

3radical PRODUCT STREAMS

What is a Product Stream?

A product stream is a set of capabilities built in a templated manner that are focused on key parts of consumer journeys and business challenges. Product streams are built with privacy by design and provide the ideal set of experiences to earn consent, customer data, and repeat engagement. Each product stream can operate independently or, for truly transformative programs that create naturally compounding growth and consumer engagement, combine some or all to fit your needs.

Product Stream Overview:

Experiences powered by 3radical are created with any combination of our highly targeted product streams. Each one aimed at developing and maximizing key business outcomes that position brands for long-term, defensible, and scalable success.

Regardless of where you start or how you build, every consumer experience is real-time, fully adaptable, and maintains persistency over time. Engineered for consumer privacy by design, each stream provides the foundation for creating trust and transparency, builds upon consumer consent as a core tenant, and supports consumer choice with cutting edge engagement science so that Earned Data is shared and leveraged for the mutual benefit of both brand and consumer.



3radical Consent Stream™

Purpose:

Capture and orchestrate marketing subscriptions, accounts, and registration

Description:

In a privacy-first world, consent means so much more than accepting cookies or email sign-up. 3radical Consent Stream™ realizes this and is built to capture and maximize consumer consent across a wide variety of topics. 3radical Consent Stream™ leverages our proprietary engagement science to intelligently and seamlessly present mechanisms that drive consent for email, SMS, remarketing, social media, cookies, terms and conditions, and many more critical elements to establishing trust and transparency with consumers.

3radical Consent Stream™ can be rapidly deployed to align all consent opportunities into a unified, adaptable, and transparent experience that sits atop existing marketing technology. By maximizing consumer consent, 3radical Consent Stream™ allows brands to increase the channels and programs they can communicate with customers, reduce compliance risk, and enhance customer acquisition efforts by ensuring the initial introduction to a new prospect sets the stage for trust and transparency

Key Benefits:

- Email Opt-in
- SMS Opt-in
- Mobile App Download
- Account Registration
- Account Login
- GDPR Compliance
- CCPA Compliance
- Communication Preferences
- Cookie Acceptance
- Terms & Conditions Acceptance
- Privacy Options Management



3radical Onboarding Stream™

Purpose:

Coach, train and help consumers discover your products and services

Description:

The world is complex. Helping consumers navigate the products and services you have to offer is a critical factor in developing lasting relationships and maximizing business value. 3radical Onboarding Stream™ helps effectively chaperone your customers and prospects through your brand in a way that puts them in control, yet maximizes discovery and understanding of what your brand has to offer, and how best to engage with it.

3radical Onboarding Stream™ helps audiences navigate complex content like healthcare or financial records, discover complimentary products to add to their shopping basket, sets-up relationships for success by proactively introducing customer service options, location information, or order processing options, and provides least-cost communication methods to reduce service costs. 3radical Onboarding Stream™ reduces abandonment, maximizes interaction value, and ensures a seamless transition from first-time customers to long-term relationships.

Key Benefits:

- Cross Sell and Upsell
- Content Discovery
- Tutorials
- Virtual Classes
- Story Completion
- Initial Preferences
- Digital Concierge
- Service Expectations



3radical Preference Stream™

Purpose:

Capture, manage, and update consumer preferences across all aspects of your business

Description:

Preferences are not static and your preference center shouldn't be either. Preferences change constantly as context, needs, and wants evolve. 3radical Preference Stream™ modernizes the staid preference center and turns it into a fully dynamic, proactive center of engagement and communication with your consumer.

3radical Preference Stream™ is less a preference center and more a seamlessly integrated and intelligently deployed interaction capability to ask for and record preferences from marketing opt-in's to preferred languages, service agents, locations, greetings, or anything else that is a critical component of the relationship you have with your consumers. 3radical Preference Stream™ ensures you are always up to date with what your consumers need from you in the moment. The result is rich, actionable data for marketing, personalization, compliance efforts like right to forget, print cost reduction, and more.

Key Benefits:

- Dynamic Preference Center
- Surveys
- Feedback
- Reminder & Alert
- Store, Display, and Update Any Number of Preference Options



3radical Retention Stream™

Purpose:

Connect, engage, and build longer term relationships with your consumer base

Description:

Keeping engagement high for extended time periods is tough. Yet it is the key to maximizing lifetime value, and that's exactly what 3radical Retention Stream™ does so well. By turning marketing, promotional, and ongoing service programs from monologues into dialogues, response rates increase, as do transaction frequency and the overall percentage of your customer base that remain active with you.

3radical Retention Stream™ provides a series of capabilities to create enhanced engagement with marketing campaigns by creating fun, educational, interesting and interactive based on the Earned Data developed with your consumer. Further, it introduces programs like communities, ambassador programs, friend referral opportunities, and centralized service hubs for always ensuring relevant communications. Marketing programs powered by 3radical Retention Stream™ see significantly higher return on ad spend and drive lifetime value to levels that were previously unachievable.

Key Benefits:

- Interactive Campaigns
- Dynamic Incentives
- Ambassador Programs
- Win-back Offers
- Customer Services Engagements



3radical Research Stream™

Purpose:

Modern qualitative and quantitative feedback and insights

Description:

The need for effective and actionable consumer research has never been higher. Yet traditional approaches to qualitative and quantitative research no longer live up to the needs and expectations of consumers or brands. 3radical Research Stream™ reinvents how consumer research is done and changes the game with the insights it yields.

Rather than relying on linear, static, and repetitive surveys, 3radical Research Stream™ uses the very best of our engagement science strategies to create dynamic data capture opportunities that can be integrated seamlessly over time, during just the right moment of a consumer experience, or brought together to create a dynamic engagement that draws consumers in and gives them control over how they choose to navigate the interaction. By using intelligent incentives, well designed questions tested over billions of interactions, and the Earned Data gathered from other product streams, consumer research becomes dynamic, adaptive, and progressive.

Key Benefits:

- Surveys
- Questionnaire
- Forms
- Qualitative and Quantitative





3radical Gaming Stream™

Purpose:

Incentivize behaviors through play, competition, entertainment, and recognition

Description:

Everyone loves to play games. Whether it's to win something, earn something, or to feel like you have bested others at something, games are inherently motivators in many situations. 3radical Gaming Stream™ is the proven market leader at providing online games that create differentiating data and engagement for brands. With over 8 billion records generated to date, our expertise at the art and science of motivating consumers to engage is unrivaled.

3radical Gaming Stream™ includes a wide variety of instant win and repeat engagement games, as well as dynamic leaderboards, achievement walls, progress trackers and many, many other compelling experiences. These award-winning games can be deployed independently to create contests, sweepstakes, or other incentives for consumer response; or they can be combined into dedicated gaming zones to drive business results, or as critical elements within broader customer engagement strategies to further enhance the capabilities of other product streams.

Key Benefits:

- Daily Free Games
- Competitions
- Sweepstakes
- Badging
- Leaderboards
- Brackets
- Quiz
- Virtual Board Games



3radical Employee Engagement Stream™

Purpose:

Employee onboarding, training, and engagement

Description:

Employees are the lifeblood of any company. Ensuring they are heard, feel part of something meaningful, and are fully prepared and trained to address the needs of the business and consumers alike is foundational to success. 3radical Employee Engagement Stream™ is used by large and small institutions the world over to better engage and train critical teams. From financial compliance training to university recruitment drives, gamified digital conferences, and front-line staff product training, the very best of our capabilities are brought together to create employee experiences that set you apart from your competitors and ensure you attract, retain, and prepare your most valuable asset for success.

Key Benefits:

- Interactive Campaigns
- Dynamic Incentives
- Ambassador Programs
- Win-back Offers
- Customer Services Engagements