

QUID

Gopuff Aligns
With Global
Consumers

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Using Quid, Gopuff leveraged unbiased data from multiple data sources to anticipate and predict their consumers' needs.

AT A GLANCE:

As the instant-needs delivery service space experienced explosive growth, Gopuff, found itself in the enviable position of standing firmly on the mountain top. To maintain their rank, Sara Fogel, Director of Consumer Engagement, turned to Quid to better understand and anticipate the needs of their expanding global audience through unbiased data.

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CHALLENGES

Diversifying consumer insights

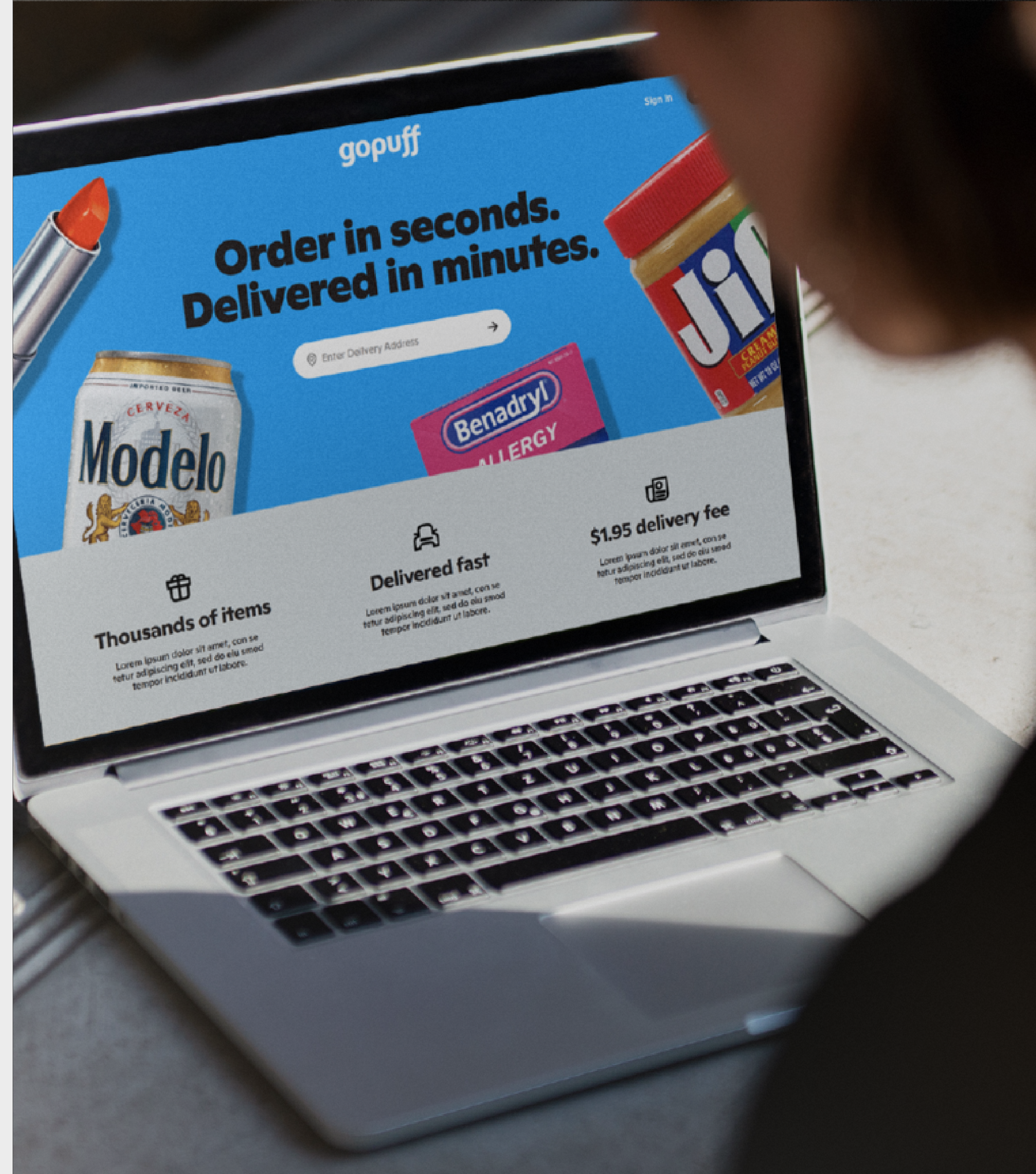
- Before partnering with Quid, Gopuff lacked diverse insights. And strategic decisions were supported by limited consumer intel, market intuition, and luck. While, they had transactional data, focus groups, and survey responses, they really needed scalable, unbiased insights to their strategic approach and consumer-first mindset.

In search of a source of comprehensive customer context that revealed raw emotion and predicted emerging preferences. Fogel connected with Regan DeLattre, Director of Business Growth and Strategies at 113 Industries, a social intelligence market research company, and Quid to capture these requirements, drive business growth, and bring a variety of consumer data points into focus.

SOLUTIONS

Accurate identification of brand health risks

- Gopuff needed to narrow down relevant data sources from an exponentially growing list of possibilities and aggregate it all for analysis and interpretation. This analysis needed to happen in real-time, as remaining agile in the global marketplace depended on it. The partnership with 113 Industries and Quid promised to streamline every piece of this process, with access to the most advanced AI and sentiment analysis capabilities available.



RESULTS

Insights that filled blind spots and predicted consumer needs

Gopuff captured and analyzed massive amounts of consumer data, extracting emotions from diverse conversations happening worldwide. This was crucial, as Fogel shared: "As Gopuff grows, we are not just growing in terms of scale, we are actually growing in terms of diversifying our offering. [We need] to make sure that we're understanding the nuances of customers at a global level and not just in the U.S."

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Sara Fogel

Director of Consumer Engagement,
Gopuff



REVALIDATED
CONSUMER-FIRST
APPROACH
AS DIFFERENTIATOR

UNCOVERED
NUANCED CONSUMER
NEEDS FROM MASSIVE
DATA SETS

CAPTURED POWERFUL
PROOF POINTS TO
SHARE WITH
STAKEHOLDERS