

GRUBHUB

JULY 23 2025

The AI advantage

How Grubhub is reimagining research

Meet Suzy.

**We empower brands to make decisions with confidence
by keeping humans at the center of every insight**

Quant & qual in one connected ecosystem

AI in every workflow

**Solutions for every
use case**

**Precise targeting for
every audience**

**Real voices driving
every decision**





Katie Gross
President
Suzy



Piedad Rodriguez
Director, Brand
Insights & Strategy
Grubhub

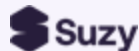


SUZY SPEAKS

Making research conversational

With **Suzy Speaks**, respondents chat with an **AI moderator**, so you get the **depth and detail of qual** at the **speed and scale of quant**.

Now available in Australia, Canada, France, Germany, Italy, Mexico, the UK, and the US.



5x

More data per participant than traditional quant

50%

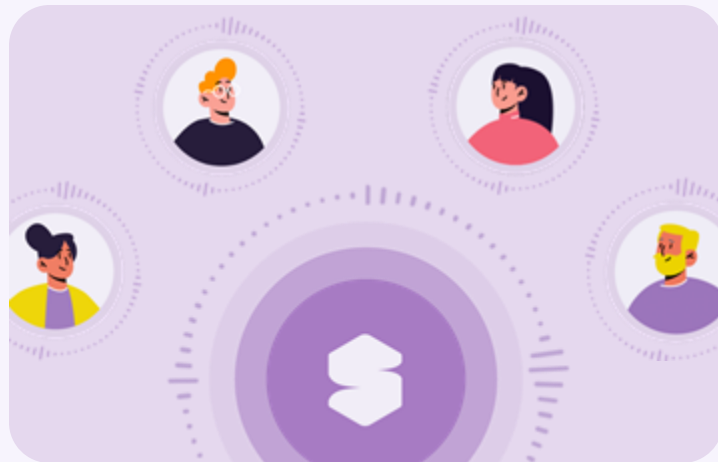
More emergent themes than traditional quant

4x

More words per open-ended response

85%

Faster turnaround times than traditional qual



DELIVERY PROVIDES NURTURE

"It feels like
someone's taking care
of me, especially after
a stressful day."

DELIVERY IS PART OF THE MODERN LIFESTYLE

"Living in the modern age is awesome — you don't even have to leave the couch to get anything."

"I live out in the suburbs and don't always have easy transportation. Delivery apps are a lifesaver for me."

DELIVERY IS A SOURCE OF JOY

"It's fun to just scroll and discover. Sometimes I'm in the mood for something new, and the app helps me figure it out."

"Support actually responded fast and apologized — made me feel like I mattered."



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Thank you!

Come chat with us at Booth #104!

