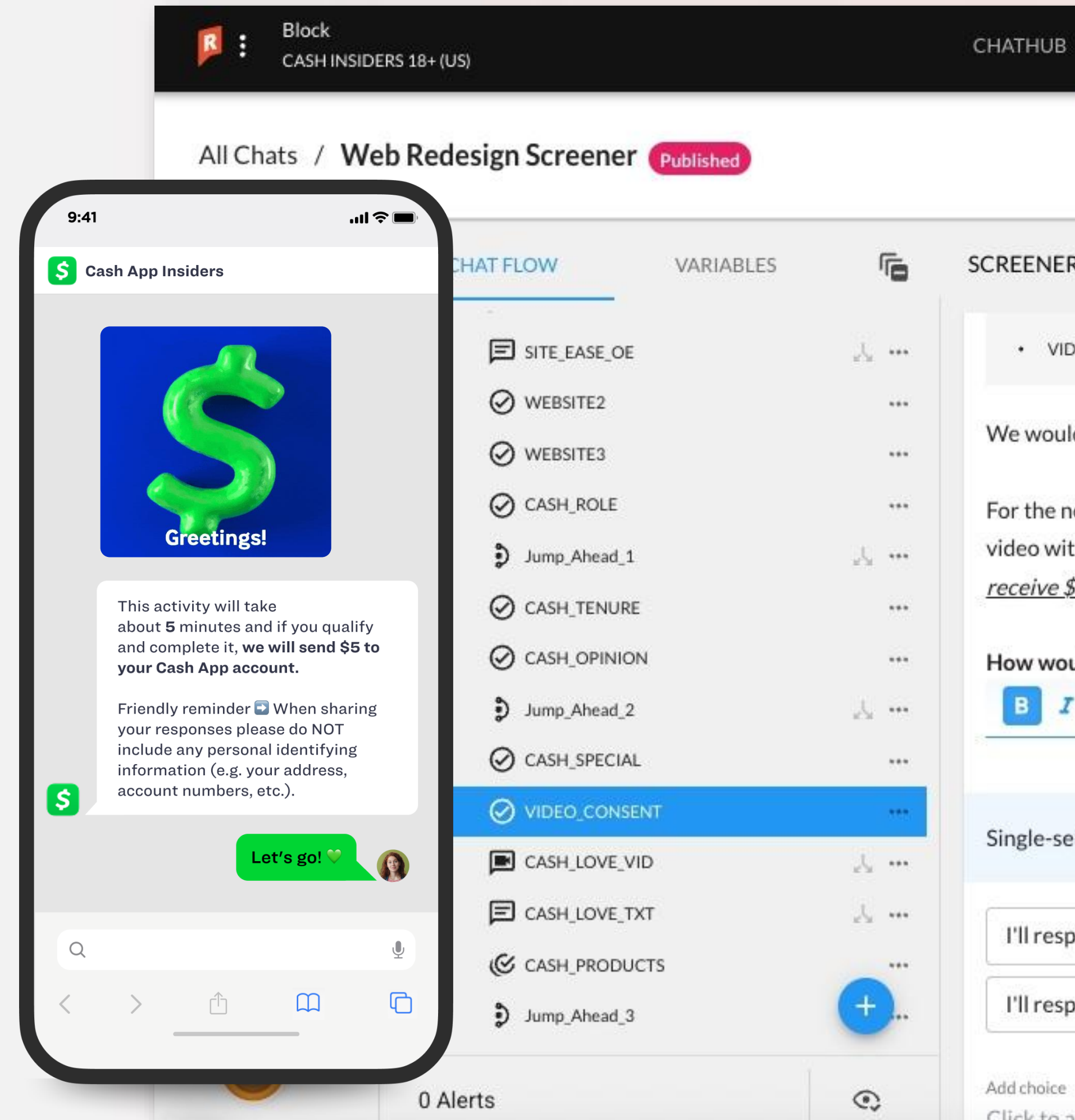




How **Cash App** taps into **AI and communities** to accelerate insights into ideas

JULY 2025



Speakers



Ashmeed Ali
Market Insights Lead



Andrew Reid
CEO and Founder





Building simple, powerful tools that make progress towards an economy that's truly open to all.



57+

million

monthly active users





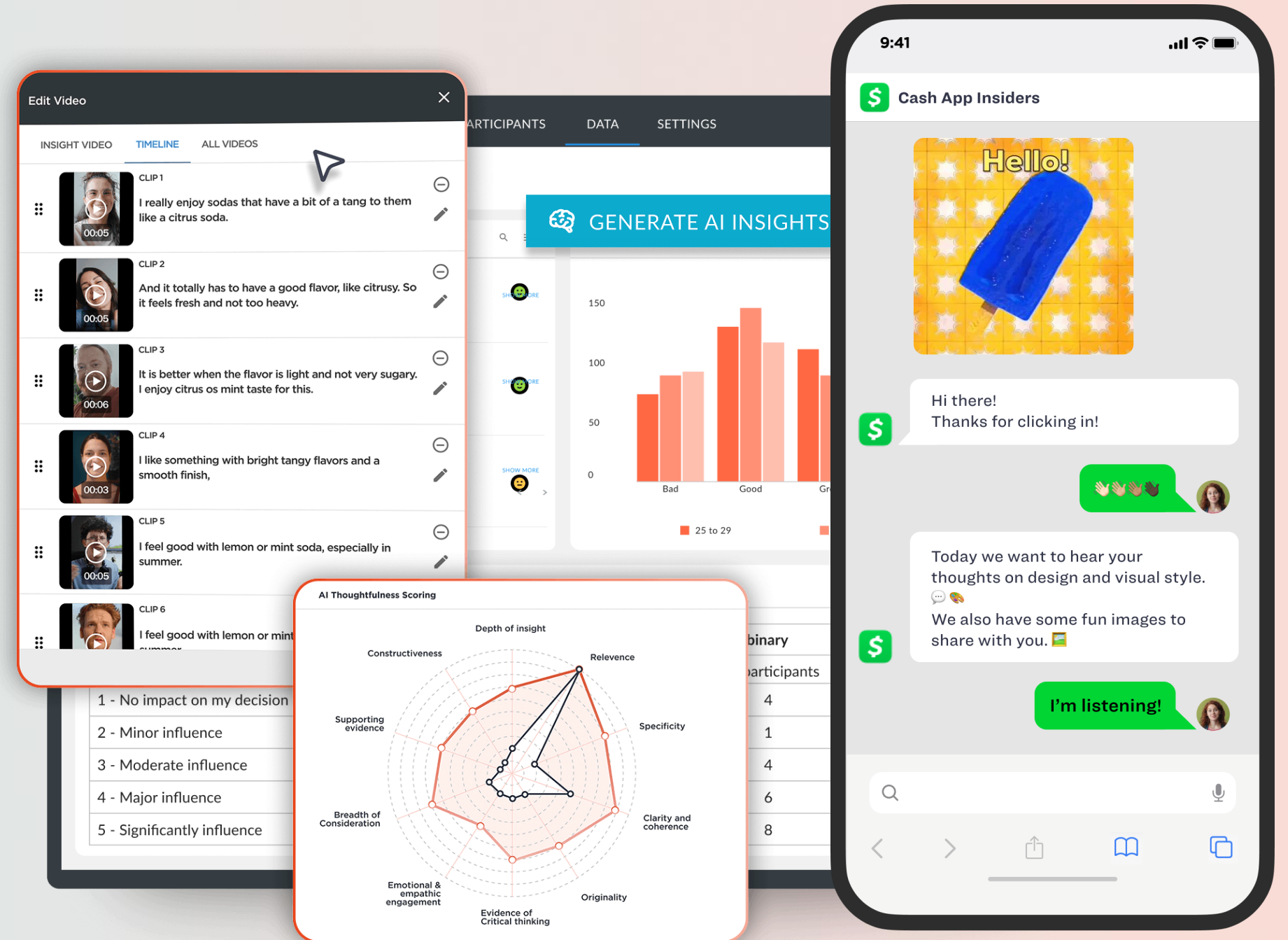
Why a Community?

Top Reasons We Chose **Rival**

- 1 Conversational, more modern approach
- 2 Robust quali-quant capabilities
- 3 Agility + speed
- 4 AI features

27,641
Community Members

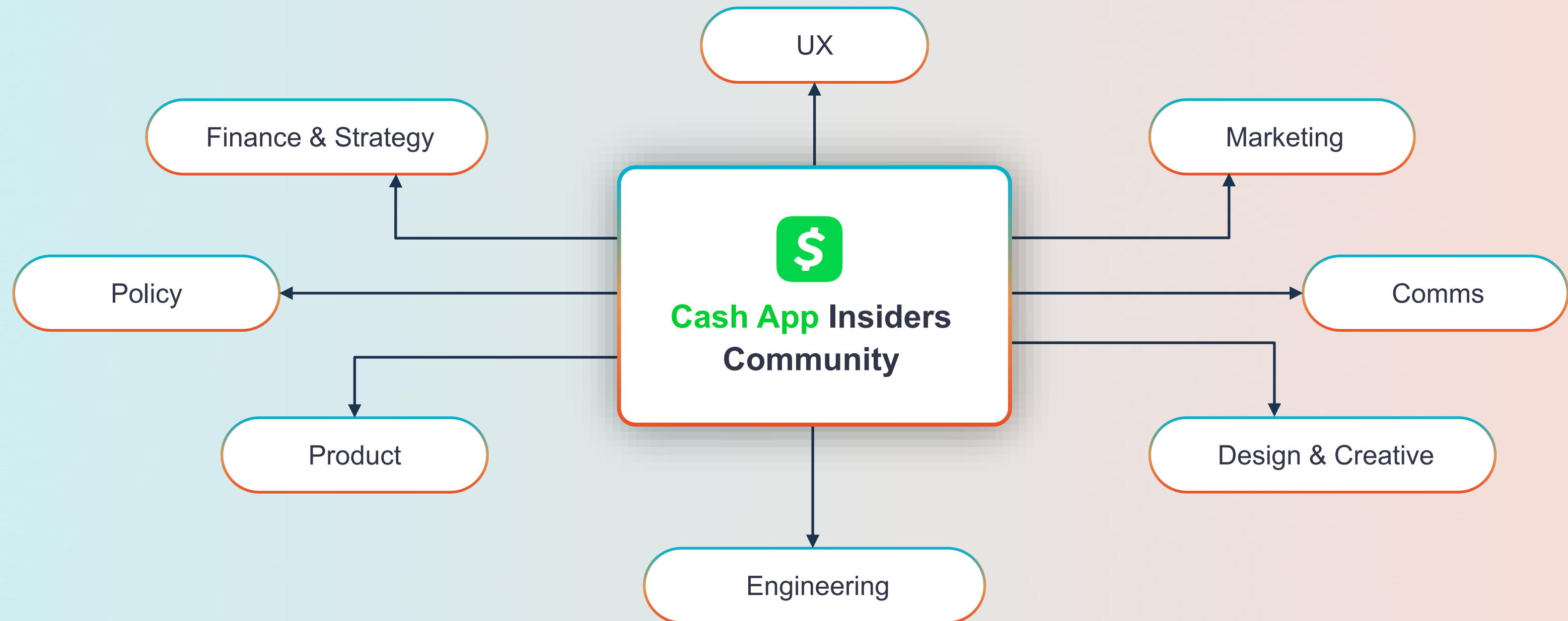
91%
Completion Rate





Use Cases and Examples

Supporting impactful initiatives



Understanding churn —and winning back customers

Goal: Identify the factors that lead to users leaving.

How: A mix of quant and qual questions to understand drivers of churn and winback.

Impact: Helping influence marketing and product decisions to improve user retention.

PRO TIP Encourage participants to be candid with you!

The screenshot shows a mobile app interface for 'Cash App Insiders'. The top bar has 'CHAT FLOW' and 'VARIABLES' tabs. The main content area displays a list of payment methods with checkboxes: American Express Send & Split, Venmo, Splitwise, Chime, Zelle, Google Pay, Samsung Pay Cash, Apple Cash / Apple Pay, Revolut, Facebook or Meta Pay, and Other. The bottom bar shows '0 Alerts' and a refresh icon. On the right, a sidebar contains a 'SKIP UNLESS 1 RULE APPLIES' section with a rule 'Q5A_Inactivity_Why', a question 'What made you not use Cash App', a text input field with formatting options (B, I, U), a 'Multi-select choice set' section with a 'Randomize' button, and three text input fields with placeholder text: 'I didn't have a need to send or r', 'My financial situation and habi', and 'People or businesses that I tran Cash App'.

9:41

Cash App Insiders

little details! 🙌🙌🙌

12:28 PM

Has Cash App ever helped you contribute or work towards your personal financial goals?

Yes ✓

No ❌

Not sure 🤔

Tr

COPY FROM... REMOVE DISPLAY LOGIC

Only display this item to chat participants if the following rules are satisfied:

MATCHES ALL ANY OF THE FOLLOWING RULES

Source	Chat
Chat	Web Redesign Screener

Datapoint Type Question

Question FINANCIAL_SERVICES

Operator Value

Is none of 1 selected

AND ALL ANY OF THE FOLLOWING RULES

Source	Chat
Chat	Web Redesign Screener

Datapoint Type Question

Question CASH_ROLE

Operator Value

Is one of 1 selected

SKIP UNLESS 1 RULE APPLIES

Shared_financial_goals_story

QUESTION

Please tell us about a specific time when you used Cash App to work towards a shared goal with others.

Please be as descriptive as possible - again we want to hear your stories and encourage the little details! 🙌🙌🙌

B I U 215/500

RESPONSE

Submit message

SETTINGS ACTIONS

Understanding Value of Cash App in Daily Lives

Goal: Gather testimonials about the role Cash App plays in users' daily lives and experiences.

How: Collected open-ended and video-testimonials from n=4700 panelists about their stories.

Impact: Comms team recontacted customers for interviews and testimonials/quotes.

PRO TIP

Want high-quality videos? Make sure you offer incentives!



Concept testing a Cash App Card vibe

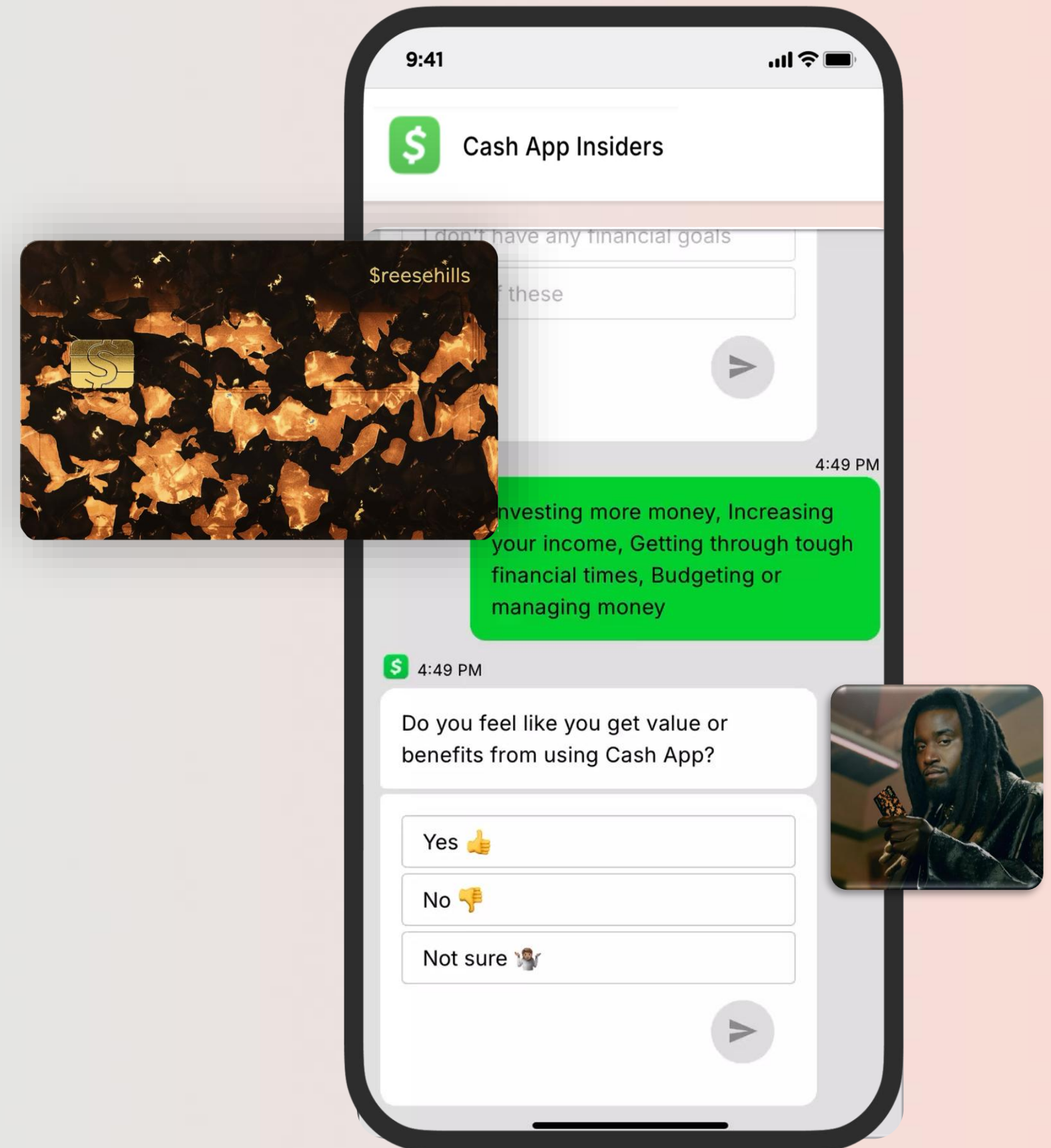
Goal: Understand perceptions of the look and feel of an upcoming hardware design.

How: Showed a mood board to uncover interpretations of luxury, accessibility, and brand fit.

Impact: Helped launch the Tortoise Card successfully, including a campaign featuring Shaboozey.

PRO TIP

Offer incentives to drive engagement — if you can tie it to your product, even better.



Engagement, speed and revenue

63%

Response rate from
active members

36K+

Chat completes since
launching



Cash App

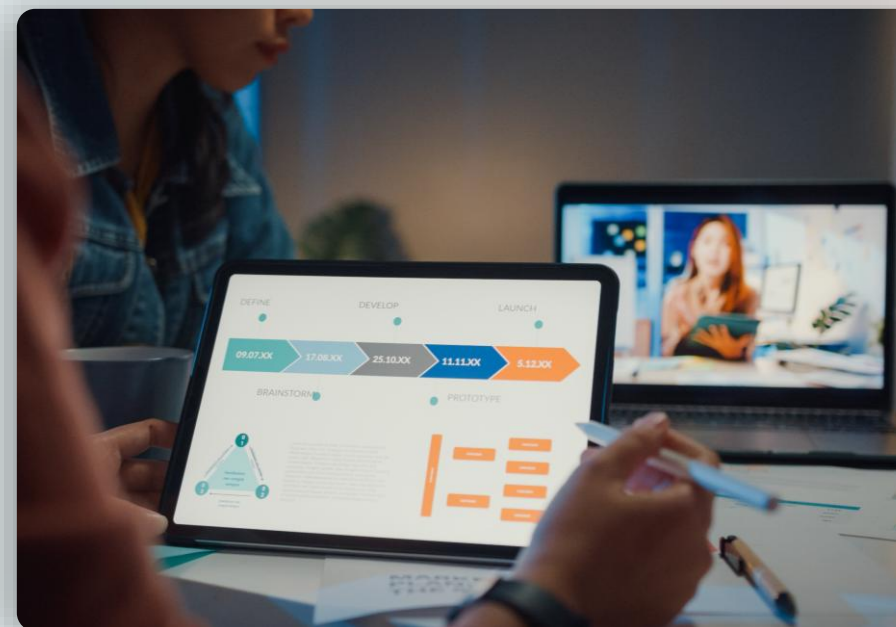
Helping the **Cash App** team
be more agile and have a
closer connection to users



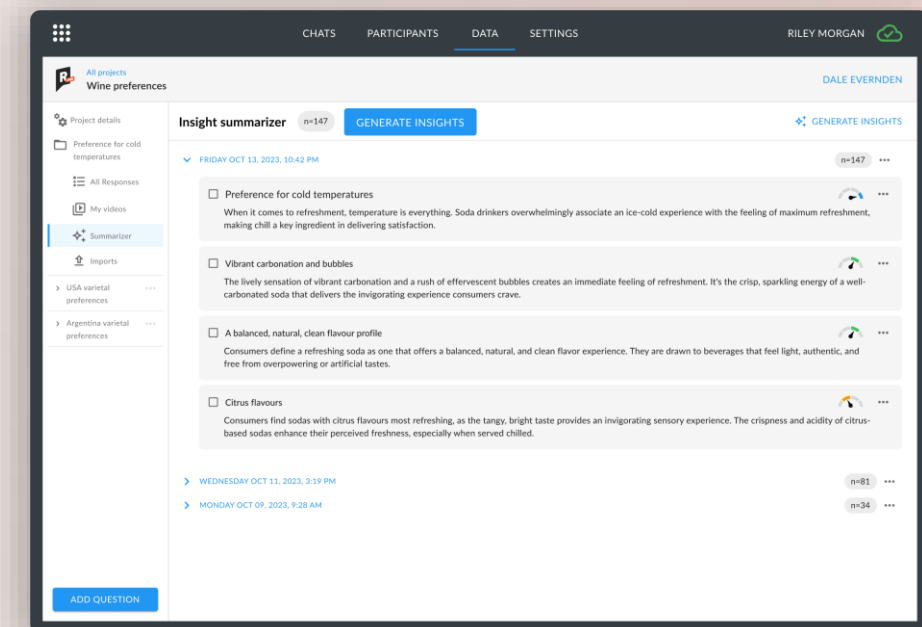
AI adoption at Block's insights team



Democratize access
to stakeholders



Build agents that
have specific tasks



Use tools from
vendors like Rival



Unstructured Data Agent

Orchestrating end-to-end research jobs across different qual-related tasks:



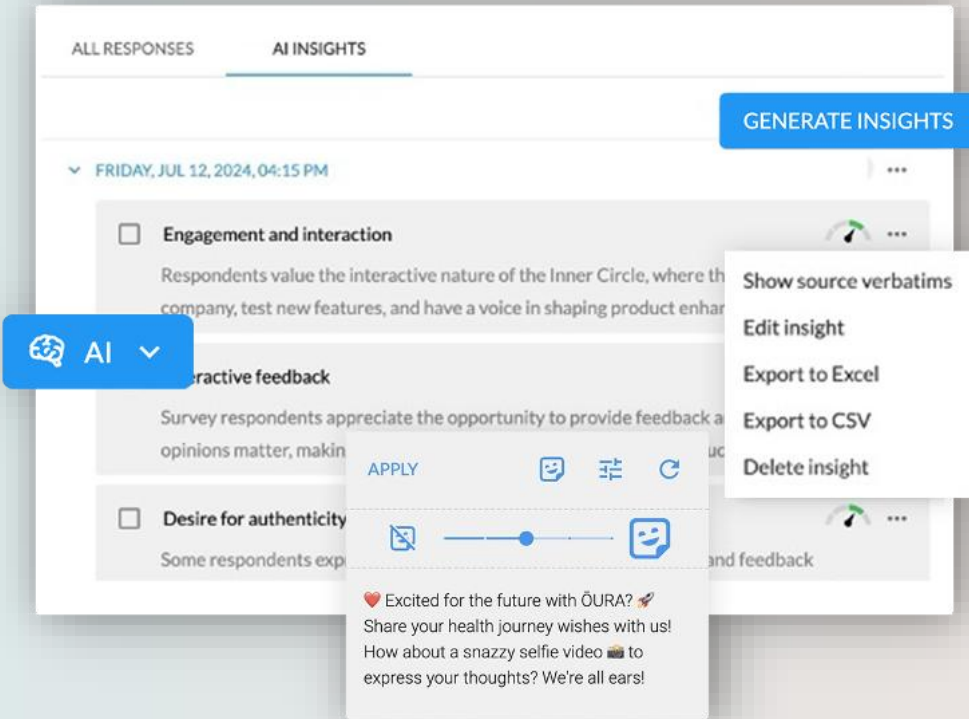
rivaltech.com/ai-early-access-apply

Data Collection



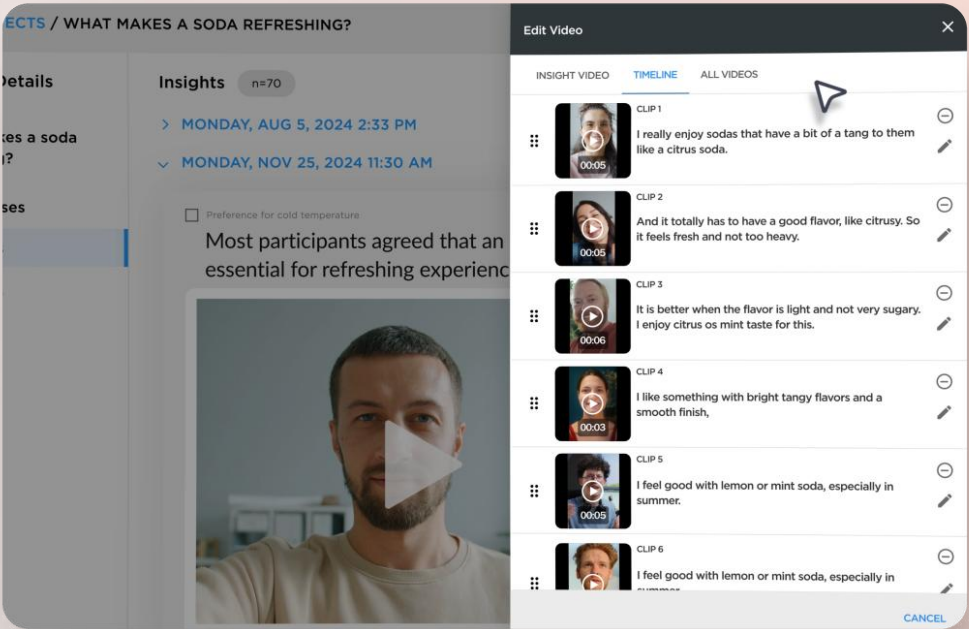
Thoughtfulness Scoring
Smart AI Probe

Insight Curation



AI Insight Report

Report Generation



AI Summarizer
Insight Reels

AI Summarizer has been used in **650 projects** so far this year



One more
thing...



Boosting response thoughtfulness with AI



AI POWERED FOLLOW UP QUESTIONS ⓘ

Display logic for follow up question #1
Always ask this question

AI generated follow up question - #1

Display logic for follow up question #2
Only ask this question if the thoughtfulness score for the topic th

AI generated follow up question - #2

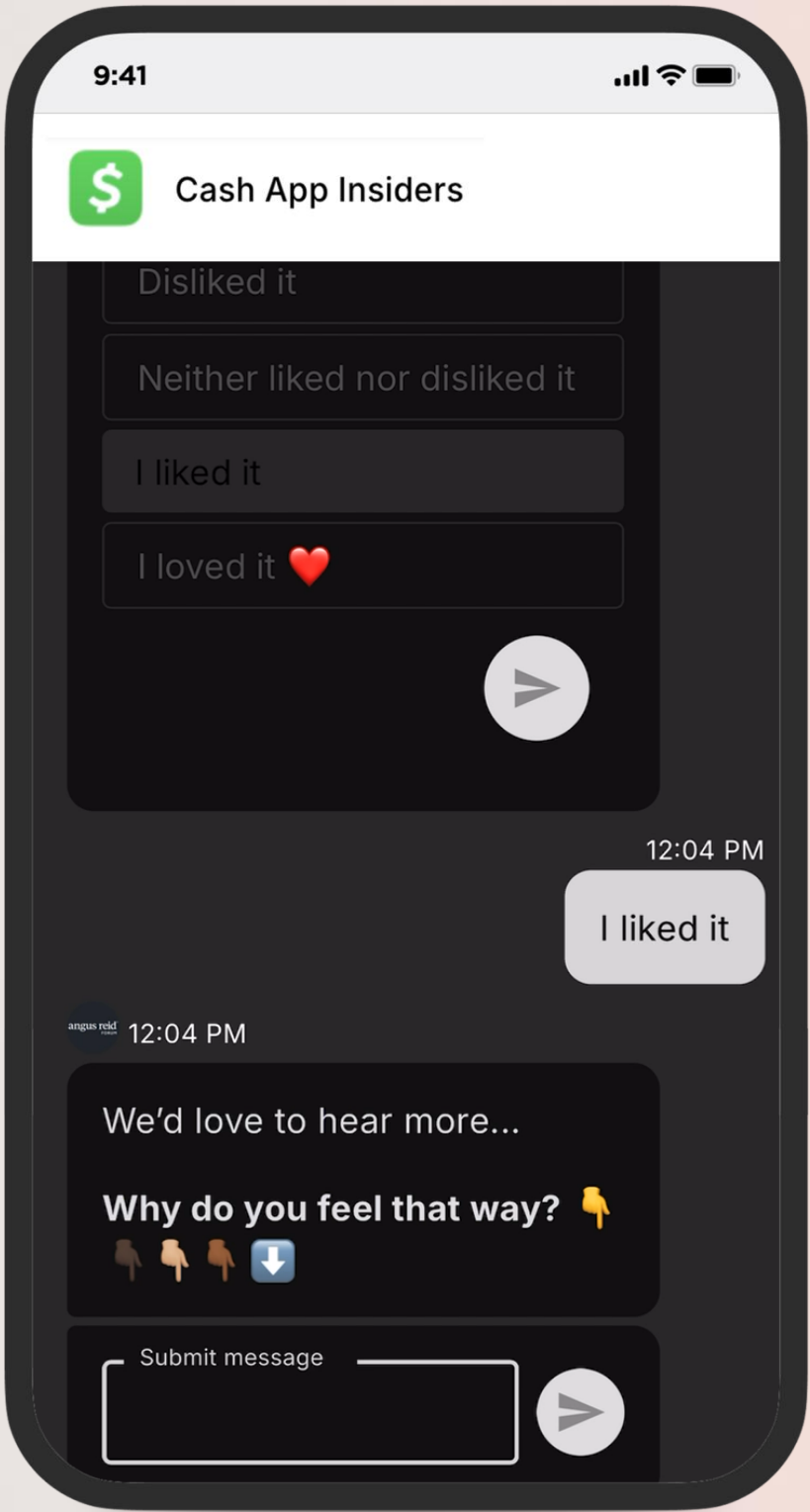
QUESTION

We'd love to hear more...

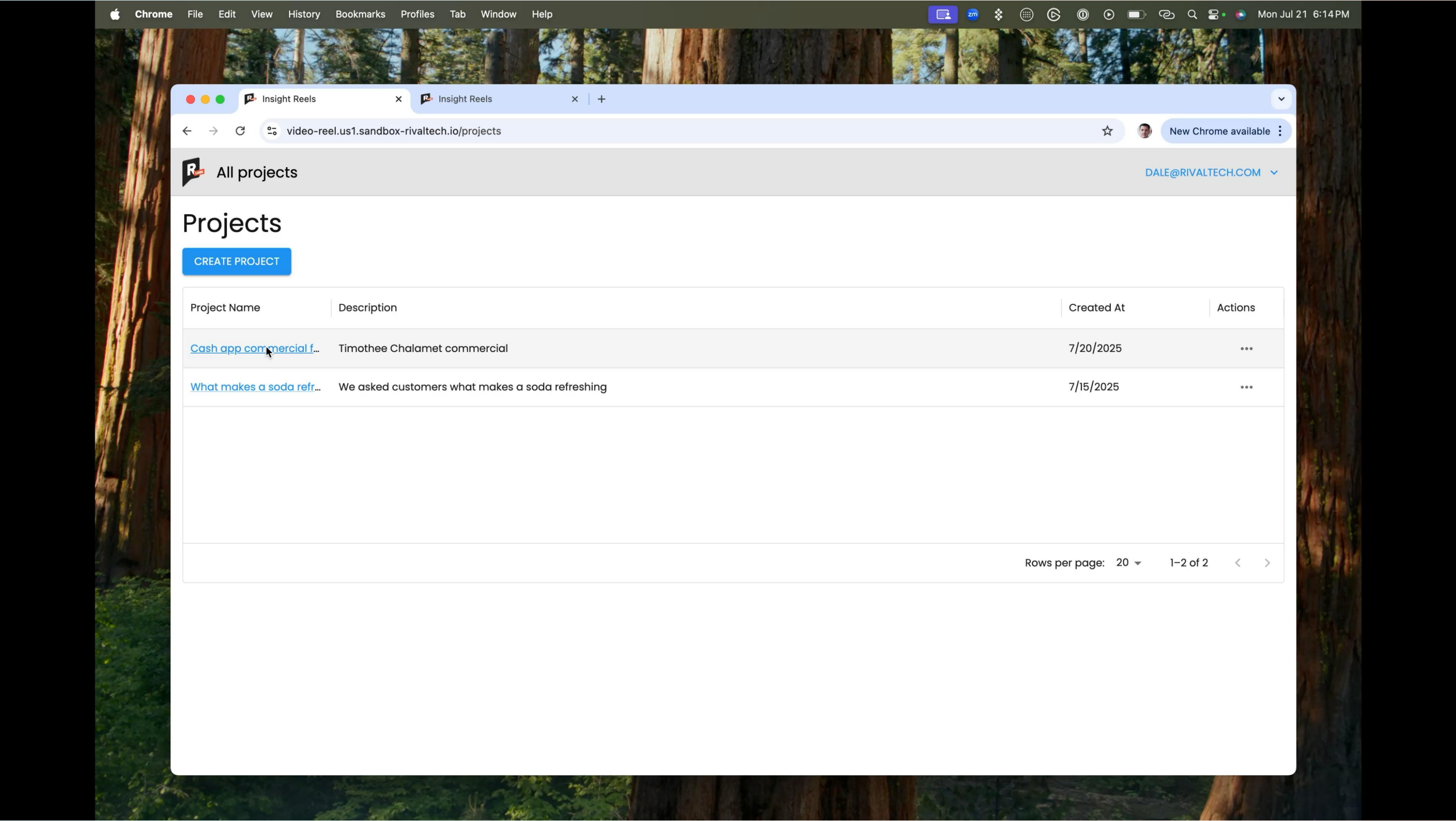
Why do you feel that way? 🗳️ 🗳️ 🗳️ 🗳️ 🗳️

AI Thoughtfulness Scoring

Dimension	Score (approximate)
Depth of insight	8
Relevance	9
Specificity	7
Clarity and coherence	6
Originality	5
Evidence of Critical thinking	4
Emotional & empathic engagement	3
Breadth of Consideration	4
Supporting evidence	5
Constructiveness	6



Creating video reels with AI



52%

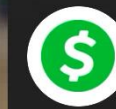
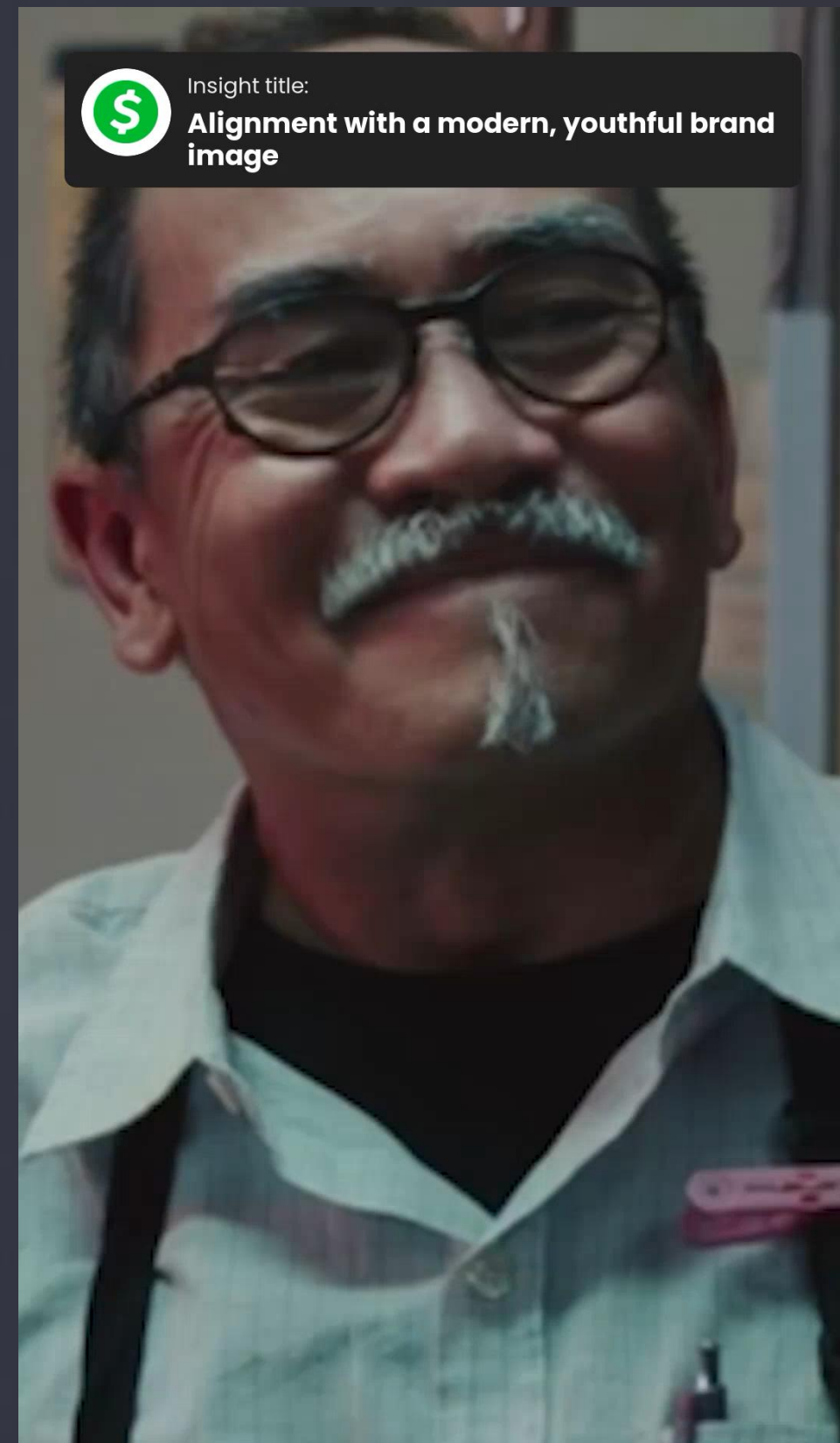
of Cash App Insiders are "likely" or "very likely" to talk about the ad with their friends and family

70%

of Cash App Insiders think the ad aligns with their perception of Cash App

87%

agreed that the AI-generated questions were relevant



Insight title:

Alignment with a modern, youthful brand image

Q&A



Ashmeed Ali
Market Insights Lead



Andrew Reid
CEO and Founder

Talk To Rival Tech
And Reach3 At Booth

419

Take this short survey
for a chance to win an
AirPods Max

