

# Put your best customers to work



The world's best mobile discovery platform



# **Andrew Reid, CEO Rival Technologies**

- Founder of Vision Critical (now Alida) \$180M Rev, 850 Employees, 17 global offices (2000 - 2015)
- American Marketing Award Winner
- Top 40 Under 40 Canada
- BC Business Top 40 Under 40
- BC Tech Board Member
- Top 500 Influential leaders in British Columbia



# WE EXIST TO ACTIVATE YOUR BEST CUSTOMERS



Scan the QR code:




**RIVAL**

# WHO ARE YOUR BEST CUSTOMERS?

Forrester calls them **Devotees**:

- Spend more money with their favored brands.
- Keep their business with these brands.
- Forgive these brands.
- Pay a premium price for these brands.
- Go out of their way to work with these brands.





**First-party data is the  
new oil, the secret sauce,  
the gold dust.**

Adweek.



# CUSTOMERS ARE RECLAIMING THEIR DATA



70%

of brands said they are concerned that consumers won't consent to disclose their data for marketing.

Forrester Consulting



60%

of consumers on mobile are opting out of sharing their data.

Gartner.



# **BRANDS NO LONGER HAVE UNRESTRICTED ACCESS TO CUSTOMER DATA**

**IF YOU CAN'T TRACK, YOU HAVE TO ASK.**

**First-party data collection is the only future-proof alternative  
that enterprises have at their disposal to collect insights on  
customers.**



# REVOLUTIONIZING THE WAY BRANDS COLLECT FIRST-PARTY DATA



Permission Based: double opt in.



Mobile-First and device agnostic. Any device anywhere.



Hyper personalized engagements build trust



Integrates with any CRM or CDP or marketing automation



Media Rich: Video, audio, images, gifs.



Easy and accessible: No coding. Drag, drop and type

# THE MOST INFLUENTIAL COMPANIES OF OUR TIME USE RIVAL



WARNER BROS.



# Paramount

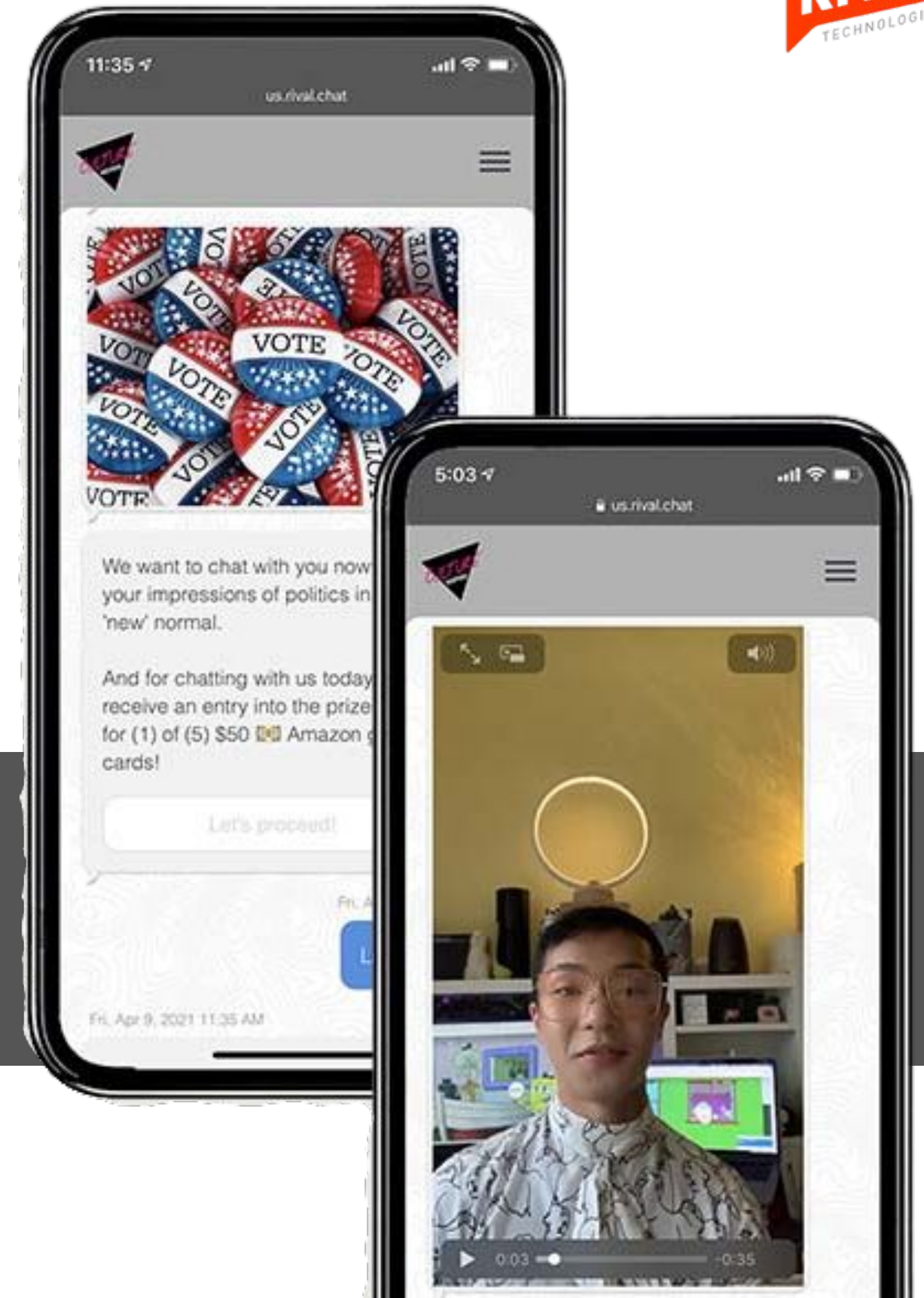


Viacom Velocity uses Rival to engage with a community of Gen Z's and young Millennials to continuously stay ahead of the trends in society and pop culture that matter to this demographic.

**Gained deeper insights on polarized topics**

**Connected with hard-to-reach age groups**

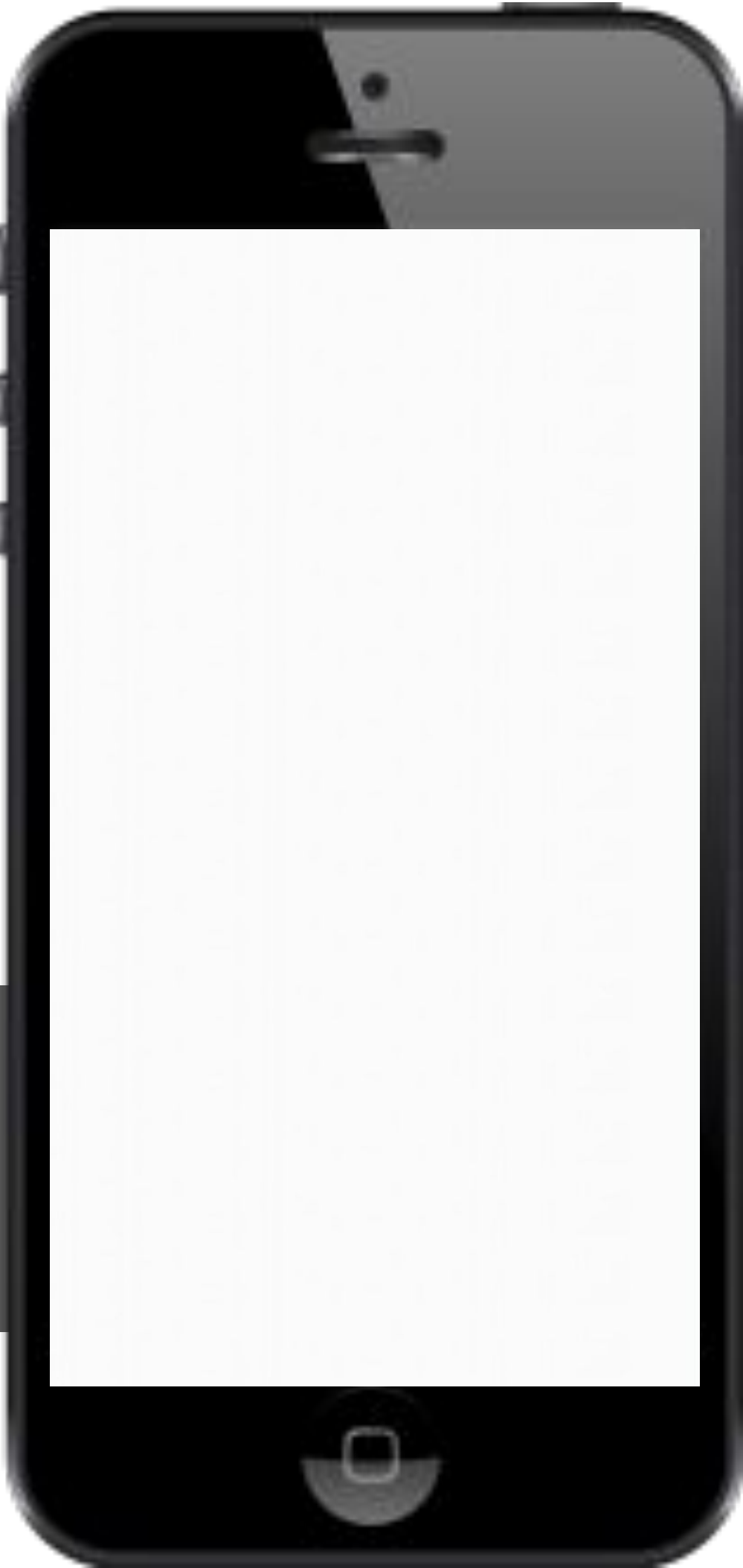
**Activated 1500+ viewers via social media**



# REVOLT

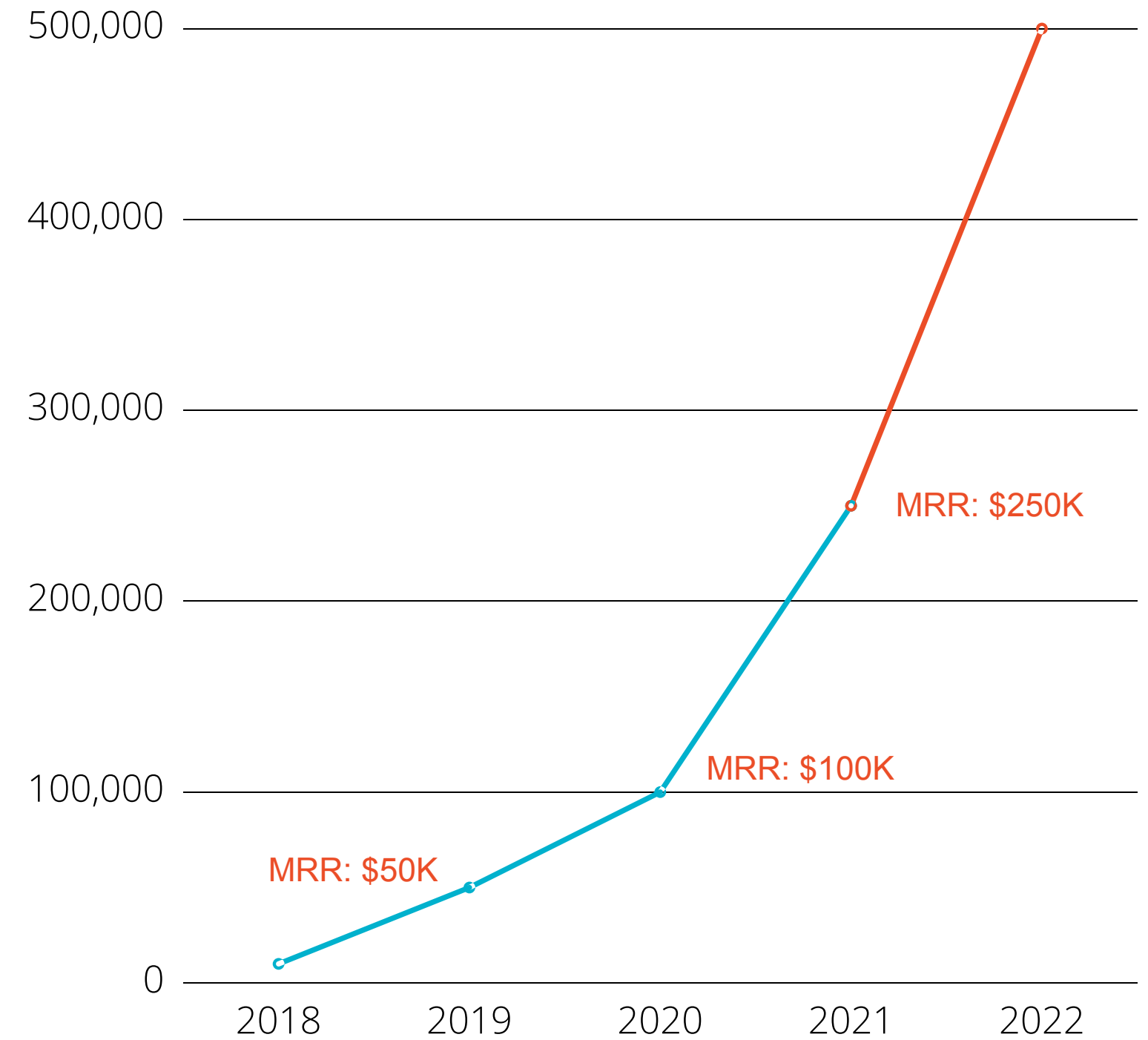
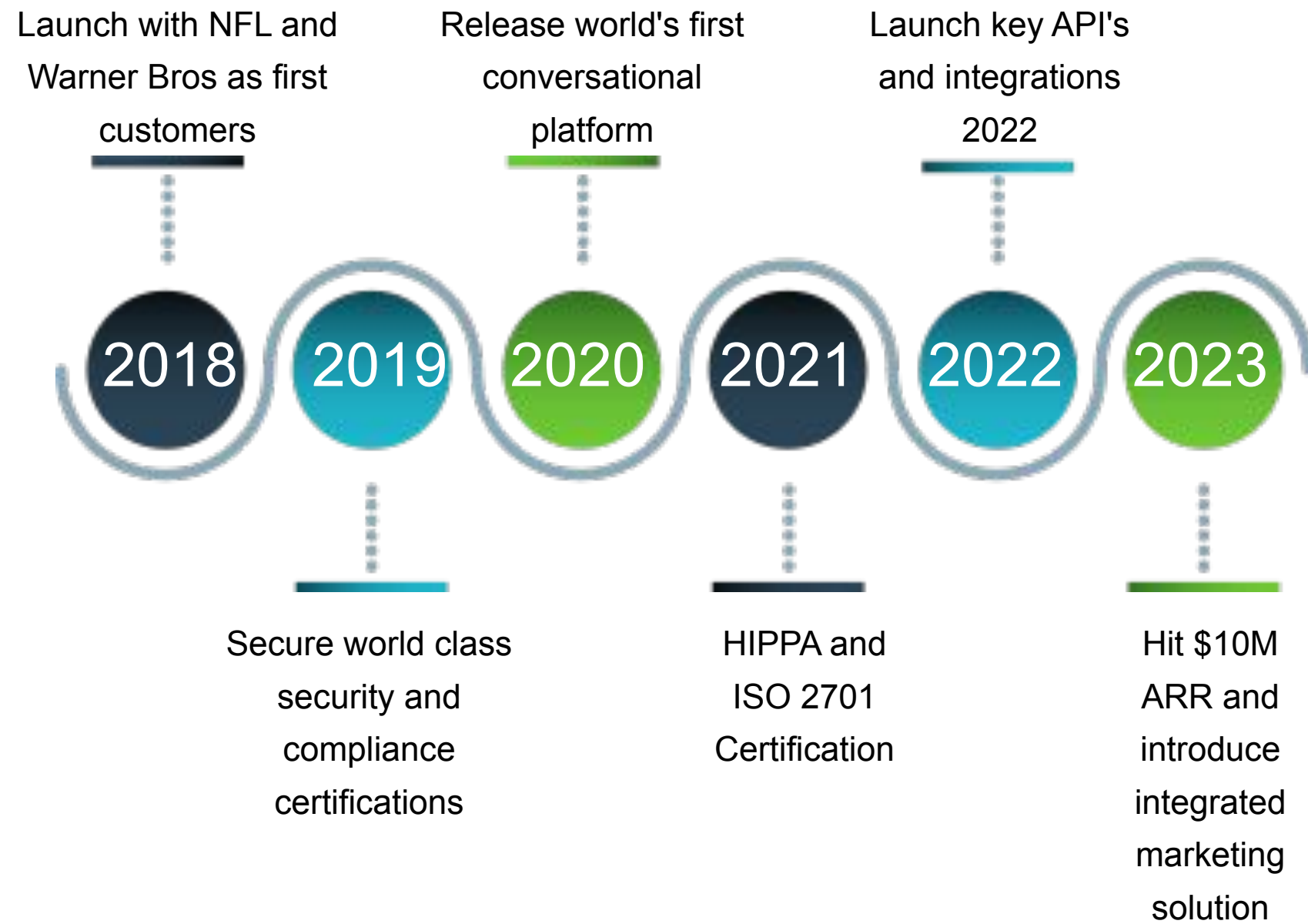
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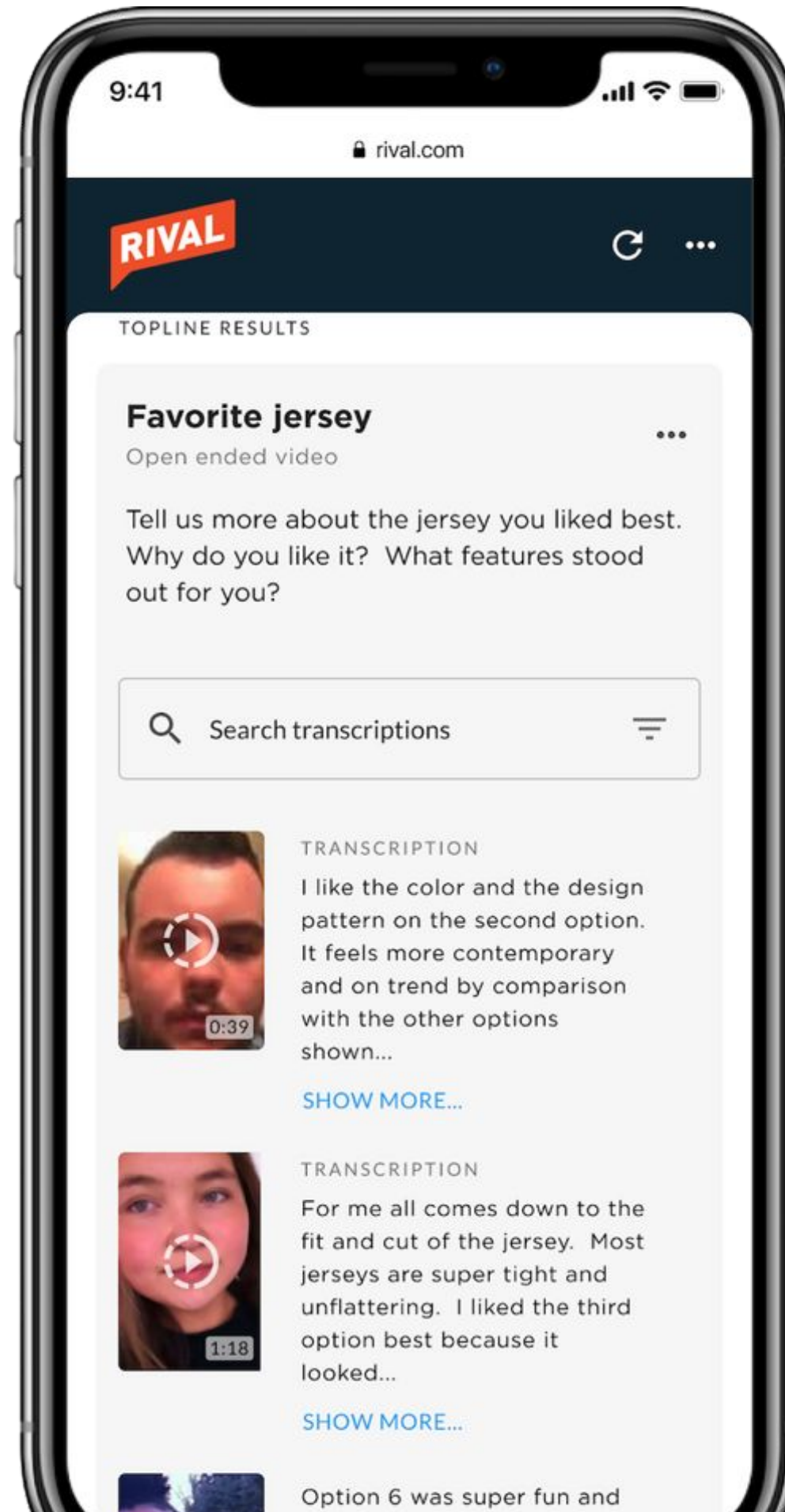
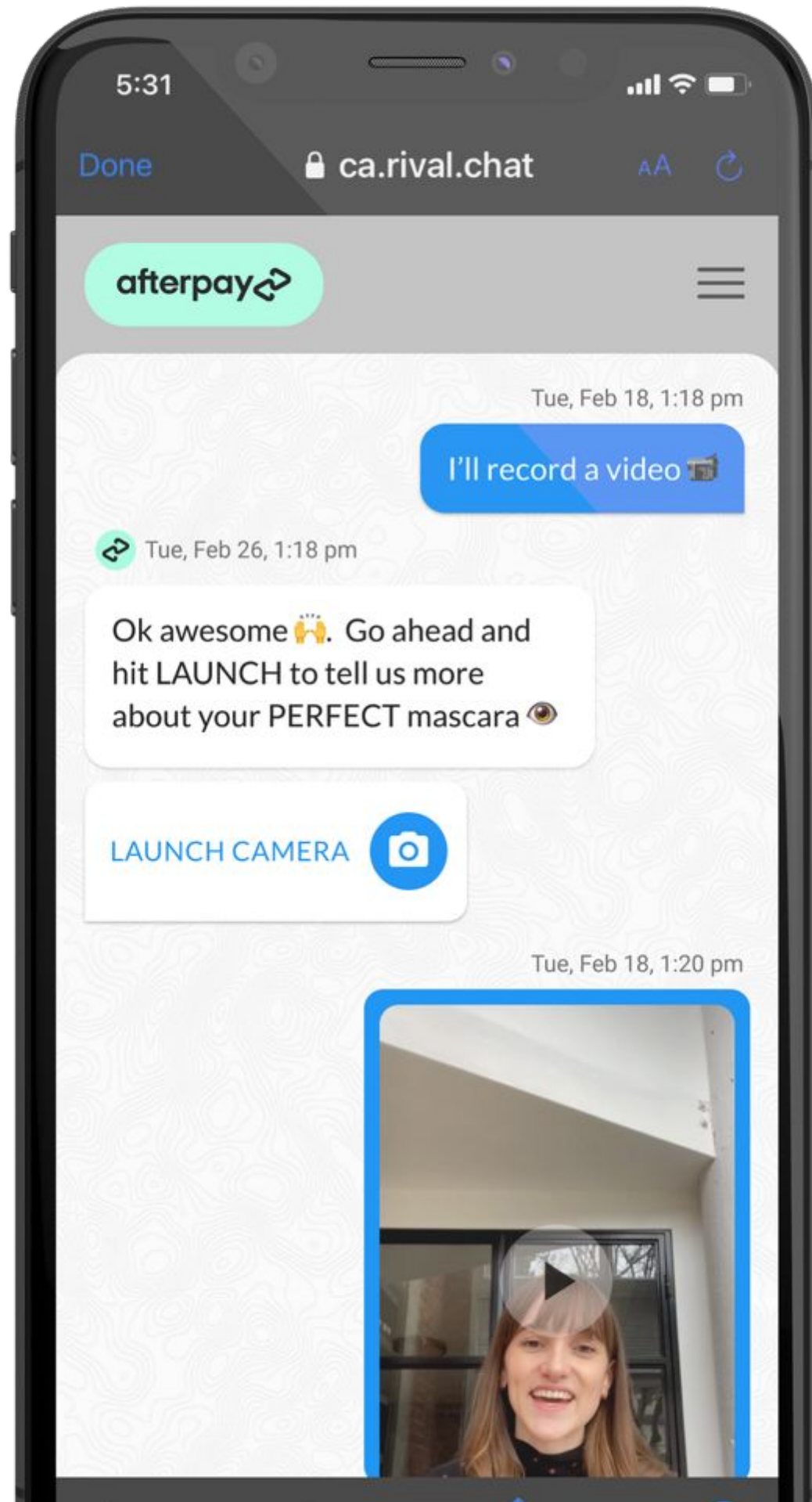
REVOLT uses Rival to engage attendees in the REVOLT Summit in Atlanta. The purpose was to activate attendees, develop user generated content and understand attendee experience in-the-moment and get insights that will inform future REVOLT Summit events.



<b>70%</b> engagement rates	<b>500 Customers</b> activated in minutes	<b>500 photos</b> and selfie videos submitted	<b>Boosted ROI</b> for key corporate sponsors
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# KEY MILESTONES AND GROWTH





**ENTER** 

**The world's best mobile discovery platform**

**In a world of lazy and clunky mobile interfaces adapted from email surveys, Rival Technologies has built the first and only mobile-first customer discovery platform.**

- Mimics texting with a friend or family member.
- Intuitively integrates with today's most-used social media apps like Instagram, Twitter, and TikTok.
- Collects customer insight in 1/10 of the time, and for 50% of the cost of traditional methods.

# OUR PEERS

Medallia  
**\$5.5B**

 qualtrics.  
**\$16.0B**

momentive™   
**\$2.1B**

Cint  
**\$2.23B**

 SurveyMonkey®

**REACH OUT FOR MORE INFORMATION:**

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