

ALIDA TOUCHPOINT

CONNECT AND ENGAGE WITH CUSTOMERS
AND BROAD AUDIENCES

For brands dedicated to connecting with customers anytime and anywhere, Alida Touchpoint offers a mobile-first application designed to quickly and visually engage customers with questions relevant to their experiences. With Alida Touchpoint, brands easily connect with their customers and potential customers to collect feedback or other preference data, drive calls-to-action, and engage through their customers' preferred social and digital channels.

BROAD AUDIENCE REACH

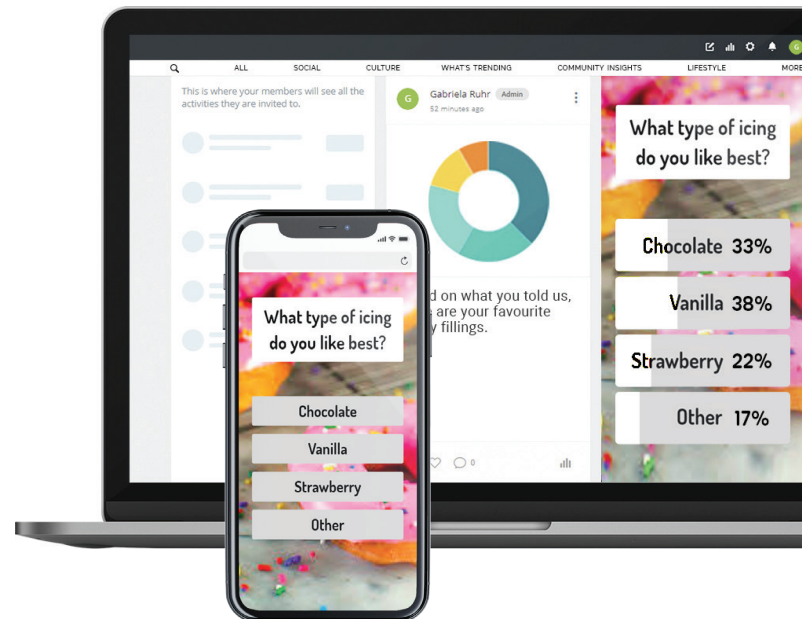
Engage with customers on their turf

- Deploy multiple activities through various channels to understand most effective methods to engage broader audience
- Design quick, visually engaging and fun activities designed for mobile and share instant results to keep respondents interested and engaged
- Extend reach to customers traditionally difficult to connect with, such as millennial males or Gen Zs, by placing activities on social media or other online sites where they spend their time

FEEDBACK COLLECTION

Collect broad feedback to augment deep insights

- Design polls with question branching to reach specific target segments and personalize questions based on responses
- Gain insight through quick hits of feedback such as preference data, and even collect feedback on A/B tests and product development concepts
- Learn from customers and broader audiences where and when they feel comfortable sharing by making feedback collection swift and easy



FLEXIBLE CALLS-TO-ACTION

Elicit specific calls-to-action for targeted segments

- Ask pre-qualifying questions before presenting a CTA to audiences to help minimize noise and increase collection of relevant data
- Easily embed CTAs in activities such as digital insight community recruitment, newsletter sign-up, and email collection for other marketing and lead generation initiatives
- Achieve multiple goals with the same Alida Touchpoint activity to meet cross-departmental objectives

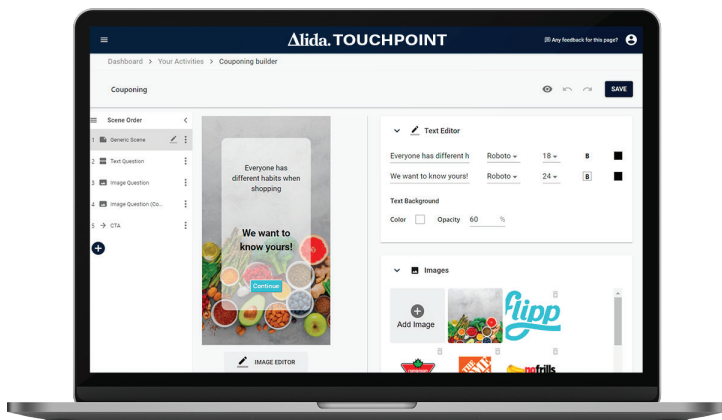
INTUITIVE ADMINISTRATION

Designed for easy, lightweight administration, Alida Touchpoint was built with the guiding principle of simplicity.

ACTIVITY BUILDER

Build powerful and compelling activities with ease

- Utilize the easy and intuitive activity builder to quickly design creative activities
- Re-use existing marketing and design assets in a new way to create compelling on-brand activities without lengthy design and approval cycles
- Build custom journeys aligned to target audiences for optimized answer rates



ACTIVITY ANALYSIS

Powerful built-in analysis capabilities provide instant insight

- Make informed business decisions based on intuitive activity response breakdown
- Analyze results in a real-time dashboard including total views, completions, partial completes, completed CTAs, and emails collected
- View activity results over time to understand when and where activity completions are highest

WEB INTEGRATION

Deploy website pop-ups quickly for agile digital marketing and feedback collection

- Easily integrate to website once for continuous deployment of multiple activities
- Determine when and where on the page the pop-up deploys to ensure activity is launched with visitor context
- Deploy web pop-ups without reliance on other departments such as Digital Media or IT

THE ALIDA TOUCHPOINT DIFFERENCE

REACH EXISTING CUSTOMERS AND BROADER AUDIENCES THAT RESIST TRADITIONAL METHODS OF ENGAGEMENT

Unlike many traditional methods of customer engagement, Alida Touchpoint provides brands with a new and powerful way to collect information from customers, insight community members, and broader audiences in a visually compelling experience. By reaching these segments in the online environments they prefer and with mobile-friendly activities, brands can extend reach and increase engagement.

FILL IN CUSTOMER INSIGHTS GAPS WITH QUICK HITS OF FEEDBACK

Use feedback collected via Alida Touchpoint to augment existing customer data and insights. Data collected through Alida Touchpoint can be exported to inform and enhance existing customer insights such as those developed through Alida Sparq insight communities.

CREATE AND ADMINISTER ACTIVITIES USING EXISTING SKILLS AND RESOURCES

Designed for lightweight and intuitive administration, Alida Touchpoint makes it easy for users to create fun, compelling activities that leverage existing skills and marketing and design assets, enabling the application to easily fit within the existing technology stack.