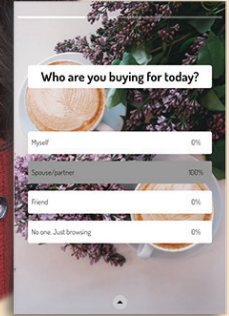
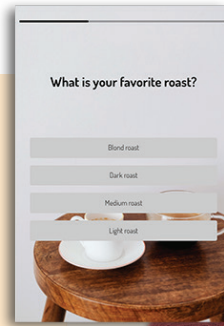


Alida.

Touchpoint

Collect actionable feedback across digital customer journeys in real-time



Each visit by a customer or prospect to your digital channel is an opportunity to start a dialog. With Touchpoint by Alida, never let a captive audience go to waste by missing the chance to thoughtfully engage and learn more about them. Deliver meaningful and personalized experiences to engage in real-time, capture customer insights, and put those insights to action.

Contextual Feedback Collection

Condition-based targeting and feedback collection

- Personalize engagement by targeting specific segments based on user attributes such as tiers, demographics, purchase history and more.
- Use question branching to personalize activity flow depending on the needs of the target segment.
- Gain quick insights on preference data, augment persona data, customer satisfaction, product satisfaction and more.

Customizable Calls-To-Action

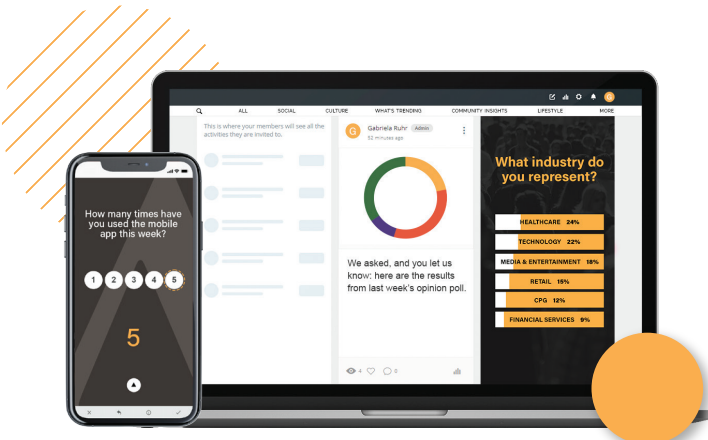
Drive specific Calls-To-Action for targeted segments

- Go beyond feedback by leveraging Calls to action (CTAs) that drive strategic actions such as signing up for a promotion, driving to a purchase page, redirecting to a new website, and more.
- Ask pre-qualifying questions before presenting a CTA to audiences to hone in on your target customer.

Flexible Digital Deployment

Accelerate time-to-value through low-code deployment on all digital channels

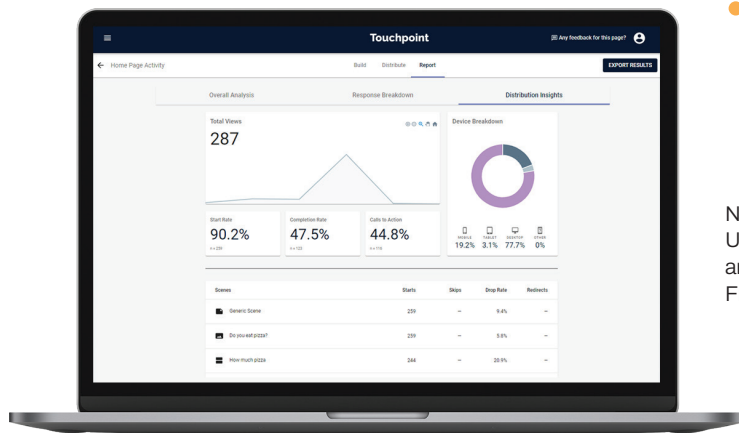
- Seamlessly integrate Touchpoint with your website and app using minimal development effort.
- Deploy Touchpoint activities in your website or app with a click of a button and zero reliance on IT teams.



Broad Audience Reach

Engage with customers on their turf

- Embed Touchpoint activities on your app, social media, or websites, and broaden the reach to your entire digital audience.
- Understand the most effective methods to engage with your audience by deploying multiple activities on various digital channels.



Dashboard & Analytics

Gain end-to-end visibility into key performance metrics

- Track key metrics such as views, starts, completes, redirects, emails collected, and NPS® scores for real-time visibility into critical customer insights and trends.
- Monitor customer engagement metrics over time and across digital channels to inform your engagement strategy.
- Integrate with your existing tech stack ranging from analytics, CRM, and BI tools through enterprise-grade APIs.

Net Promoter, NPS, and the NPS-related emoticons are registered U.S. trademarks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., NICE Systems, Inc. and Fred Reichheld.

The Touchpoint Difference

Seamless Engagement

Touchpoint provides you with a new and powerful way to collect information from customers and broader audiences through a visually compelling experience. By reaching visitors in the digital environments they prefer, brands can extend their reach and increase engagement

Deliver personalized experiences

Provide tailored, conversational experiences on your website and/or app screen based on targeting criteria and customer attributes. Determine when and where on the page or app screen the activity deploys to ensure it is always launched with visitor context.

Achieve cross-functional goals with just one product

Leverage analytics to track customer engagement, uncover customer sentiment, and identify strengths of distribution channels to guide strategic business decisions. Whether you plan to use customer insights to inform user journeys, product development, marketing, or research, Touchpoint offers the flexibility to meet your strategic needs.

Accelerate time-to-insight

With Touchpoint, you can create, customize and deploy activities with little or no reliance on your technical teams. Integrate multiple websites and/or apps and collect millions of responses with minimal impact to your website or app performance.