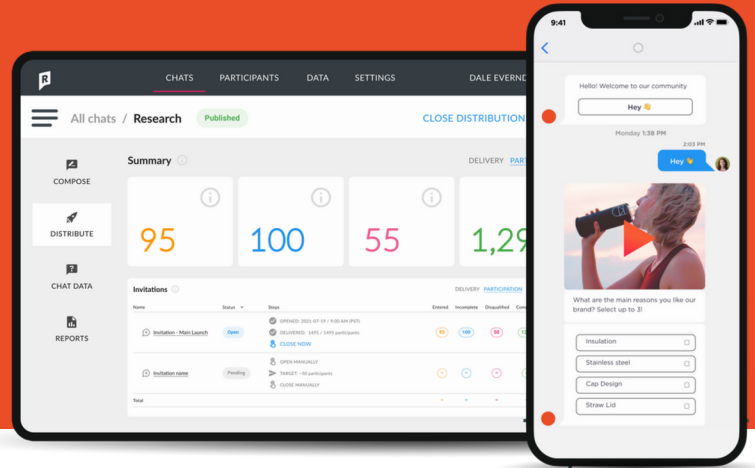


Voice of Market

Rival's Agile Conversational Research with Panel Integrations for Authentic Insights



4 Key Struggles You're Likely Experiencing

1

Fraudulent responses from panels

2

Managing multiple panel provider vendors

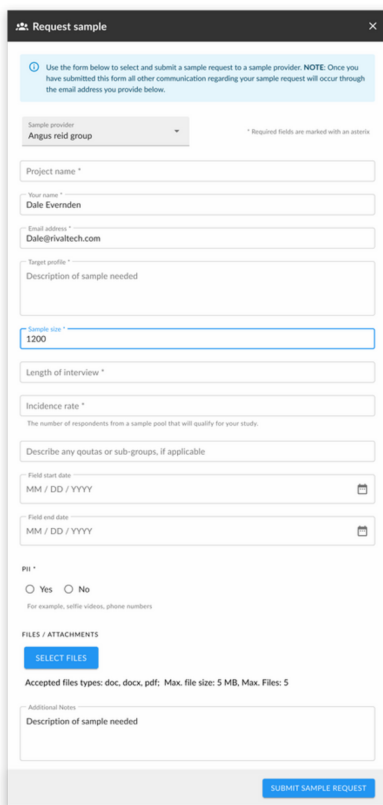
3

Low survey engagement

4

Poor quality of insights

If any of these challenges sound familiar, VoM can help you overcome them.



The 'Request sample' form includes the following fields and options:

- Sample provider: Angus reid group
- Project name *
- Your name: Dale Evernden
- Email address: Dale@rivaltech.com
- Target profile: Description of sample needed
- Sample size: 1200
- Length of interview *
- Incidence rate *
- Describe any quotas or sub-groups, if applicable
- Field start date: MM / DD / YYYY
- Field end date: MM / DD / YYYY
- PII: Yes No
- Files / Attachments:
- Accepted files types: doc, docx, pdf; Max. file size: 5 MB; Max. Files: 5
- Additional Notes: Description of sample needed
-

How does it work?

- From within the Rival Platform, you submit a request for sample with the requirements you need
- Rival/Reach3 engage with panel providers and ensure you access the top-tier panels at the best prices on an ongoing basis
- Design and deploy surveys using a mobile-first, conversational approach, integrating qualitative, quantitative, unlimited video, and AI features for deeper insights.
- Surveys are distributed by your selected panel provider, and results come in minutes, not hours
- Need follow-up questions? Use the re-contact feature and view all insights in one centralized dashboard to support your decision-making.
- All backed by a flexible service model that fits your business needs
 - DIY
 - Do-it-together
 - We'll do it all

When we bring together the voice of your community and the voice of the market into one end-to-end platform, you get visibility into the whole picture and the ability to analyze data across multiple audiences easily. Operational & cost efficiencies aside, visibility into data across audiences has never been easier.

Your Key Benefits:

Access to panels: Get connected to your target audience from within the Rival platform. Leverage Rival's trusted panel relationships to get your hands on the best-in-class panels

High engagement: Mobile-first, conversational surveys that magnify response and completion rates.

A robust platform: Qual, quant, unlimited video capabilities for impactful AI empowered research supporting full spectrum of research methodologies.

Quality Insights: Say goodbye to the frustration of irrelevant data. The Rival Platform, our conversational methodology paired with quality panel providers ensure you receive high-quality insights that truly impact your decisions.

Operational Efficiency: Experience seamless access to curated panels directly through the Rival platform. No need to juggle multiple vendors or settle for low-quality respondents. We take care of that for you.

Use cases:

Voice of Market have a broad range of applications including:

- > Product development
- > Advertising/Campaign Optimization
- > Consumer Behaviour and Trending
- > Brand Health
- > Competitor Analysis
- > Market Entry Strategy
- > Customer Segmentation
- > Innovation/Disruption

Capture ongoing, deeper insights
from today's mobile-first consumers

>40%

Response rates can be
as high as 60%

87%

Complete rate
(on average)

7X

700% increase in words
used (conversational vs
traditional)



Reach3

RIVAL

RIVAL GROUP COMPANIES

Contact us on how we can get you started.

custsuccessgroup@rivaltech.com