

FAN INTELLIGENCE NETWORK

A mobile-first fan engagement solution that delivers agile, actionable insights

Rival Technologies allows you to create a network or community of fans you can continuously engage for insights.

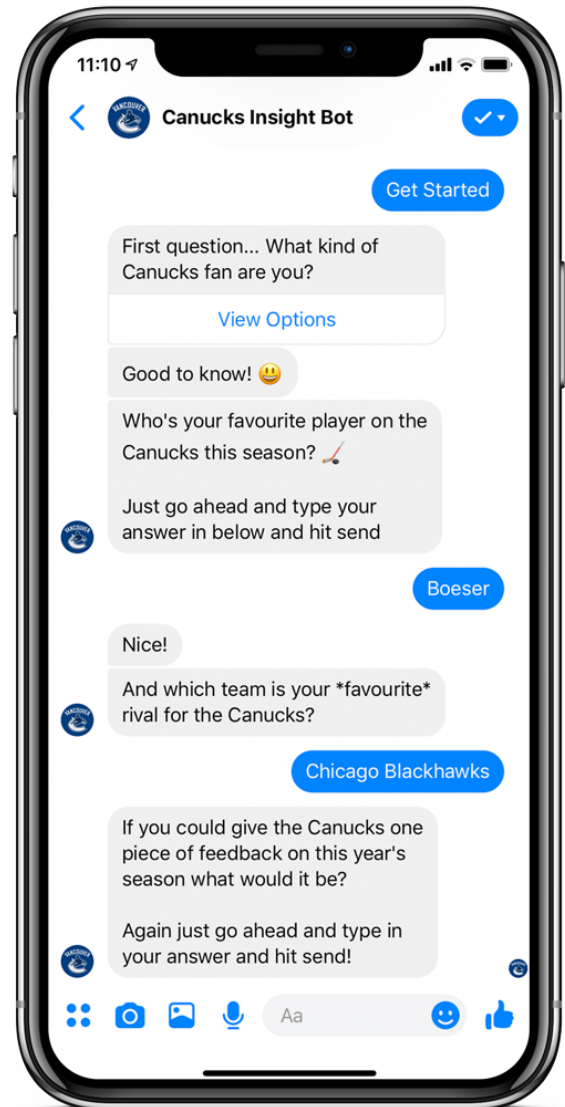
Rather than sending pre-game or post-game surveys via emails, you send chats—conversational surveys that can be deployed live during games through SMS, social media and popular messaging apps.

In the moment: Get real-time 🕒 feedback from your fans and reduce the need for recall methods.

Agile: Get ¹⁰⁰ hundreds of high-quality responses in a matter of minutes, not hours, days or weeks. You'll get the full report the very next day after a game.

Engaging: Use emojis 😍, GIFs and videos to create an experience similar to your conversations with friends.

Multi-media: Invite your fans to upload videos and photos 📸 of their responses—content that gives color and context to your data.



Sports brands and fans love chats

78%

Average chat response rates

5,000+

Canucks fans recruited exclusively via social media

63%

Of people found chats more enjoyable than traditional surveys

20%

Of NFL's fan network submitted a selfie video

Take advantage of our limited-time pilot offer for sports organizations.
Dan Fergusson, Vice President Sales | dan@rivaltech.com | rivaltech.com



Start engaging with thousands of your fans

Our proven three-step process gets your network up and running as quickly as possible and delivers actionable insights with very limited effort from your team.

Step 1: Recruit

Rival creates a fun, engaging chat posted on social media, your own apps and other channels. At the end of the chat, fans will be invited to subscribe and join your network.

Step 2: Chat

Our in-house experts create chats that address your research needs. With just a few clicks, you can send templated chats created for common topics, including in-stadium fan experience, sponsorship recall, and food and beverage.

Step 3: Analyze

We'll provide a dashboard with your data, as well as all media files collected from your chats.

Delivering incredible value to teams like yours

"Our fans love the chats they get from Rival. They are fun, short and very timely. Most importantly, the chats capture and reflect the Canucks brand personality in an authentic and effective way. The output from the chats provides us with actionable insights to improve fan experience at Rogers Arena."

- Brad Pennefather,
Vice President, Membership and Business Intelligence



See 👁️👁️ what the buzz is all about

Visit the one of the pages below for a sample chat for **sponsorship recall**. We can also share with you sample chats for **in-game entertainment**, **theme night**, and **food and beverage**.

Web browser:

<http://bit.ly/dragon-web>

Facebook Messenger:

<http://bit.ly/dragon-messenger>

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