

CROWDY

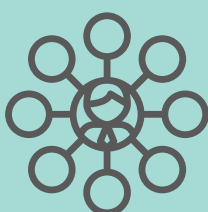
Providing insight and simple interventions in locations nationwide

CROWDY provides the agility of crowdsourcing but with the reassurance of a known crowd who are fully-employed, trained, tablet-equipped and know their local stores. Whether you need an instant view of reality, your availability, price, promotion or some simple action to your product, fixture or POS, our nationwide known crowd are equipped and ready to go!



You brief us

What you need
Where you need it
When you need it



We take action

Our crowd are set up, trained and ready to book the job, carry out the task according to the brief, and send back the data



Your problem solved

You receive custom reports showing actionable insights and data based on your brief

What are the benefits?



Full UK coverage



Fast & flexible



Cost-effective, quality data



Localised to reduce carbon footprint

Reassuring

Our crowd are familiar with the job & the store

Responsible

We fully employ, train & look after our crowd

Reliable

Our systems provide quick insight & photos

Case Study

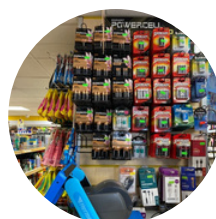
The brief

Duracell wanted a quick, nationwide insight to broaden their understanding of ranging and location of batteries within the convenience sector to unlock future potential.

DURACELL®

The results

- Quick turnaround - 98% of callfile booked within 24 hours
- Use of a reliable known crowd who are fully-employed, trained and familiar with the category
- Geographic spread – national resource provided a fair representation of data across the country
- Responsive reporting - 900+ images captured and shared
- Full reporting & summary of data to showcase findings – product availability, pricing, location, competitor presence
- Cost-efficiency – value, speed and quality data
- Quality insight – actionable data to drive strategic planning
- Local teams – our crowd were based on average less than 1 mile from each location, minimising miles on the road
- A hassle-free solution – quick and simple for the client



"CROWDY was super easy to initiate and great value. Using a team of trained merchandisers to complete meant I had more confidence in the data & insights shared."

Cheryl Mapleson, Instore Operations Manager at Duracell

Want to learn how CROWDY can drive insights and simple interventions for your brand?
Email: hello@expd8.co.uk or call 0117 403 0405