

# Touchpoint

*Connect and engage with customers and broad audiences*

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Touchpoint is a cloud-based application that enables brands to create quick and engaging interactions with their customers to collect feedback or other preference data, drive calls-to-action (CTA), and engage. With Touchpoint, brands can connect with these individuals to easily collect feedback through social media channels and web sites where they spend their time. Touchpoint helps brands extend their reach as a stand-alone application or augment the deep insights already collected through a digital insight community.

## 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

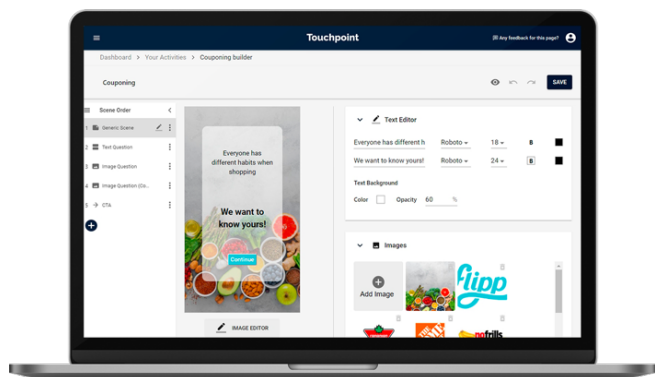
### Elicit specific calls-to-action for targeted segments

- 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 Touchpoint activity to meet cross-departmental objective

## 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 Touchpoint Difference

## Reach existing customers and broader audiences

Unlike many traditional methods of customer engagement, 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 Touchpoint to augment existing customer data and insights. Data collected through Touchpoint can be exported to inform and enhance existing customer insights such as those developed through Sparq insight communities.

## Create and administer activities using existing skills and resources

Designed for lightweight and intuitive administration, 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.