

Toluna Case Study:

Global Food Delivery Company
Looks to the Strength of Toluna's
PowerConcept to Deliver Real-Time
Insights in Critical Assessment of Ad
Campaign

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Background

Just Eat is the world's leading marketplace for online food delivery. From humble beginnings in a Danish basement in 2001 to their 2014 listing on the London Stock Exchange.

Just Eat now operates in 12 markets across the globe. They've created a world of choice, serving everything from pizza to sushi and burgers to burritos. Connecting over 15 million customers with over 60,000 Restaurant Partners serving over 100 different cuisine types, they're working hard to deliver their vision to create the world's greatest food community.

Business Challenge

The company is determined to take advantage of huge opportunities for growth, with its long-term ambition to virtually revolutionize the way people order and enjoy food. Toward that end and in one specific instance, marketers wanted to test two different TV advertising campaigns run on a Spanish television. They needed the results to help them save time and advertising resources, helping them cement their leadership position in the fast-moving, ultra-competitive food delivery marketplace.

Toluna's Solution

Just Eat marketers looked to PowerConcept, Toluna's fully automated, real-time concept testing tool to give them an on-the-spot view of consumer reactions to the two ad campaigns they tested.

- The company used the advanced Toluna technology, part of the QuickSurveys platform, to test brand awareness and consumer behavior both before and after viewing the ads.
- PowerConcept gave Just Eat marketers the real-time, reliable data they needed to support informed decision-making on what specific advertising deserved their time, attention and valuable resources.

Business Impact



Armed with the strength of PowerConcept technology, the Just Eat team was able to take the right advertising path toward ensuring its leadership role in one of its key markets.

"At Just Eat we are delighted to be working with Toluna. They've the right digital platforms and tech team expertise that help us delivering the right message to our customers." Nabila Prieto, Marketing Communications Manager at Just Eat Spain

