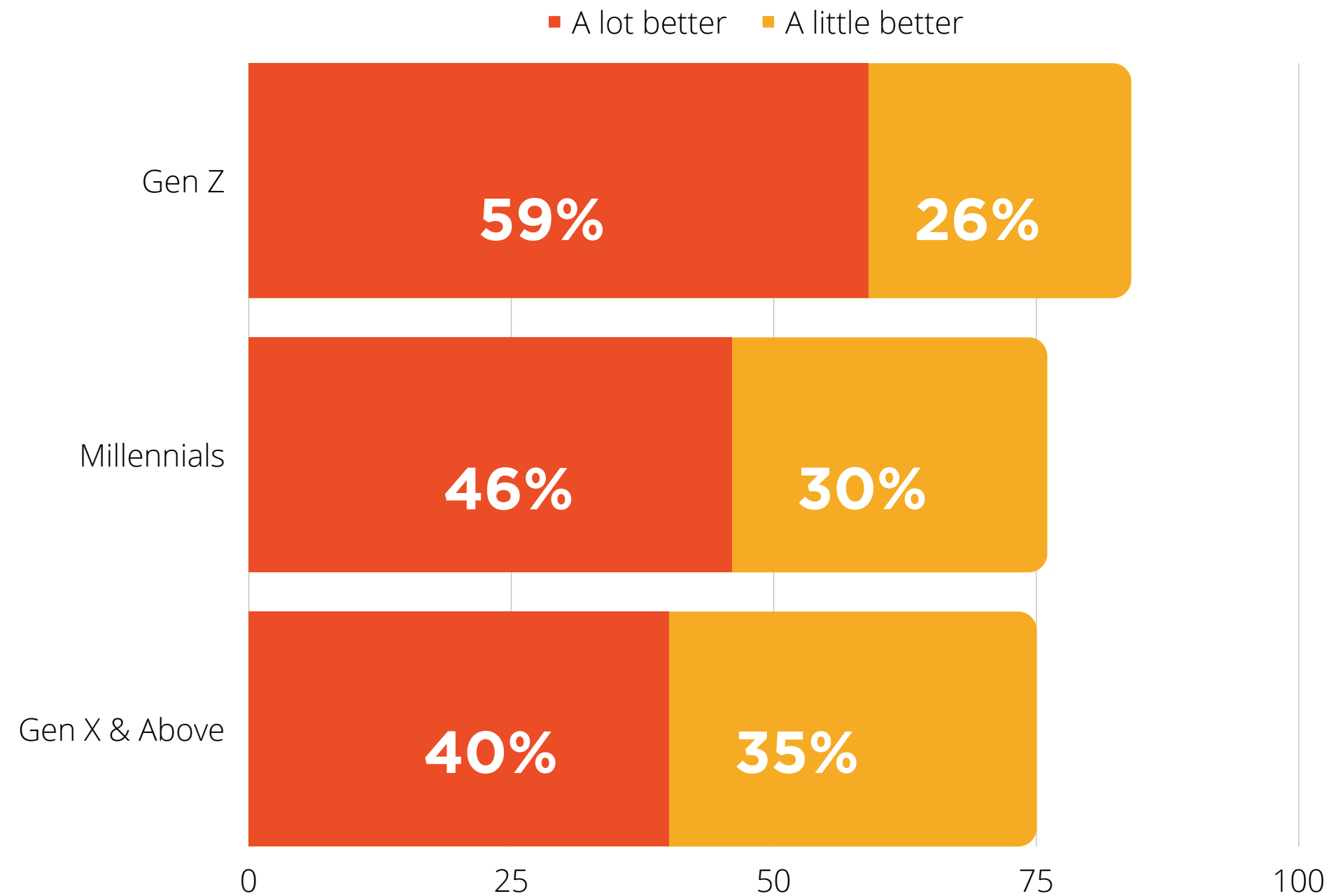


col5ter 06/08/2021
A survey that was based on a texting format, cool. Wish more were like that much more creative!

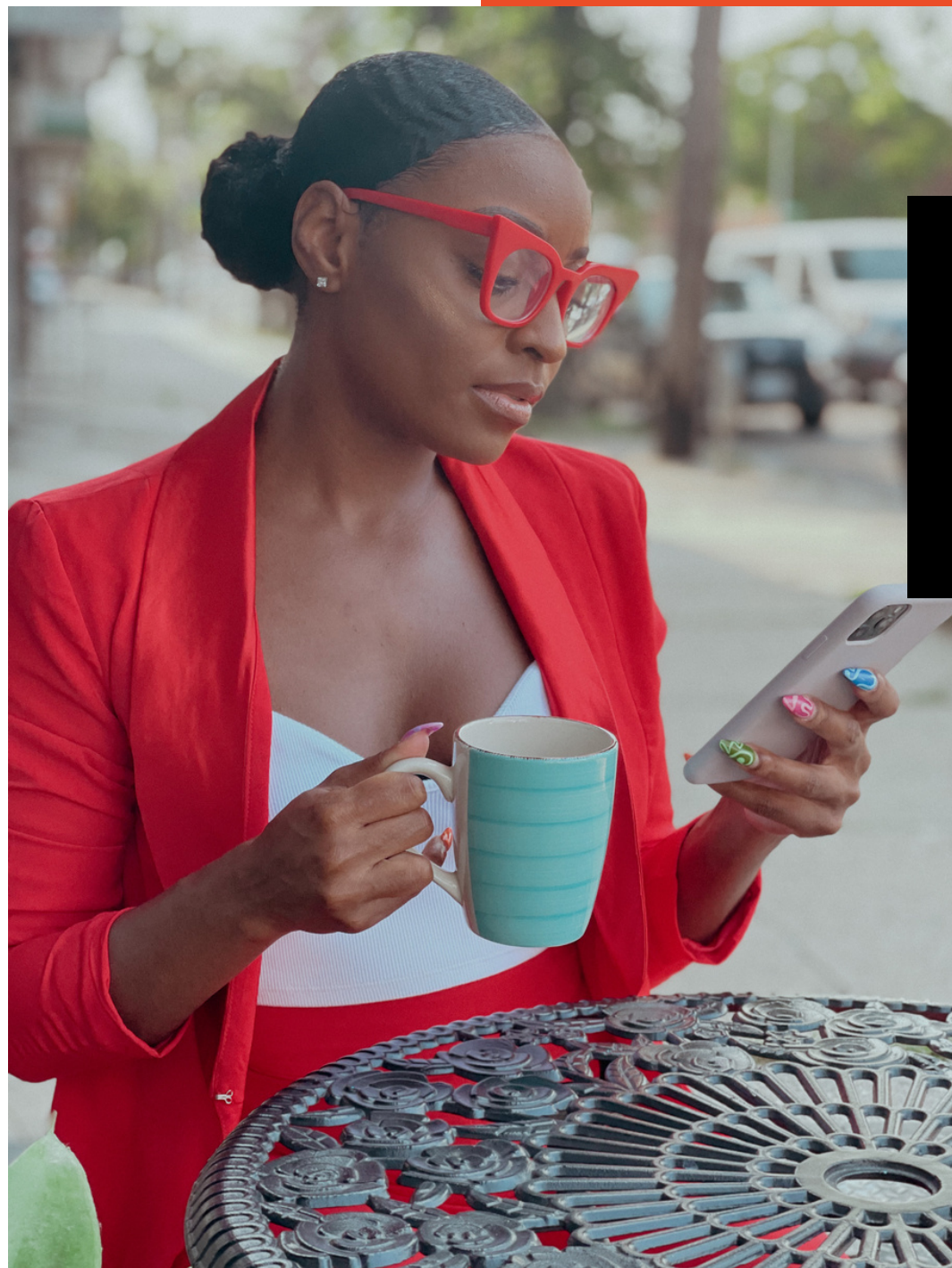
chrono23 06/09/2021
I like the use of gifs

Chat vs. traditional surveys

How did like the chat format compared to other online surveys?



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Unlocking New Research Methodologies and Innovation

Iterative, agile learning

WEDNESDAY
AFTERNOON:
"We need input from
our customers!"



FRIDAY MORNING:
Chat sent to community



MONDAY MORNING:
Data and videos
available



TUESDAY MORNING:
Insights (including
videos) shared with
the exec team



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We interact with the Ripl community all the time....we keep listening and learning as we go forward. Luckily, we have new tools to be able to do that. It used to be, you did a survey every year—that's not very dynamic, right?...

If you can get out there and get responses in hours, it's a super cool thing to do.”



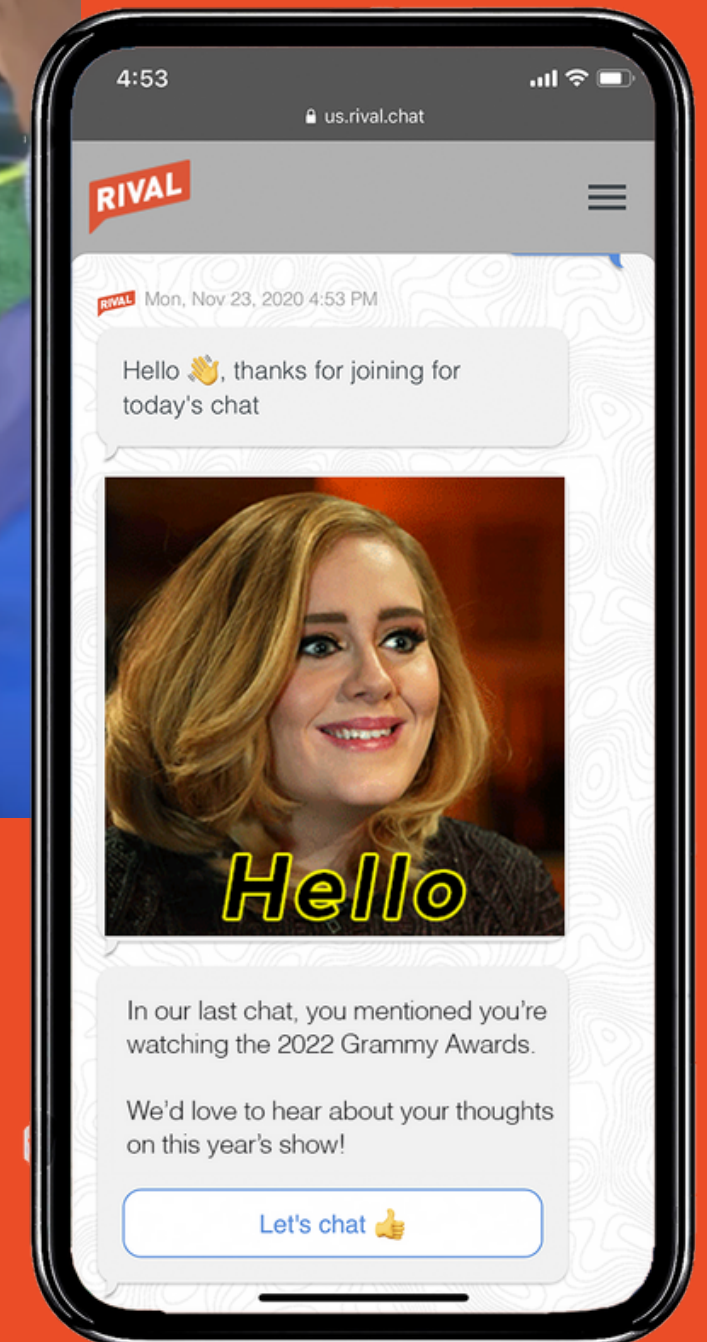
Dave Foulkes

CEO, Brunswick Corporation



In-the-Moment Research

Send the right activities to the right community members at the right time



For our first ever REVOLT Summit in Atlanta, I wanted to completely rethink our approach to CX research. A big part of that vision is to get feedback from our attendees in real-time, in a way that's engaging and that reflects the personality, voice and language of our attendees. Rival Technologies helped bring this vision to life, enabling us to capture data at scale and in the moment. We had higher completion rates on event surveys than I've ever seen in my career. I'm so excited over the outcome!



Lynzie Riebling

VP of Insights & Strategy, REVOLT TV



Mobile Ethnography

Run quant and self-guided qual research studies at scale. Talk to people "in" their lives.

- Mobile diary studies
- IHUTs
- Mobile missions



"I can't imagine life without this tool available to us because we've gotten such great traction in the use of our studies and with our team using it."



Dana Wade

VP, Culture & Creative Strategy, Paramount



Best practices on engaging with your community



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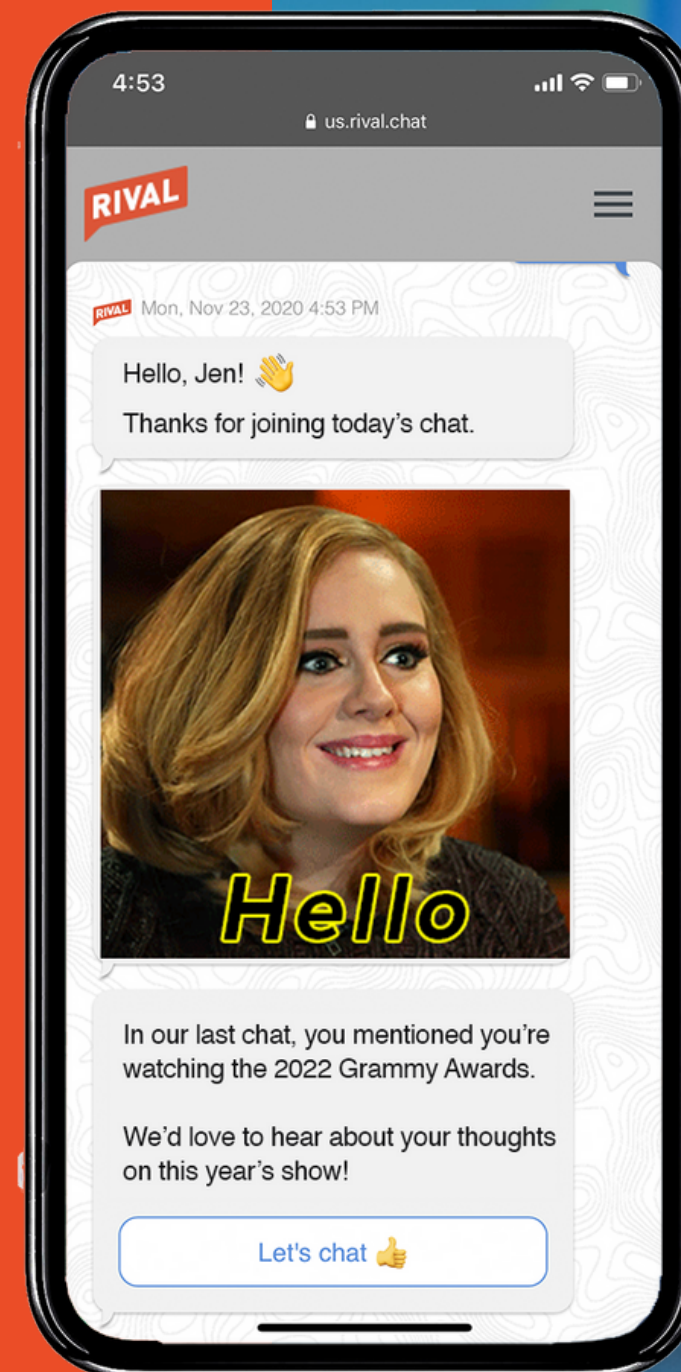


Have a clear mission

- Be transparent about the purpose and goal of your community
- Use consistent messaging and tone
- Remind your community of the mission
 -

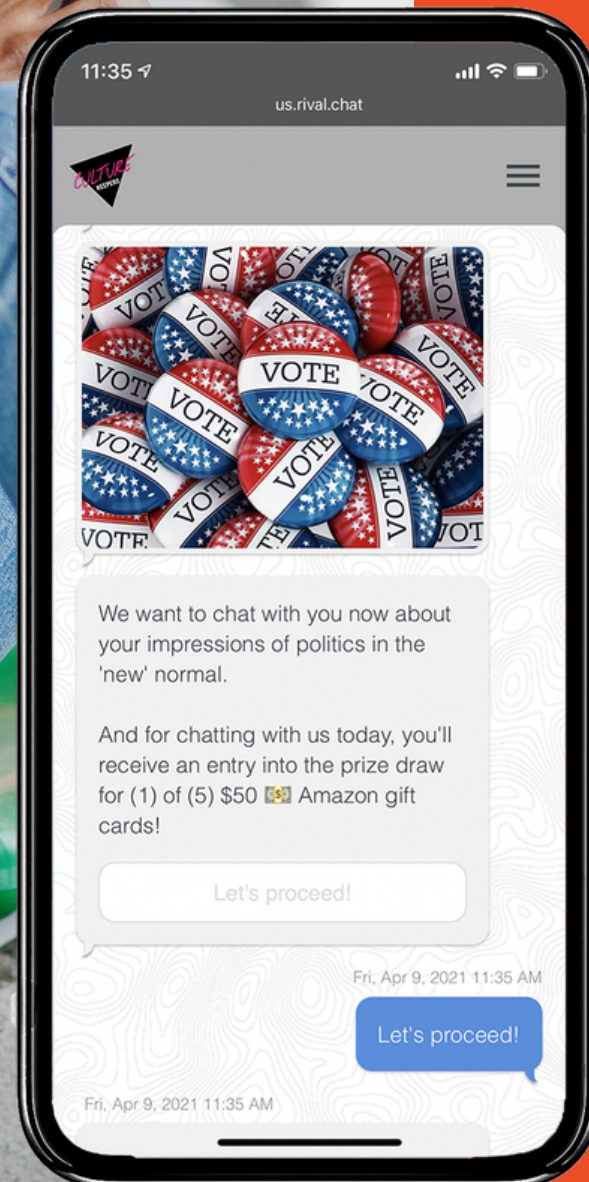
Personalize

- Deliver an experience that makes sense given what you already know about your members
- Don't ask for info you already have about your community members
- Don't ask questions that don't pertain to things they're not interested in

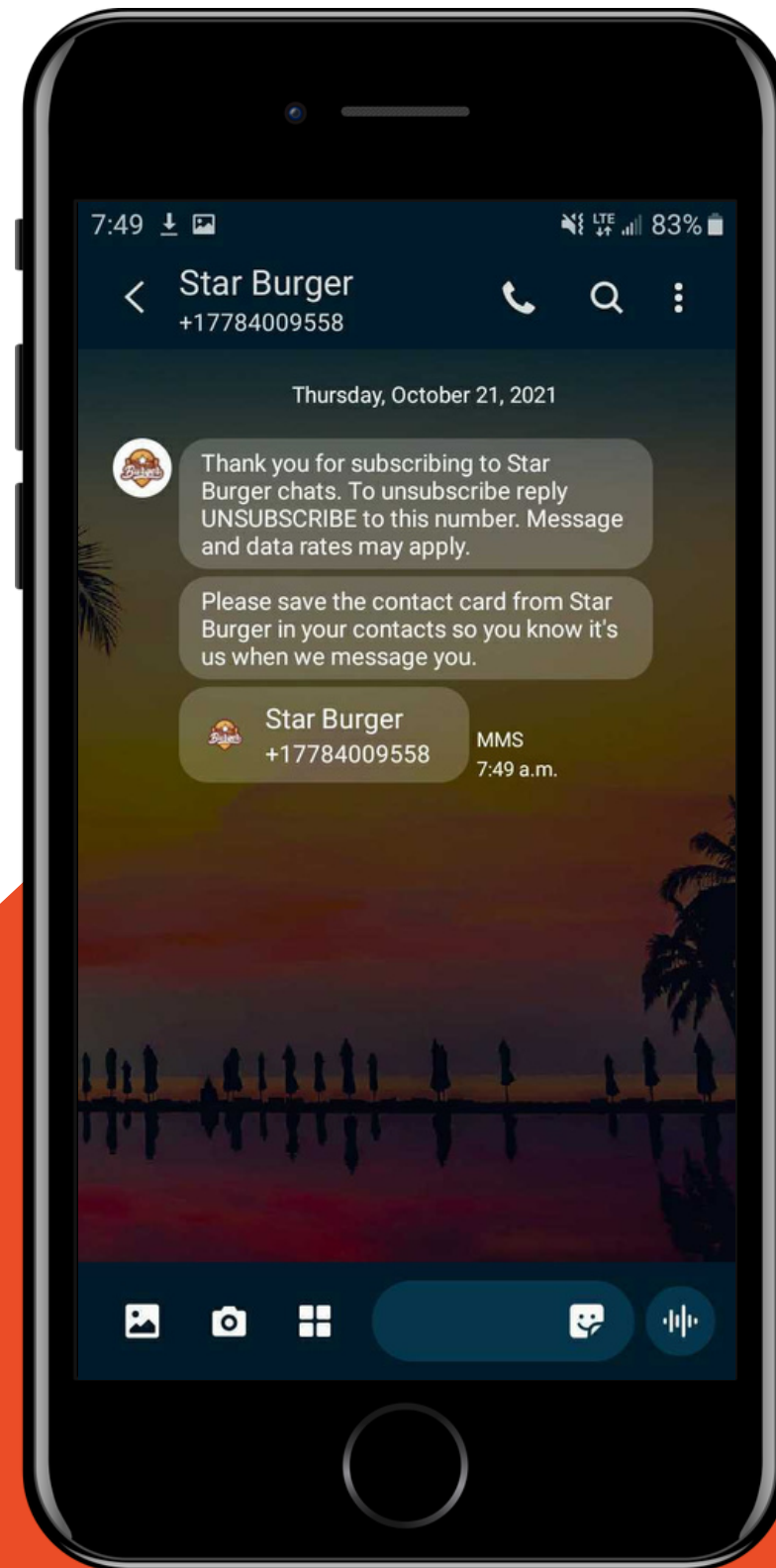


Close the loop

- Be transparent about incentives
- Share results — but don't overcomplicate the process (rethink portals or newsletters)



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Build trust

- Reach out consistently via the same channels
- Use Contact Cards so members know where messages are coming from

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Make a bigger impact with your insight community

Engage

Run agile, ongoing research programs people respond to

Get deeper, richer insights

Unlock new methodologies that reveal what REAL people actually think, feel and do

Get more visibility for your work

Capture the attention of your decision-makers by bringing the (literal) voice of the customer in the boardroom

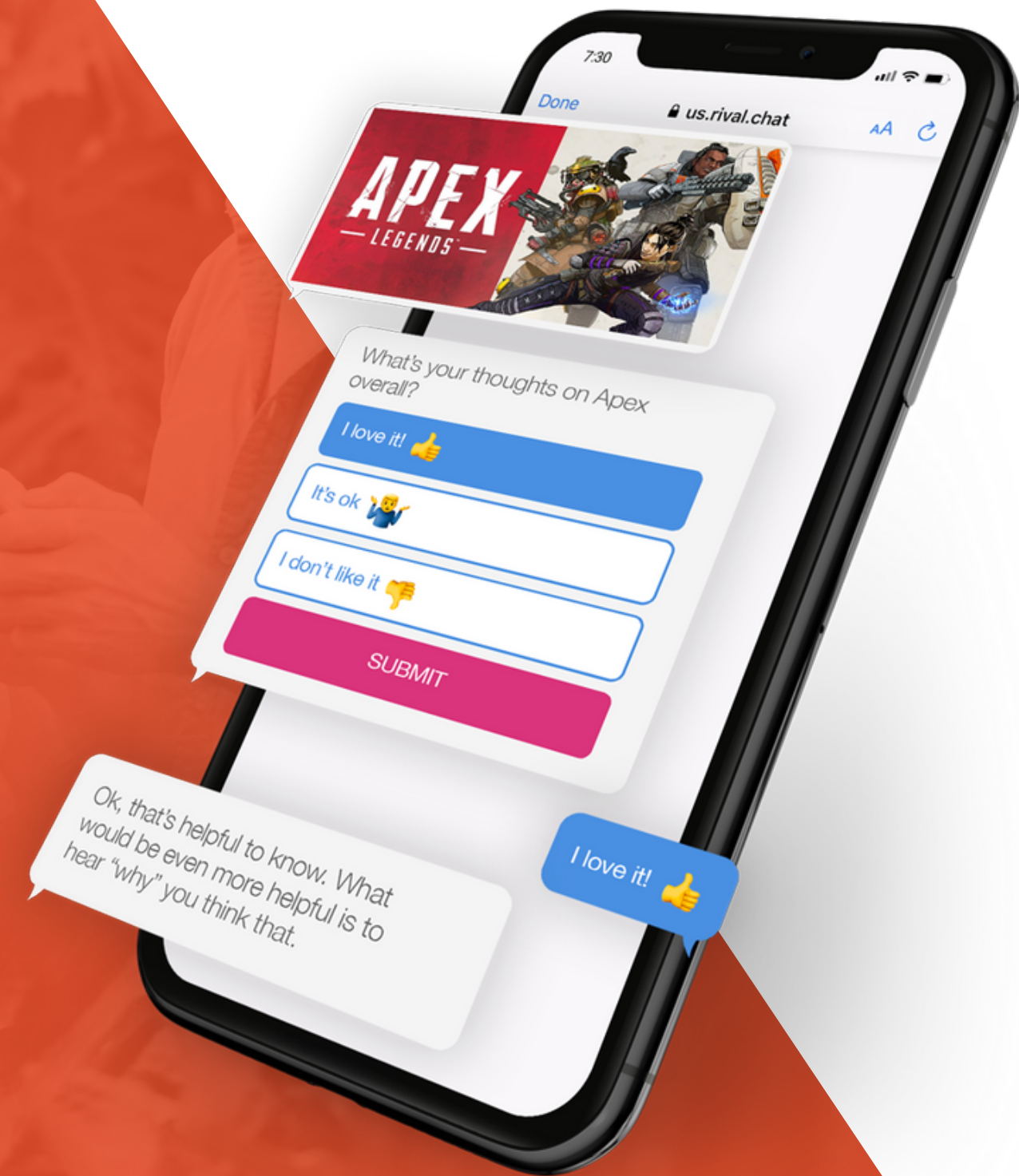


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Built to elevate your impact

Rival's mobile-first insight community platform helps maxed-out researchers work with more agility, get more out of their budget, and increase their capacity for storytelling and strategic work

Let's connect: rivaltech.com/demo



About the author



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President & Chief Methodologist
Rival Technologies

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