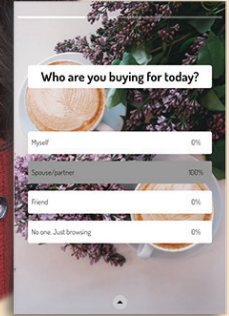
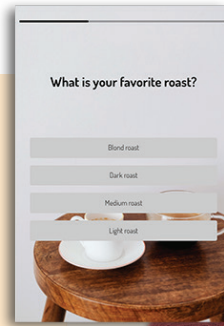


Alida.

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

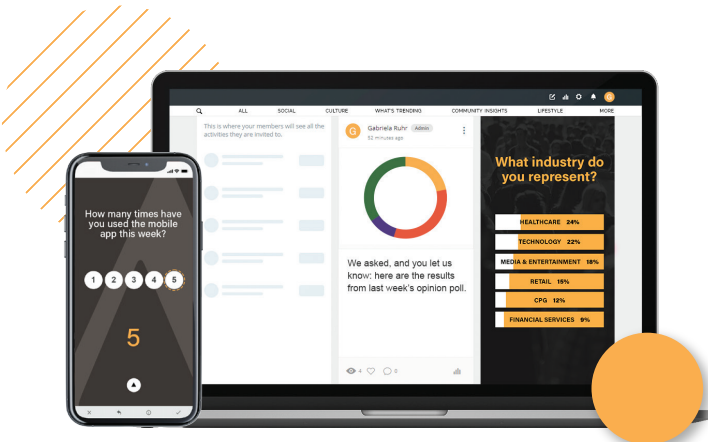
Drive specific Calls-To-Action for targeted segments

- 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

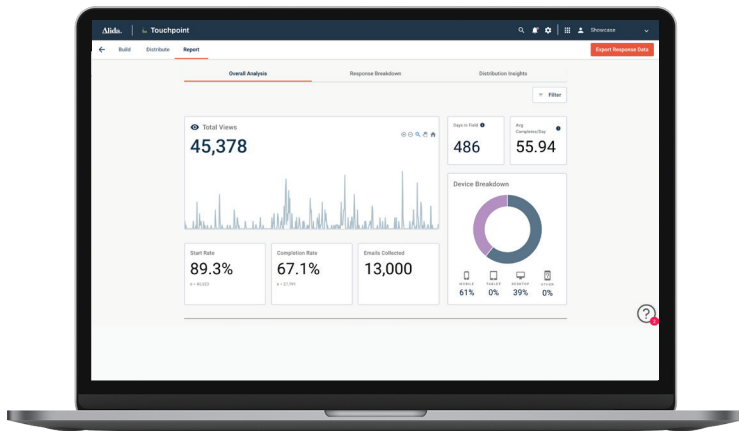
- Seamlessly integrate Touchpoint with your website and app using minimal development effort.
- Deploy Touchpoint activities in your website or app with a click of a button and zero reliance on IT teams.



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.



Drive Personalization

Value at every point on the customer journey

- Target customers based on their demographics and behavior to capture quick hits of zero-party data.
- Build a contextual view of customer demographics, psychographics, and behavioral information to generate a progressive profile of customers across multiple sessions.
- Activate this data across your tech stack to deliver personalized offers and experiences, increasing customer satisfaction and loyalty.

The Touchpoint Difference

Drive marketing personalization and customer loyalty programs

Improve your understanding of customers by leveraging Touchpoint to capture zero-party data to create a complete view of your customer. Capture actionable data across multiple sessions and build progressive customer profiles for personalizing offers and experiences.

Real-time insights for enhanced user engagement.

Gain real-time user insights by personalizing website or app engagement. Prioritize data-driven improvements to optimize UX, usability, and conversion metrics by capturing feedback on Customer Effort Score, goal completion, post-purchase behavior and more. Track these metrics over time to measure feedback-driven improvements.

Drive conversions

Touchpoint's context-rich targeting and personalization capabilities can guide customers towards a desired action, whether it's signing up for a newsletter, making a purchase, or completing another important conversion goal. By delivering tailored experiences based on customer criteria and attributes, organizations can improve engagement and drive conversions that align with their business objectives.

Keep a pulse on satisfaction and advocacy

Keep a consistent measure of customer satisfaction by deploying Touchpoint across all digital channels and meeting your customers wherever they are. Track changes over time and map it to other metrics such as customer retention and CLV for a holistic view of the performance of your business.