



The Global Language of Business

Global Manufacturer Bridges the Gap Between Actual and Self-Reported Consumer Behavior

Product research enhanced with
real-time product usage data



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“In our work with brand teams and research professionals, a constant pain point is the gap between actual consumer behavior and their own claimed behavior. Our technology was created to bridge that gap.”

– Adhithi Aji, Founder & CEO,
Adrich Company

Learn more about the
Solution Partner Program:
www.gs1us.org/what-we-do/partners

Solution Partner Finder:
www.gs1us.org/spfinder-adrich

Challenge

Companies across the globe are no stranger to consumer studies. However, online research, surveys, and focus groups can be misleading. The data from these methodologies is largely claimed data, where the consumer’s perception of the truth could be far from reality. For a global manufacturer of consumer products, this resulted in inaccurate data being used for research, development, and marketing.

Solution

Using GS1 Standards as the foundation for uniquely identifying products and their attributes, a global manufacturer of consumer products partnered with Adrich, a GS1 US Solution Partner, to create a stream of real-time product usage data. This data was obtained from consumers of CPG goods through a thin, flexible label affixed behind the product’s regular label. The label creates a direct feedback loop with the business by tracking consumer behavior data, connecting to the cloud via Bluetooth, and transmitting it to the business through Adrich’s dashboard.

Looking at a cleaning product as an example, it lets businesses know in real time who is using it after it is sold, where, when, and how much they’re using it, when they’re running out, and whether interacting with consumers at various points during the usage experience would increase their retention of the customer.

Benefits

- Real-time reporting on consumer usage behavior, including the times and days the product is most used, allowed the manufacturer to gain insights immediately, as opposed to waiting until the end of the study.
- The national rollout enabled a wider demographic and broader consumer base for the study.
- Pairing quantitative with qualitative data helped create a deeper understanding of the consumer, going beyond “what consumers were doing” and into “how and why they were behaving a certain way.”
- The automated and non-intrusive nature of Adrich’s technology allowed usage data to stream without any effort from the consumer, removing the bias associated with reporting or recording.

Learn more about Adrich’s solutions: www.adrich.io

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