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ALIDA TOUCHPOINT

ENGAGE WITH CUSTOMERS AND BROAD AUDIENCES THROUGH DELIGHTFUL EXPERIENCES

For brands dedicated to connecting with customers anytime and anywhere, Alida Touchpoint offers a mobile-first application designed for quick and visually engaging interactions. Alida Touchpoint enables brands to easily connect with current and potential customers to collect feedback or other preference data, drive calls-to-action, and engage through their customers' preferred social media and other 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
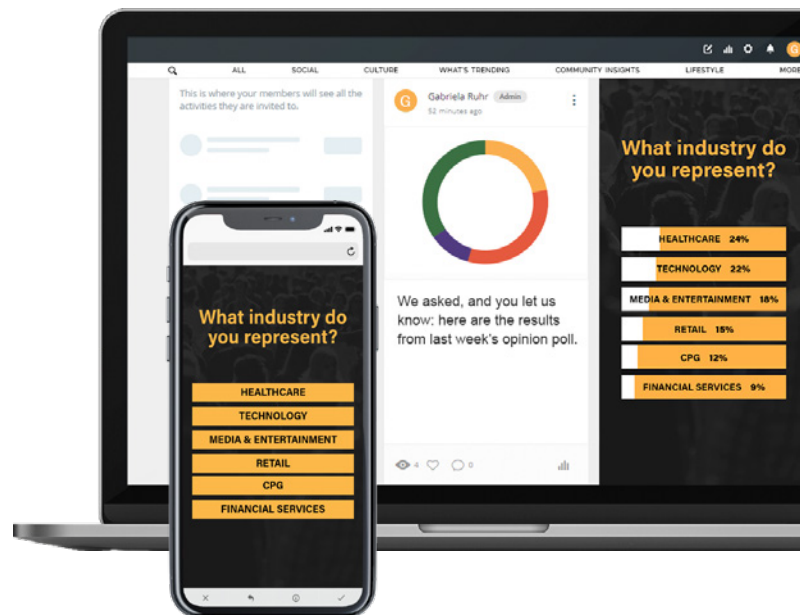
FEEDBACK COLLECTION

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 intuitive activity builder to quickly design creative activities

- Create eye-catching activity previews so you know exactly what will be displayed to audiences on their preferred social platforms.

- Re-use existing marketing and design assets to easily create and visualize custom journeys aligned to target audiences for optimized answer rates
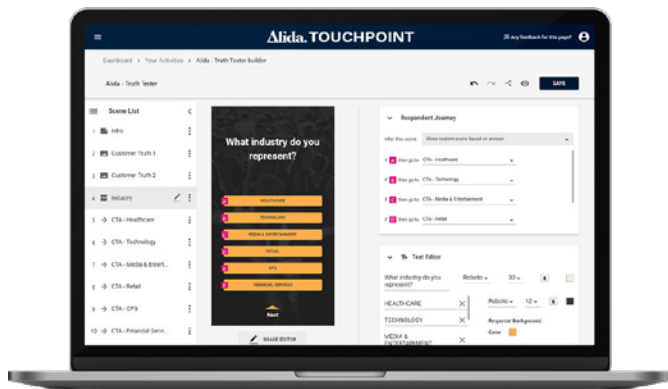
DIGITAL DEPLOYMENT

Post on social platforms and websites for easy 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

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

THE ALIDA TOUCHPOINT DIFFERENCE

ENGAGE CUSTOMERS AND BROAD AUDIENCES ON THEIR TURF

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.

DELIVER SMART EXPERIENCES

Create experiences that feel personalized by asking the right questions to the right audiences at the right time based on contextual targeting and conditional logic. Brands can boost feedback quality and deliver unique experiences to every audience segment at the same time.

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.

GLEAN INSIGHTS IN REAL TIME WITH A BUILT-IN DASHBOARD

Easily monitor up-to-the-minute data and metrics in the activity dashboard as audiences provide feedback to carefully designed questions. Generate insights based on intuitive activity response breakdown and results over time to inform key business decisions.