

3radical's MECHANICS

3radical's Experiences

Experiences powered by 3radical are created with any combination of our highly targeted mechanics. Each one is 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 experience 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

What is a Mechanic?

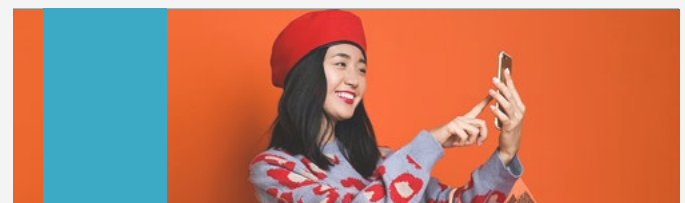
A mechanic is a set of tactics built in a templated manner focusing on key parts of consumer journeys that foster desired business outcomes. Mechanics are built with privacy by design and provide the ideal set of experiences to earn consent, customer data, and repeat engagement. Each mechanic can operate independently or, for truly transformative programs that create naturally compounding growth and consumer engagement, combined to fit your needs.



3radical Consent™

In a privacy-first world, consent means so much more than accepting cookies or email sign-up. 3radical Consent™ realizes this and is built to capture and maximize consumer consent across a wide variety of topics. 3radical Consent™ 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™ 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™ 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.



3radical Onboarding™

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

3radical Onboarding™ 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™ reduces abandonment, maximizes interaction value, and ensures a seamless transition from first-time customers to long-term relationships.



3radical Preference™

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

3radical Preference™ 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 a brand's relationship with its consumers. 3radical Preference™ ensures brands are always up to date with what their consumers need, in the moment. The result is rich, actionable data for marketing, personalization, compliance efforts like right to forget, print cost reduction, and more.



3radical Retention™

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™ 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 an organization's customer base that remain active.

3radical Retention™ creates enhanced engagement with marketing campaigns by providing fun, educational, interesting interaction based on the [Earned Data](#) garnered from audiences. Further, it introduces communities, ambassador programs, friend referral opportunities, and centralized service hubs for always ensuring relevant communications. 3radical Retention™ offered brands a significantly higher return on ad spend and drives lifetime value to levels that were previously unachievable.

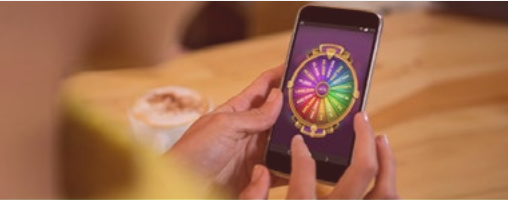


3radical Research™

The need for effective and actionable consumer research has never been higher. Yet traditional approaches to qualitative and quantitative research may no longer live up to the needs and expectations of consumers or brands. 3radical Research™ 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™ 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, consumer research becomes dynamic, adaptive, and progressive.





3radical Gaming™

Everyone loves to play games. Whether it's to win something, earn something, or to feel like they have bested others at something, games are inherently motivators in many situations. 3radical Gaming™ 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™ 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 3radical mechanics.



3radical Employee Engagement™

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 customers alike is foundational to success. 3radical Employee Engagement™ 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 organizations apart from their competition and ensure they attract, retain, and prepare their most valuable asset for success.