

# Get more out of your insight community

Community 2.0 takes the hassles out of traditional panels and communities.



## What's Community 2.0?

It's insight communities re-imagined for a world that spends most of their day buried in their mobile phones. Designed with chat-based technology, Community 2.0 doesn't just survey people—it creates fun, meaningful conversations with them.

### Respondent-first approach

We create engaging in-the-moment conversations at scale that resonate with members of your community—all through their mobile phones. Think of it as a survey that feels a lot like texting, not testing.

### Agility, flexibility, and scale

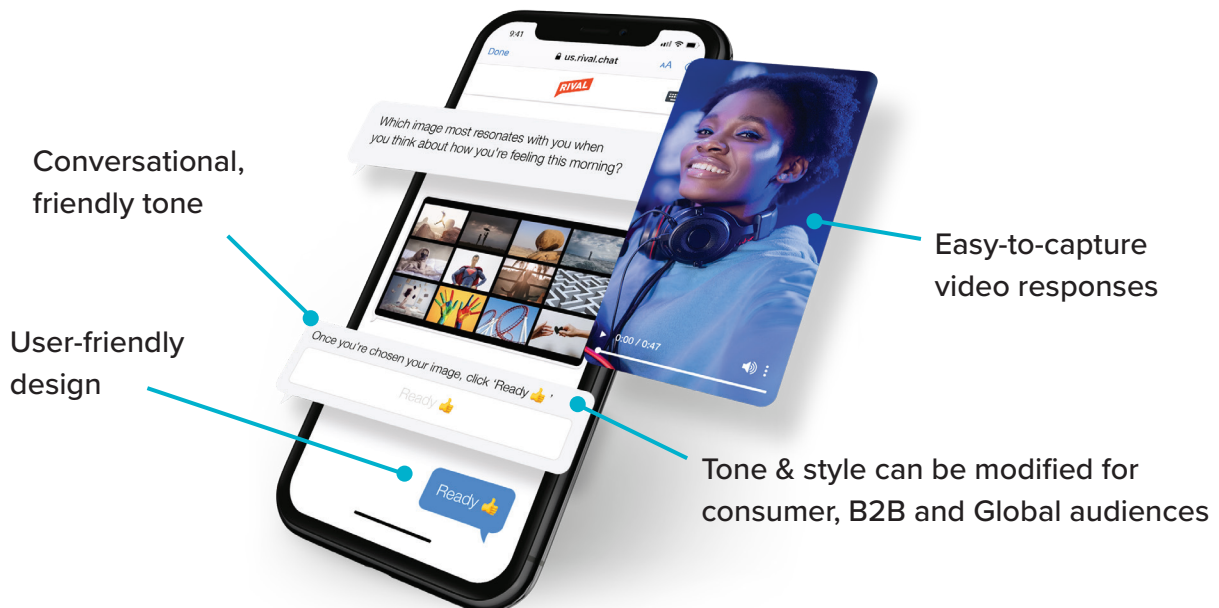
Zero in on the people you want through event-based triggers & dynamic profiles that progressively update the more you get to know them. Say hello to a steady stream of quant, qual & video-based feedback.

### Full service support from industry experts

From recruitment to activity design & analysis, our industry-specific research teams are experts in developing ongoing, iterative learning sprints that help you to get the most out of your insight community.

### Storytelling & Activation

From real-time results to curated mobile reports and video showreels, our award-winning deliverables help humanize your insights and activate results throughout the enterprise.



## How Community 2.0 maximizes your impact

Our mix of mobile-first technology, conversational research design and integrated services means you can say goodbye to the hassles of traditional communities and panels. And hello to better outcomes.

The old way	The new way with Community 2.0
✗ No-fun, uninspiring surveys that feel like a test	⊕ Innovative mobile chat-based conversational exercises that blend quant, qual & video in one research touchpoint
✗ Minimal support in recruitment	⊕ Ongoing support using innovative techniques to make the process easy and budget-friendly
✗ Barely any support programming your surveys	⊕ Full service research design from industry experts in CPG, Retail, Tech, Media, Health & Financial Services
✗ Expensive and complicated incentive programs	⊕ An incentive program that makes sense for your budget, research needs and community members
✗ Limited field management	⊕ Managing your studies once they're in field and making sure everything is going well
✗ Hand-off data clean up	⊕ White-glove data analysis & reporting, including curated mobile deliverables & video showreels that activate insights with your stakeholders
✗ Annual panel reviews	⊕ Quarterly Business Reviews, with clear recommendations on maintaining the health of your community
✗ Working with a junior account manager that have limited experience in market research or community management	⊕ A multi-disciplinary team with an average of 10 years of experience in research and communities
✗ A customer success manager that has 30+ accounts	⊕ Dedicated research teams with deep experience in community management

## What's in it for you?

It's simple. We'll make your life easier. For one price, create immersive mobile chat-based research experiences people will actually respond to. Capture fast, in-the-moment feedback that drives deeper, richer insights and better business outcomes.

**Drop us a line.**

Get in touch with your Reach3 insight community expert or visit [reach3insights.com](https://reach3insights.com) to find out how Community 2.0 can help you.