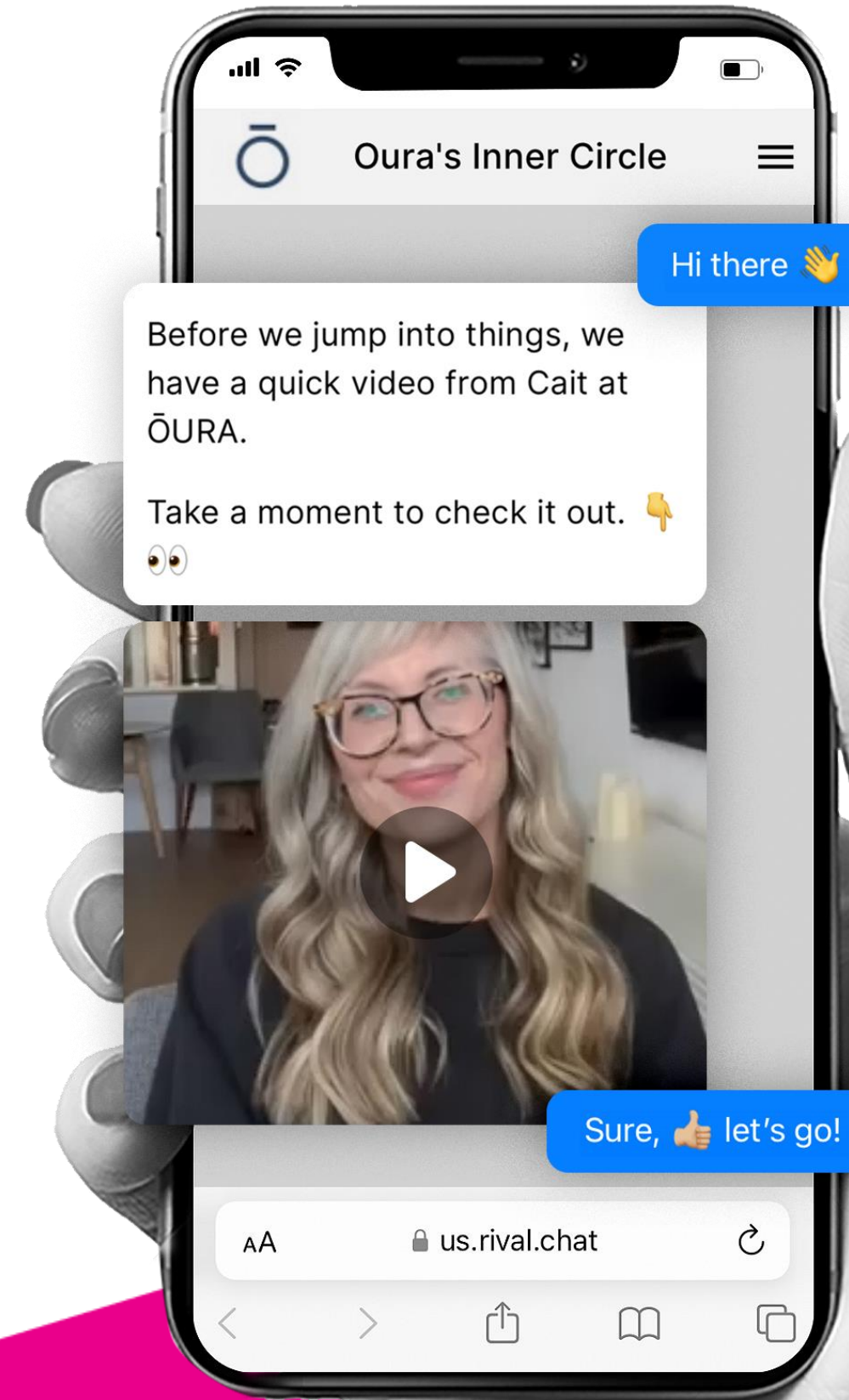


OURA

Reach3 + RIVAL

# How **OURA** uses a mobile-first community to get closer to consumers and drive impact



# Speakers



**Kati LaBeaume** | ŌURA  
DIRECTOR, CONSUMER INSIGHTS &  
BRAND STRATEGY



**Andrew Reid** | Rival Technologies  
CEO AND FOUNDER

# Agenda

- 1 About ŌURA
- 2 Why a Community?
- 3 Oura's Inner Circle
- 4 Use Cases & Examples
- 5 Scaling With People & AI
- 6 Key Lessons & Takeaways
- 7 AI Collaboration



# OURA

## The Revolutionary Smart Ring

Oura Ring translates your body's most meaningful messages—sleep, activity, stress, and heart health—to transform how you feel every day.

**25**  
million

Rings sold worldwide

**10+**  
years

Research & development



OURA



# Why a community?





# Why a Community?

Driving faster and deeper insights while building ongoing member relationships

## PARTICIPANT-FIRST

Driving faster and deeper insights while building ongoing member relationships.

## CONVERSATIONAL

Simulate how we communicate with each other in the digital world.

## SOPHISTICATED RESEARCH

Quant, qual and video in one learning stream. + robust reporting capabilities.

## AI-ENHANCED

Leverage AI to help elevate your role as a researcher.

**GENERATE INSIGHTS**

# of unique participant Id's  
**1894**

**Packaging feedback**

Bad Good

25 to

Now, what is your fav soda brand of ALL TIME?

Family meal preferences

| Total | 1 Child |      | 2-3 Children |      | 3+ Children |      |
|-------|---------|------|--------------|------|-------------|------|
|       | Female  | Male | Female       | Male | Female      | Male |
| A     | 48      | 93   | 14           | 39   | 86          | 82   |
| B     | 11      | 35   | 4            | 15   | 9           | 22   |
|       | 23%     | 38%  | 29%          | 38%  | 10%         | 27%  |
|       | 35      | 51   | 10           | 21   | 79          | 64   |
|       | 73%     | 55%  | 71%          | 54%  | 92%         |      |

Hey! 😊 Oliver really wants to hear from you! Can you take just 5 mins to answer some questions? 🙏 Let's make this survey super engaging!

Ready 🙌

Ready 🙌

**Give it a try**





# Why a community for ŌURA?

To fulfill an unmet desire to bring us closer to our members and enable us to make member-centric decisions faster.

## Solving for the following pain points:

### **RICH INSIGHTS**

Facilitating a two-way relationship with members. Receiving candid feedback from them about topics that are sometimes sensitive and getting deeper insights over time.

### **MEMBER CENTRICITY**

Bringing members to the heart of decision-making; leveraging learning to fuel product, marketing and member experience efforts.

# Top reasons we chose Rival

## MOBILE-FIRST

Meet our members where they are.

## CONVERSATIONAL:

Simulate a text convo that feels more natural and engaging.

## ROBUST:

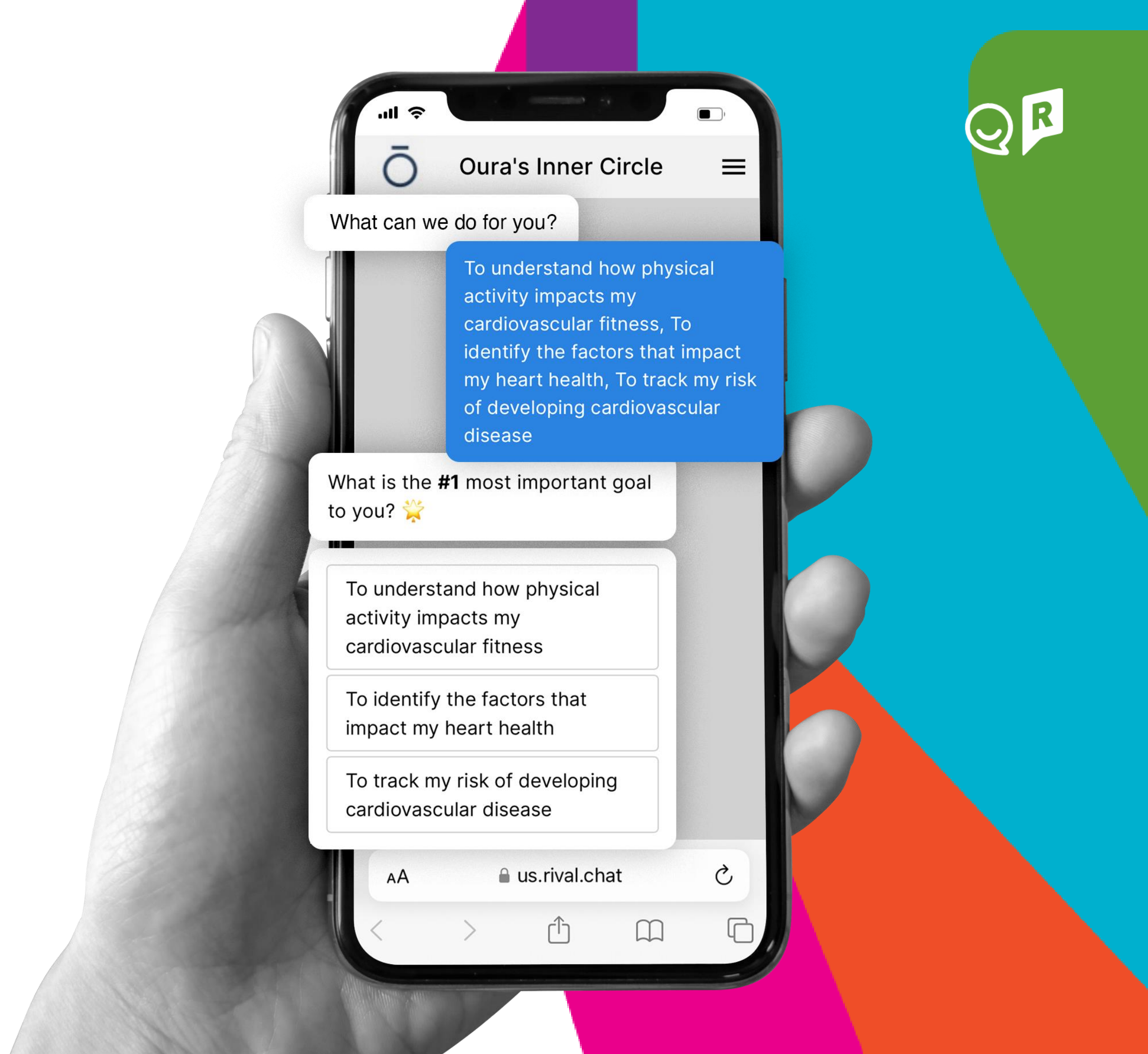
Quant, qual and unlimited video.

## END-TO-END:

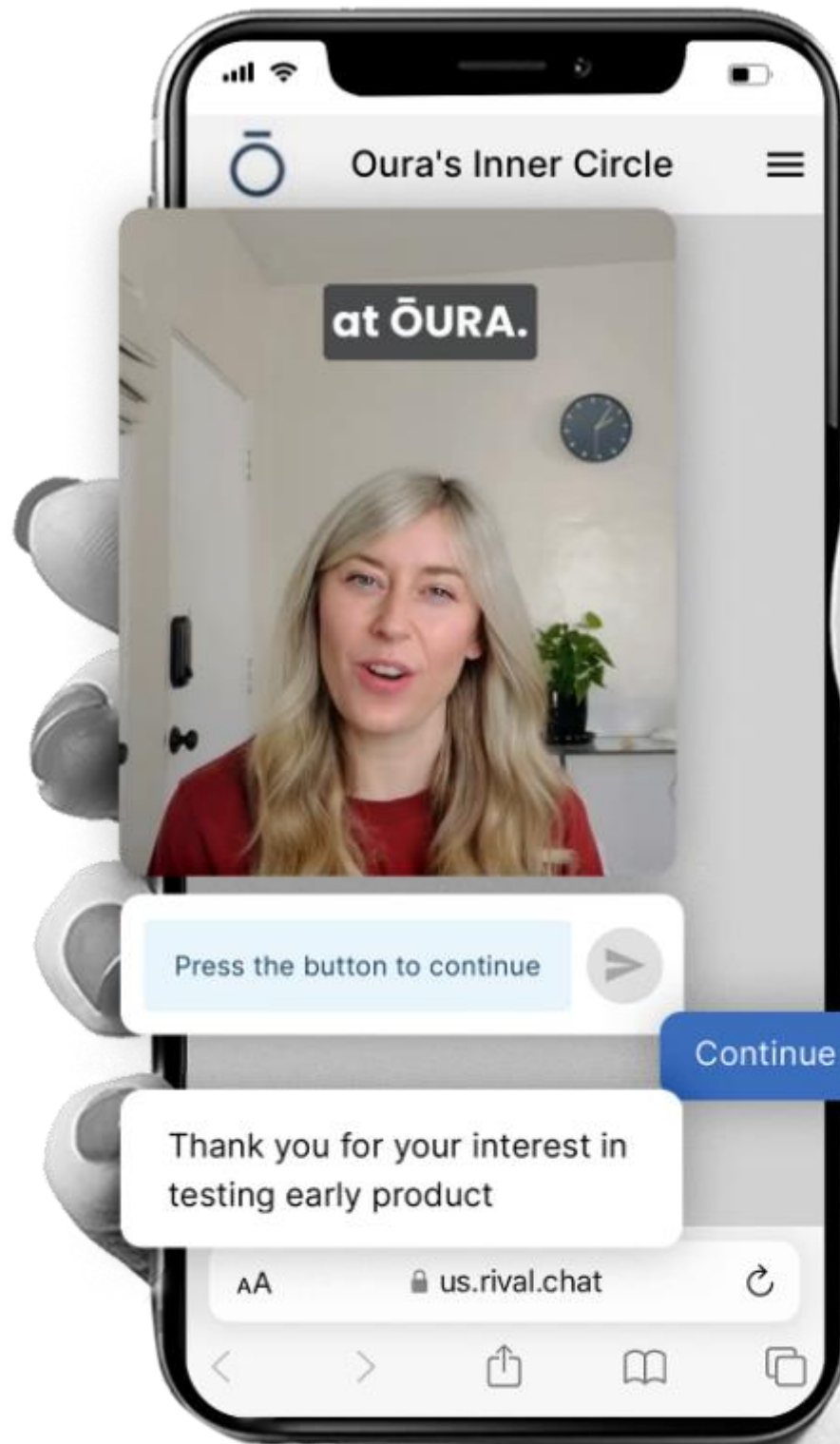
Full community and incentive management.

## NEW VOICES:

Better representation of younger consumers and men.







**2,046**  
members

Supports both strategic, long-range planning and more tactical, near-term initiatives

A key tool in creating empathy for our members and tapping into their passion for our brand

Delivers insights to execs, product innovation, member experience, marketing, and commercial teams

ŌURA



# Use cases and examples



# Business Planning Cycle

## OUR GOALS WERE TO:

Leading into a strategic planning cycle, ŌURA leadership sought member-driven insights on several exploratory topics to guide decision-making.

## HOW OUR COMMUNITY HELPED:

Provided insight into personal experiences with and interest in key topic areas and provided candid feedback on fit with our brand.

## BUSINESS IMPACT:

Provided key strategic input into evaluation of new business opportunities.

Greenlit 3 new discovery areas for the business.

### Pro Tip:

Empower key stakeholders to make data-driven decisions with greater confidence.



# Android Early Feature Testing

## OUR GOALS WERE TO:

Validate the accuracy of a new feature among Android members.

Iterate based on learnings to maximize accuracy.

## OUR COMMUNITY MEMBERS:

Opted in to test the feature, downloaded an app to conduct the testing, and shared their feedback on clarity of instructions, ease of use, accuracy of tool, and more.

## BUSINESS IMPACT

Quantified accuracy.

Clarified points of confusion or inaccuracy, guiding iterations ahead of re-testing.

### Pro Tip:

Don't feel limited by the normal bounds of a "community" – look for creative ways to reinforce value – for the business and consumers - by moving beyond surveys.



# Newly-Launched Feature Evaluation

## OUR GOALS WERE TO:

Measure success of new feature launch and improve future iterations.

Help our product team get member feedback to complement in-app usage metrics.

## OUR COMMUNITY MEMBERS:

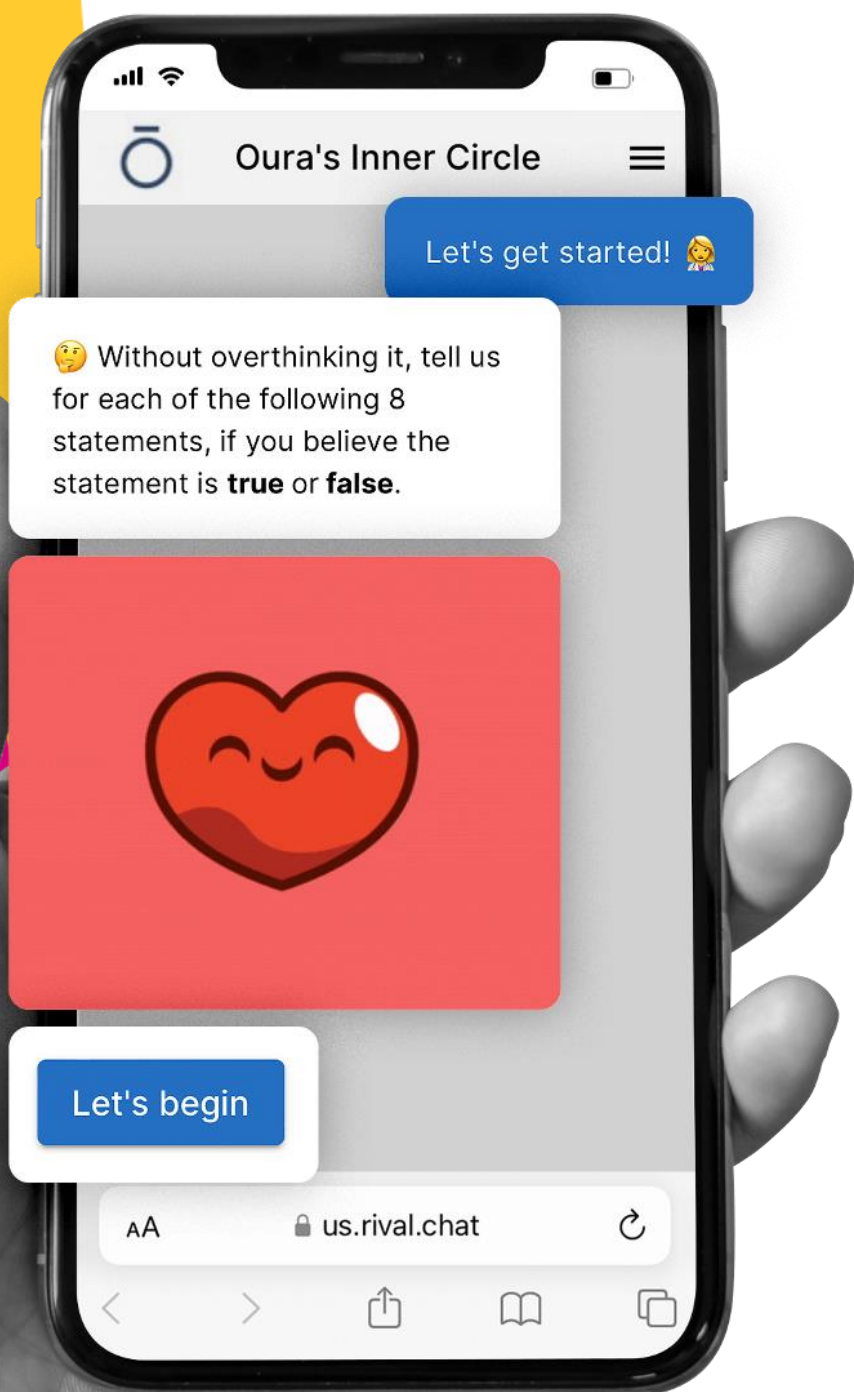
Provided feedback on feature awareness, usage, perceived accuracy, usefulness, suggested enhancements, and more.

## BUSINESS IMPACT:

Provided key metrics as part of the feature launch post-mortem.

Identified a key opportunity area to address for V2.0.

Created a celebratory moment for the Product, Science & Marketing teams to hear first-hand from members the impact the new feature was having on their health journey.



### Pro Tip:

Breathe life into quantitative results with text and video to give insights staying power.



# Outcome

Increased team capacity and demand for insights

**63%**  
Response rate

**12K+**  
Completes within the first 5 months

**86%**  
Completion rate



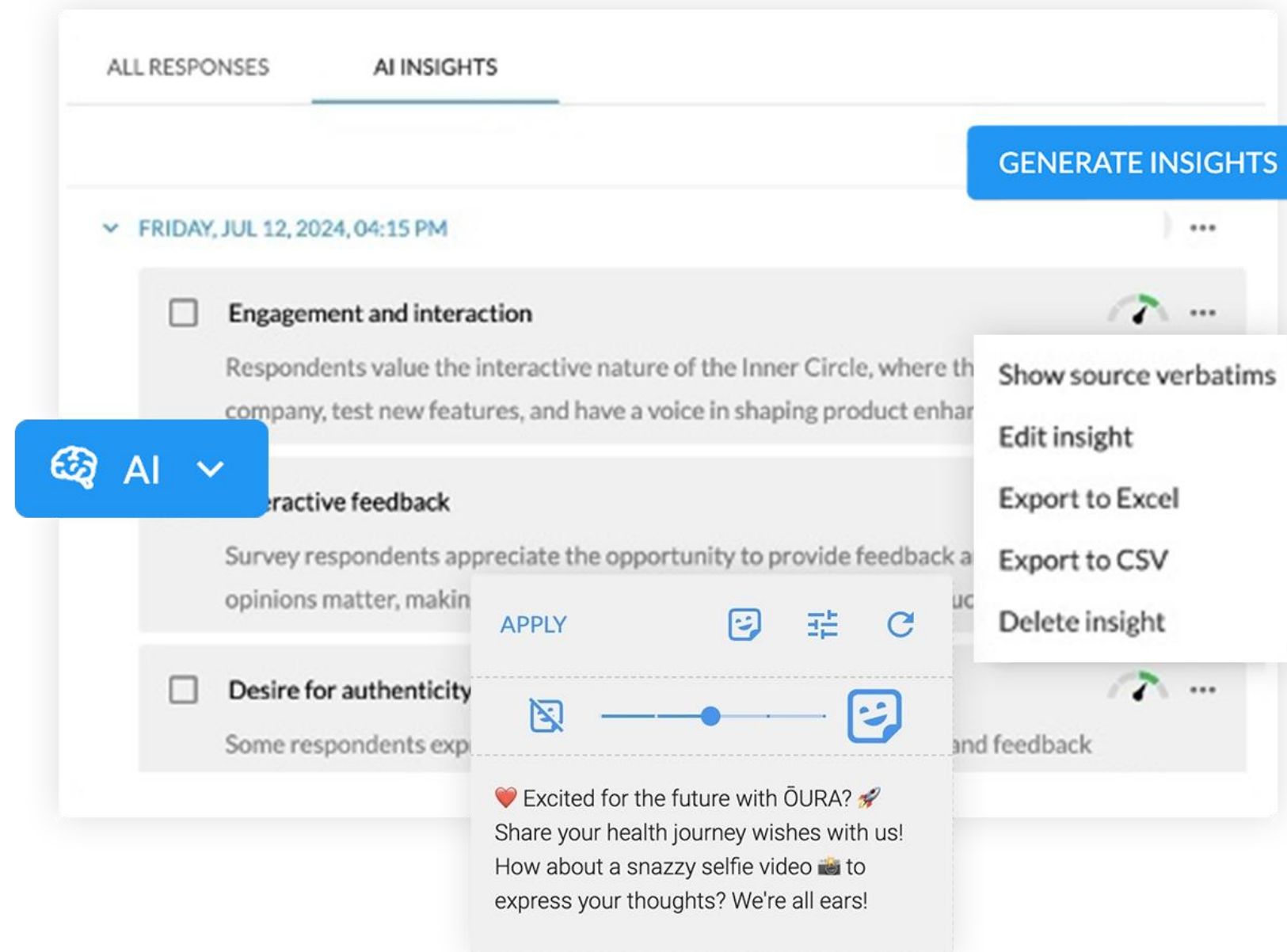
# Scaling with people and AI

## SERVICE EXCELLENCE

Rival's Customer Success team is an extension of our team.

## INNOVATION AND AI

AI Summarizer makes sense of unstructured data in seconds.






# LESSONS WE LEARNED ALONG THE WAY

**1** Be  Proactive

**2** Be Human First 

**3** Connect the Dots 

**4** Relax & Have Fun 



# AI Probing on the Rival platform

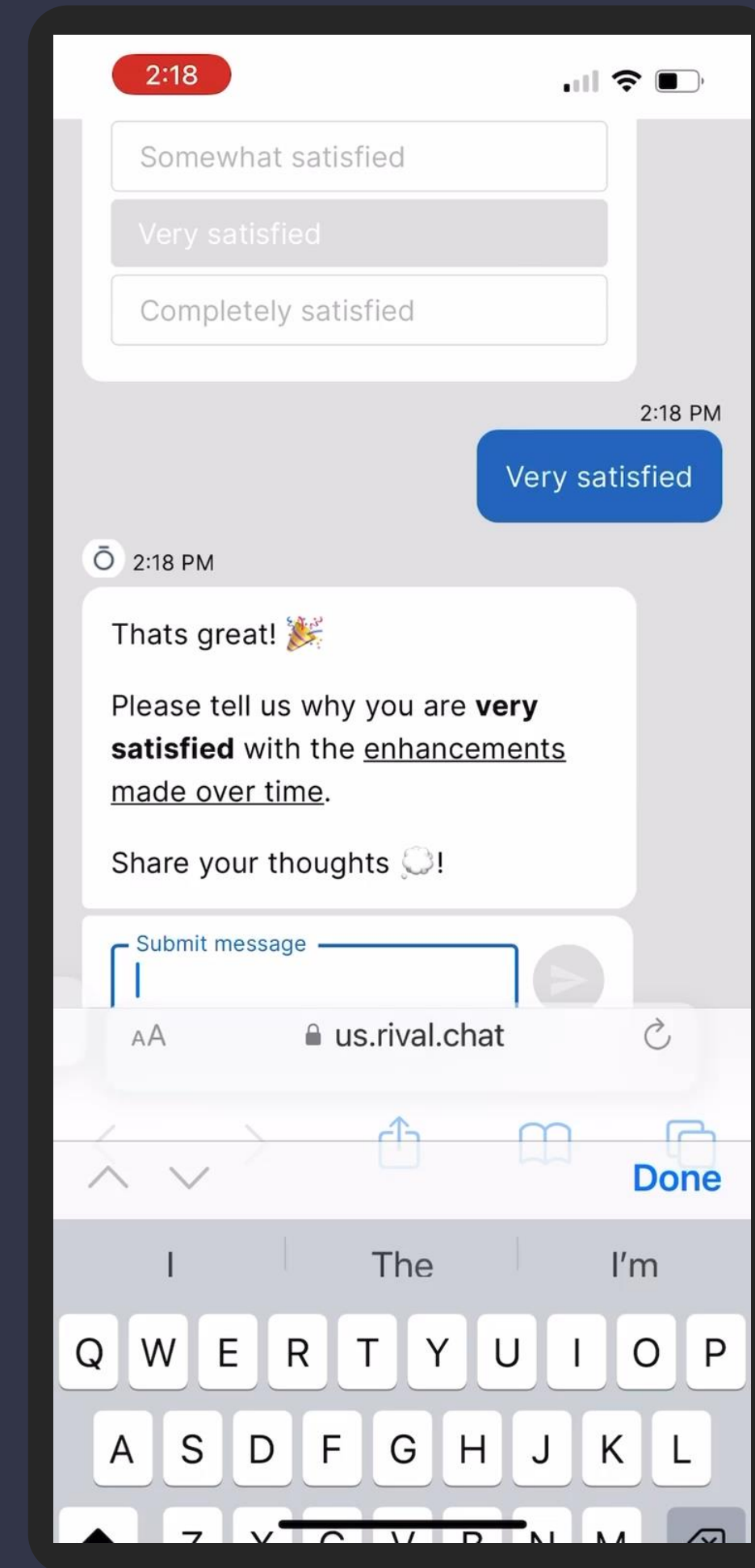


## WHAT IS IT:

AI-powered tool that follow-ups to qualitative open-ended questions, prompting the participant to share more.

## WHY?

Uncovers higher-quality, more thoughtful feedback in a seamless and conversational way.



# AI Probing on the Rival platform



## RESULTS

293%

Improvement in Thoughtfulness Score

94%

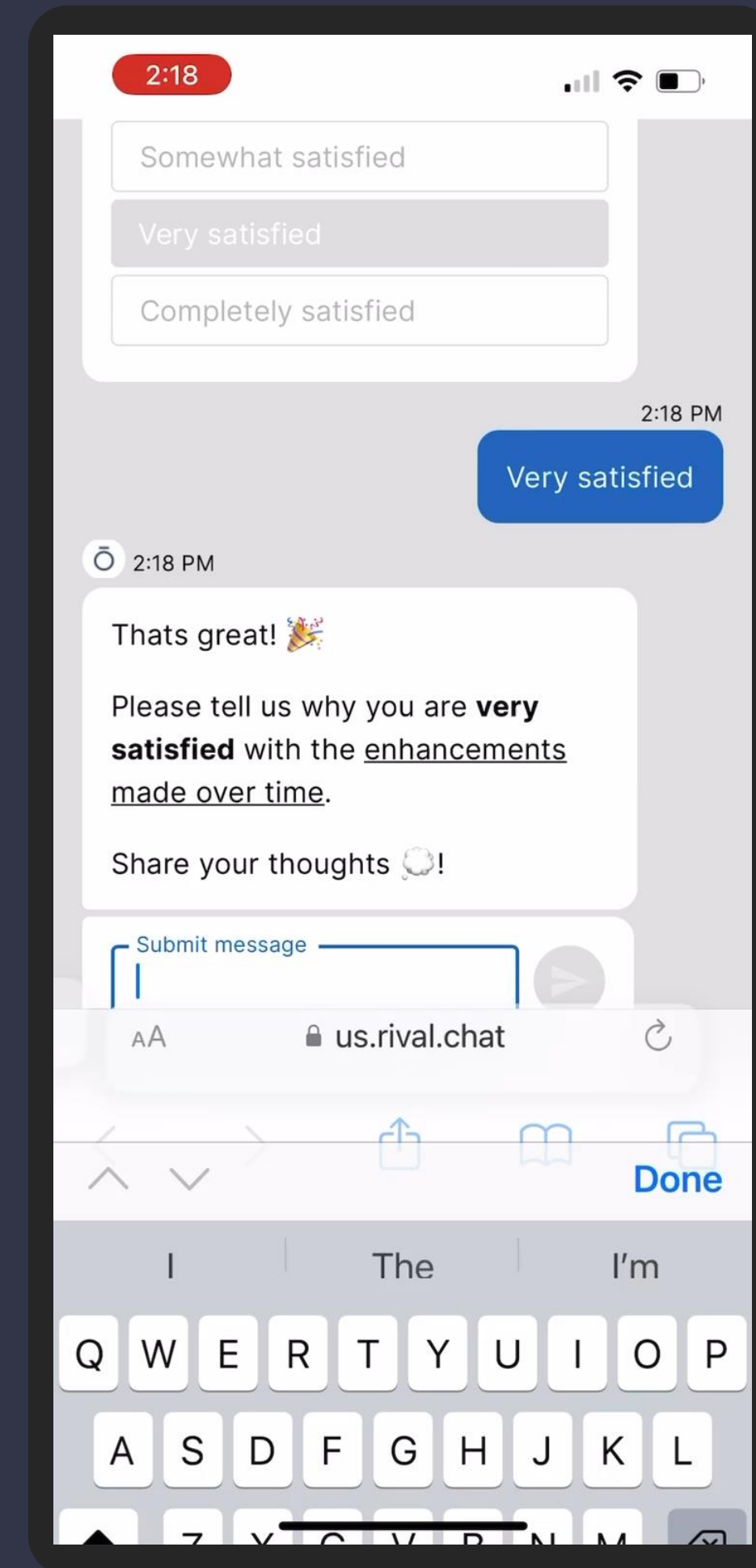
Said AI-generated questions were relevant and appropriate

99%

Said the AI-generated questions were easy to understand

### Pro Tips:

Take a thoughtful and careful approach. Ask participants for feedback on the experience. Adjust and iterate accordingly.





# Q&A



Answer our survey for a chance to win an **Oura Ring**.

TALK TO RIVAL TECH AND REACH3 AT

**BOOTH 419**



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