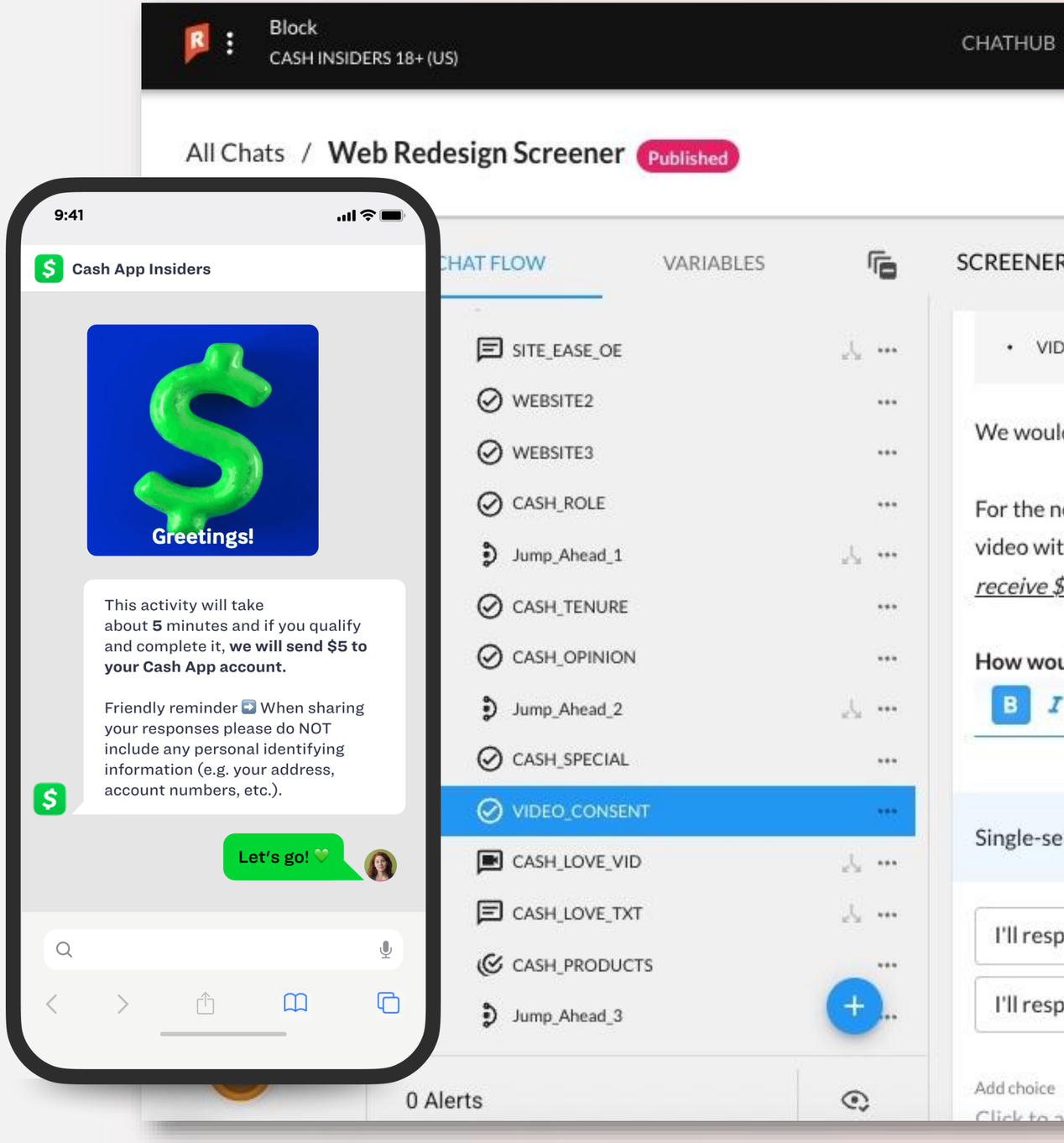
Cash App

Reach3 CONSULTANCY | PLATFORM RIVAL

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

JULY 2025



Speakers

Cash App

Ashmeed Ali
Market Insights Lead

Andrew Reid
CEO and Founder

Reach3 RIVAL
CONSULTANCY | PLATFORM

block

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

Square

Cash App

afterpay

TIDAL

Bitkey

proto

57+ million

monthly active users

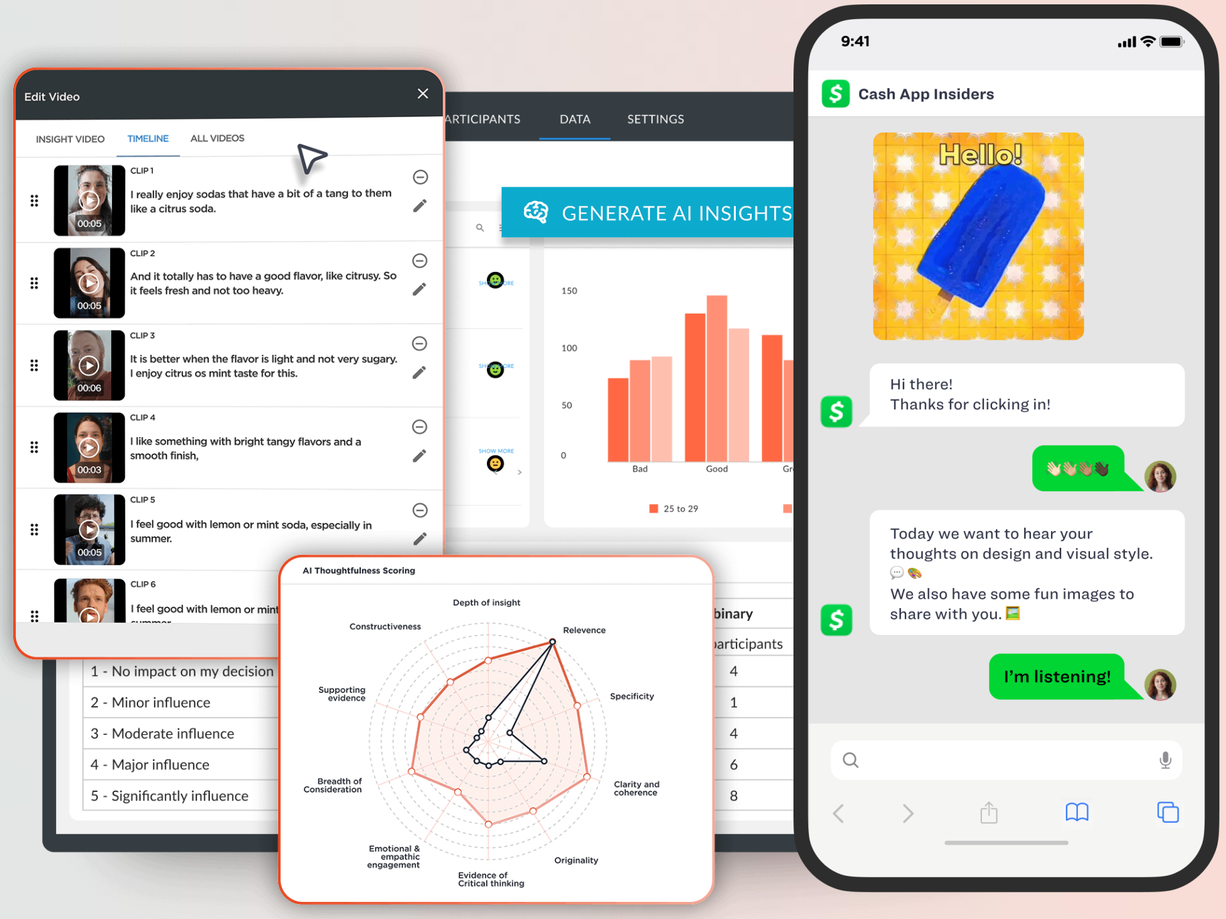
Why a Community?

Top Reasons We Chose Rival

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

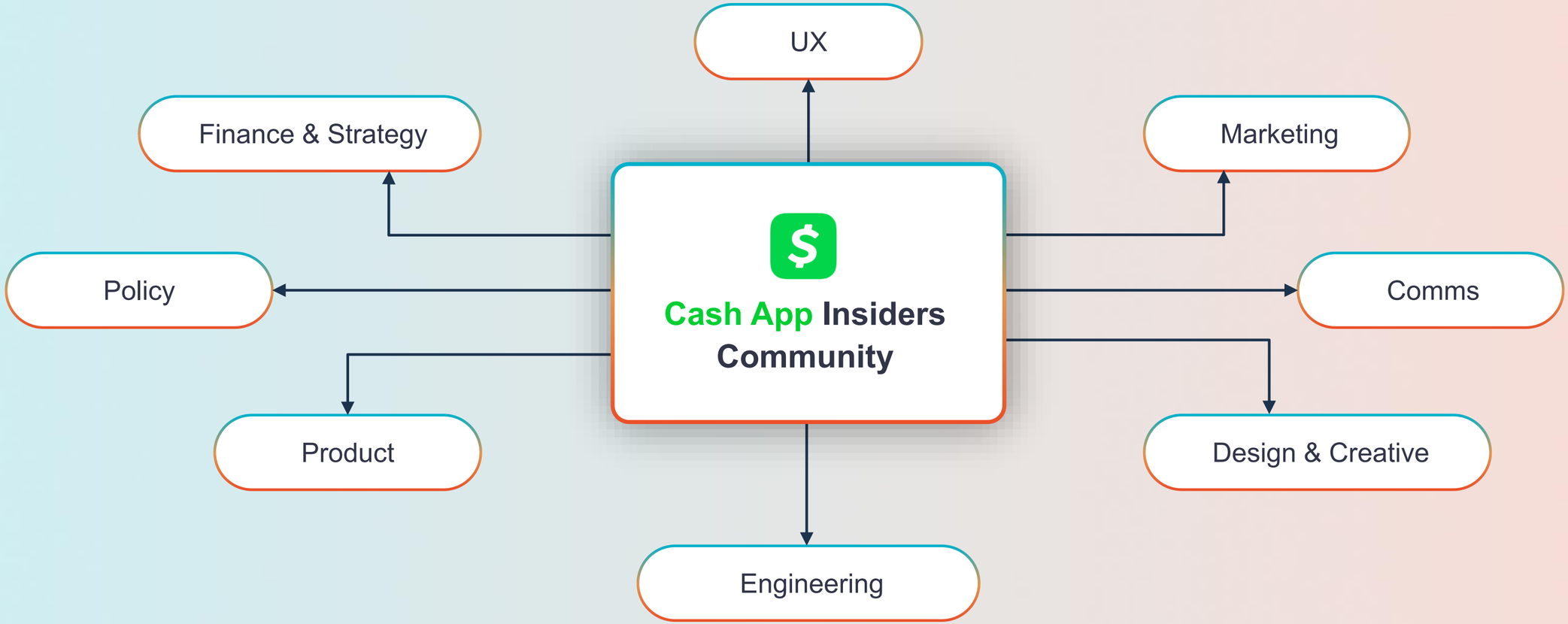
27,641
Community Members

91%
Completion Rate



Use Cases and Examples

Supporting impactful initiatives



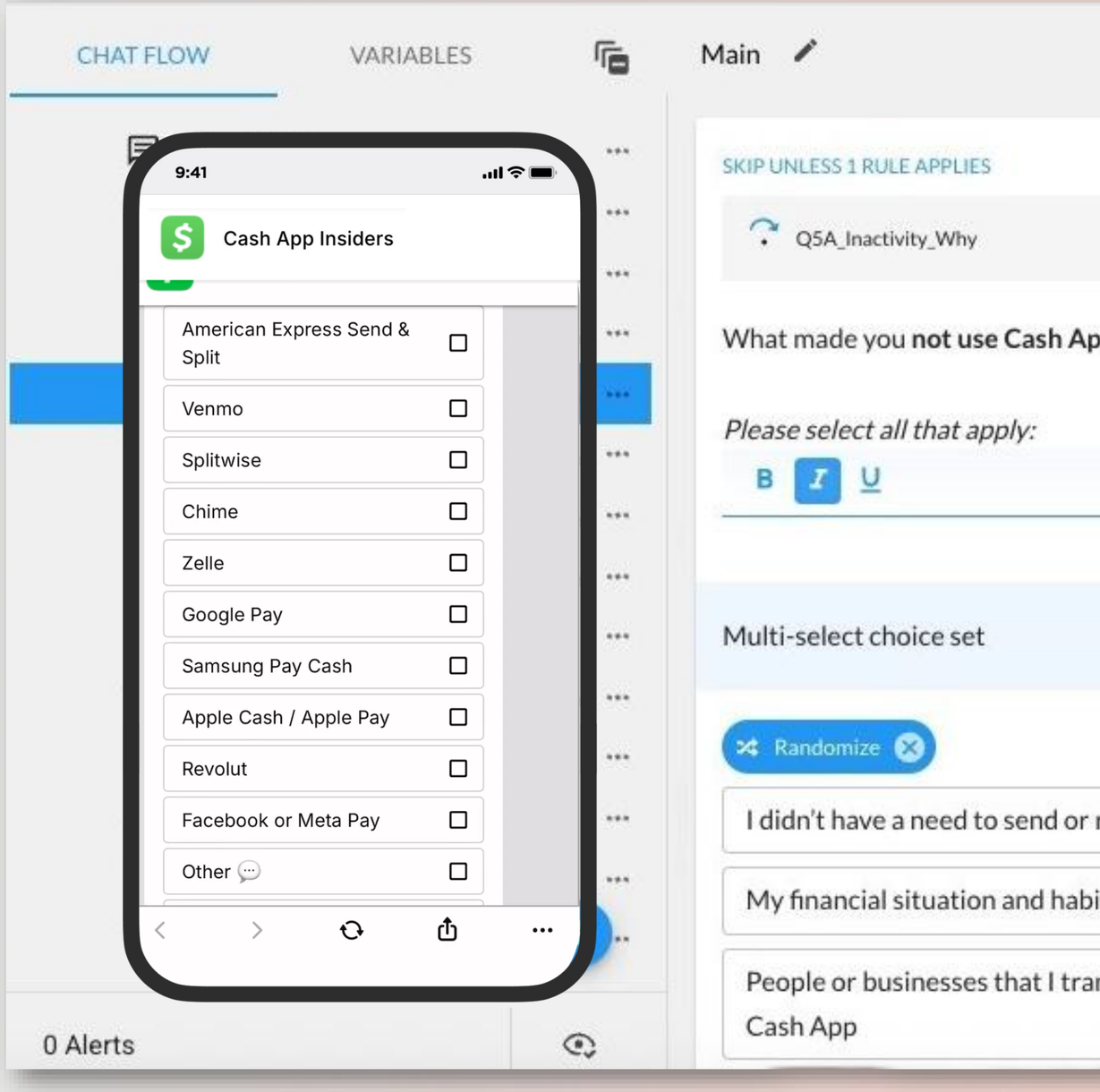
Understanding churn—and winning back customers

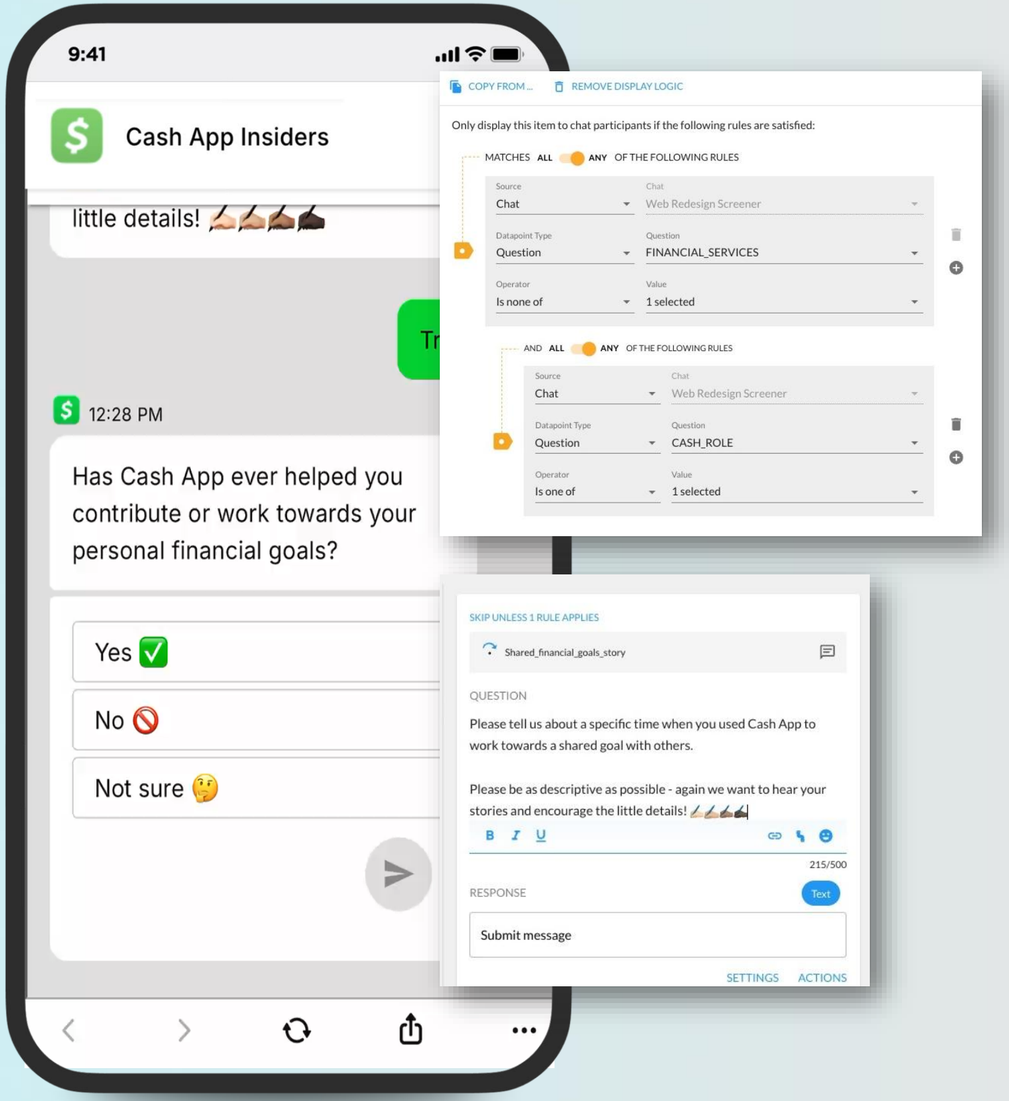
Goal: Identify the factors that lead to users leaving.

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!





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!

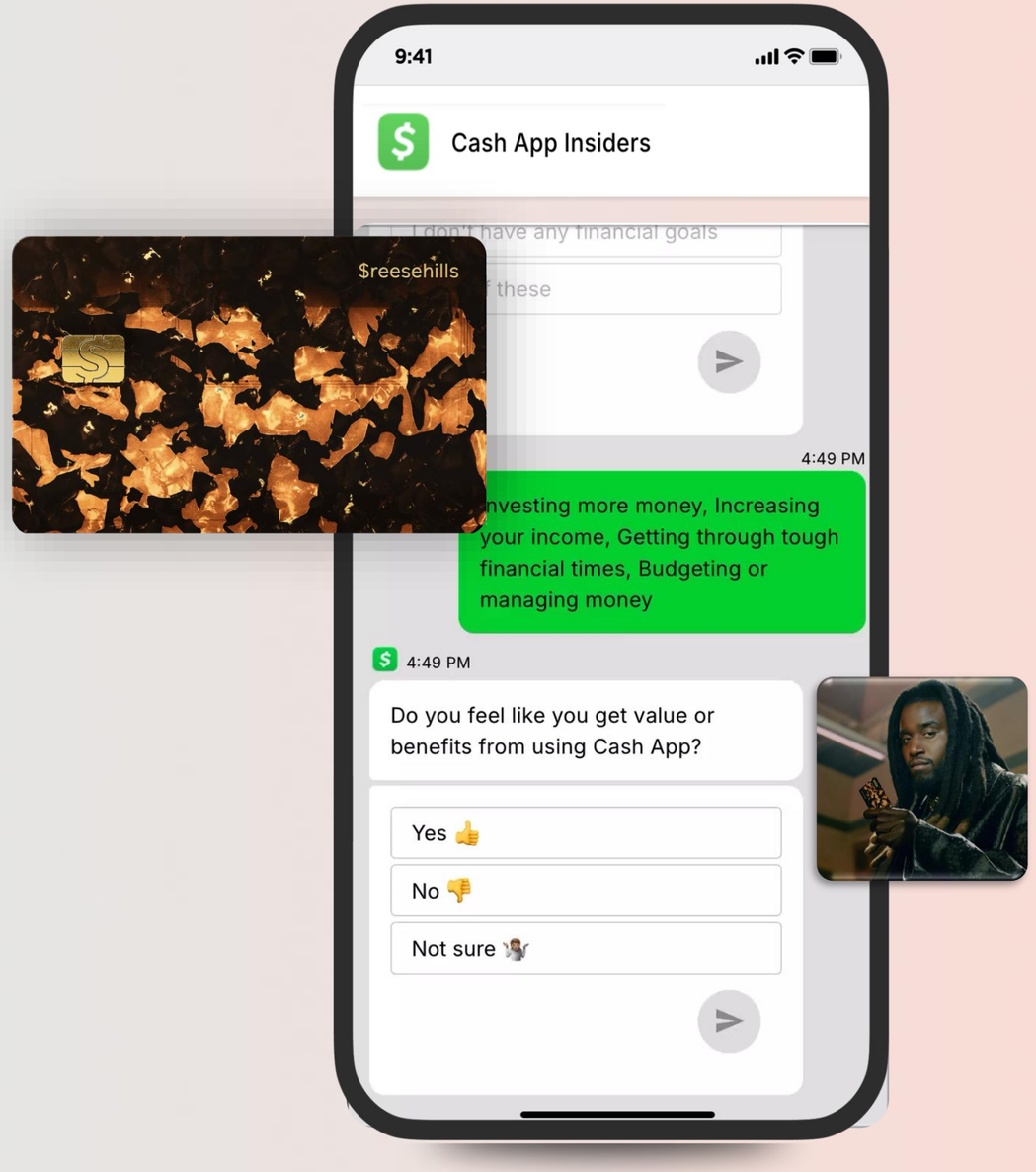
Concept testing a Cash App Card vibe

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+

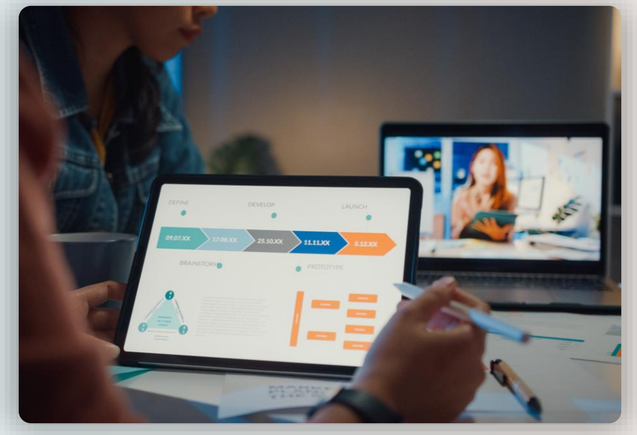
Chat completes since launching

Cash App

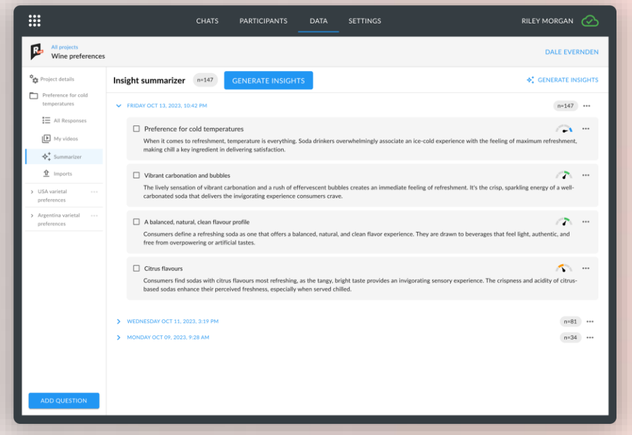
Helping the **Cash App** team be more agile and have a closer connection to users

AI adoption at Block’s insights team

Democratize access
to stakeholders



Build agents that
have specific tasks



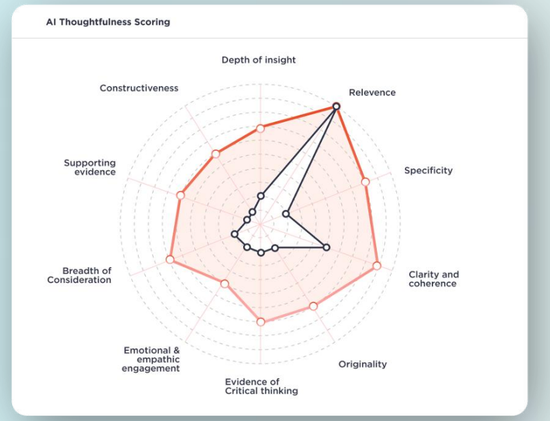
Use tools from
vendors like Rival

Unstructured Data Agent

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

rivaltech.com/ai-early-access-apply

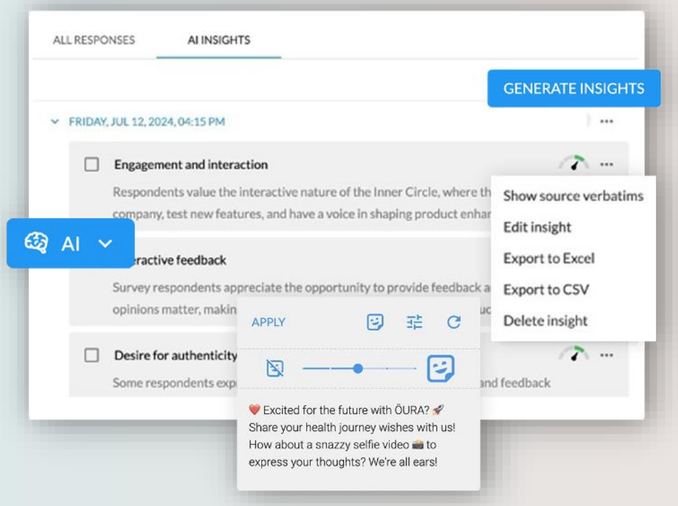
Data Collection



Thoughtfulness Scoring

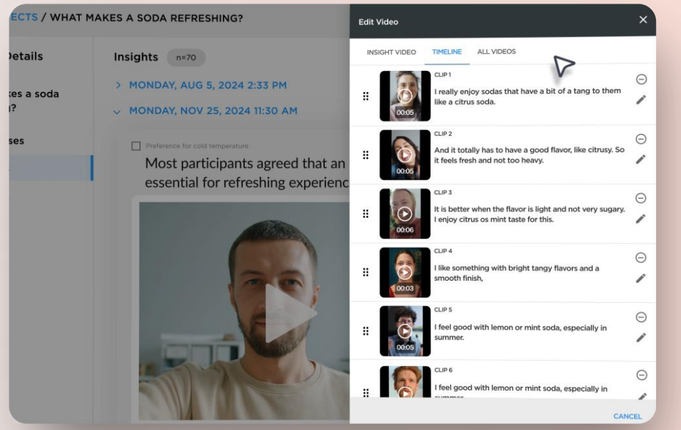
Smart AI Probe

Insight Curation



AI Insight Report

Report Generation



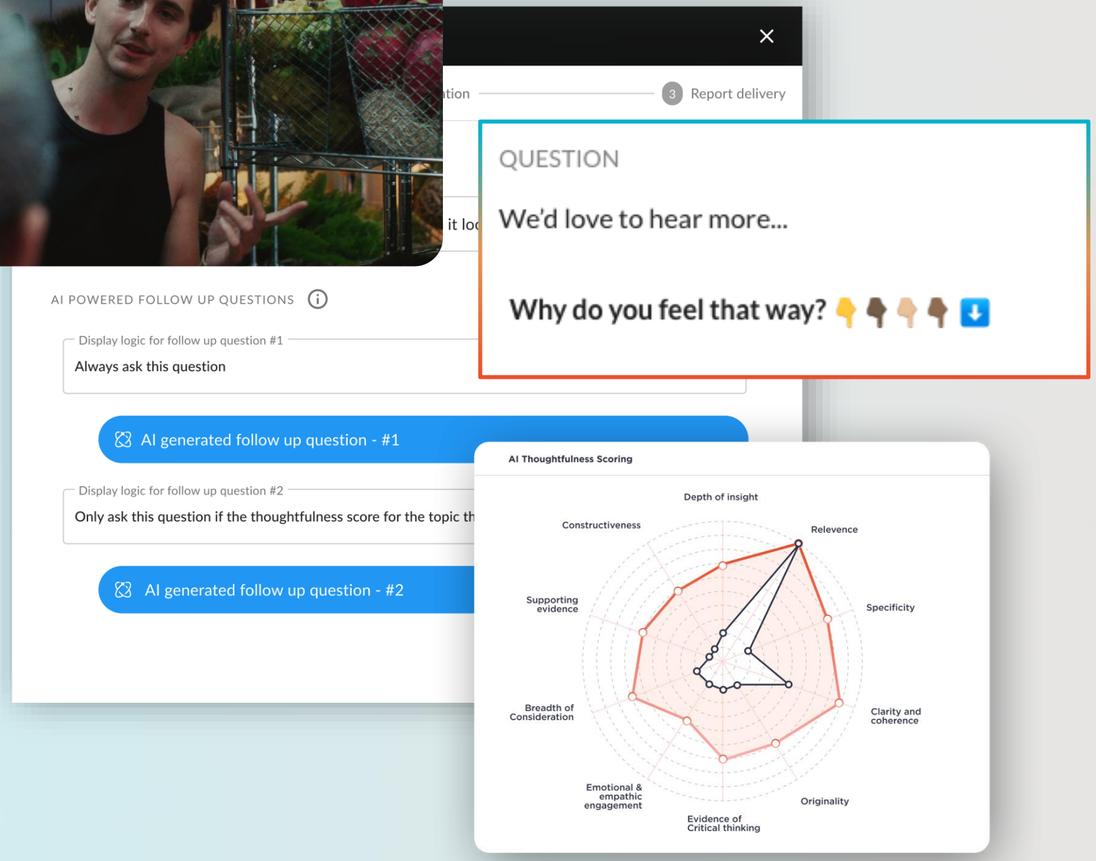
AI Summarizer

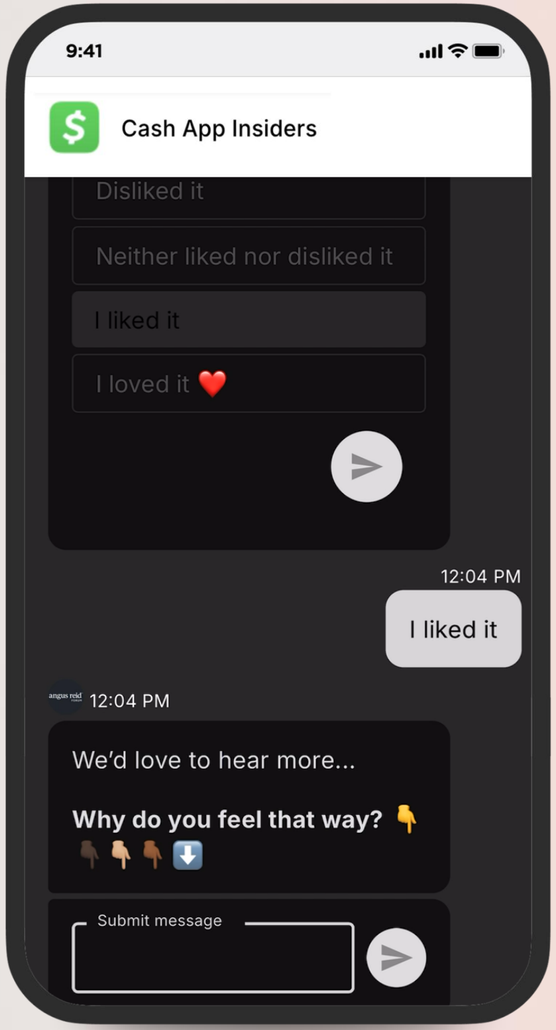
Insight Reels

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

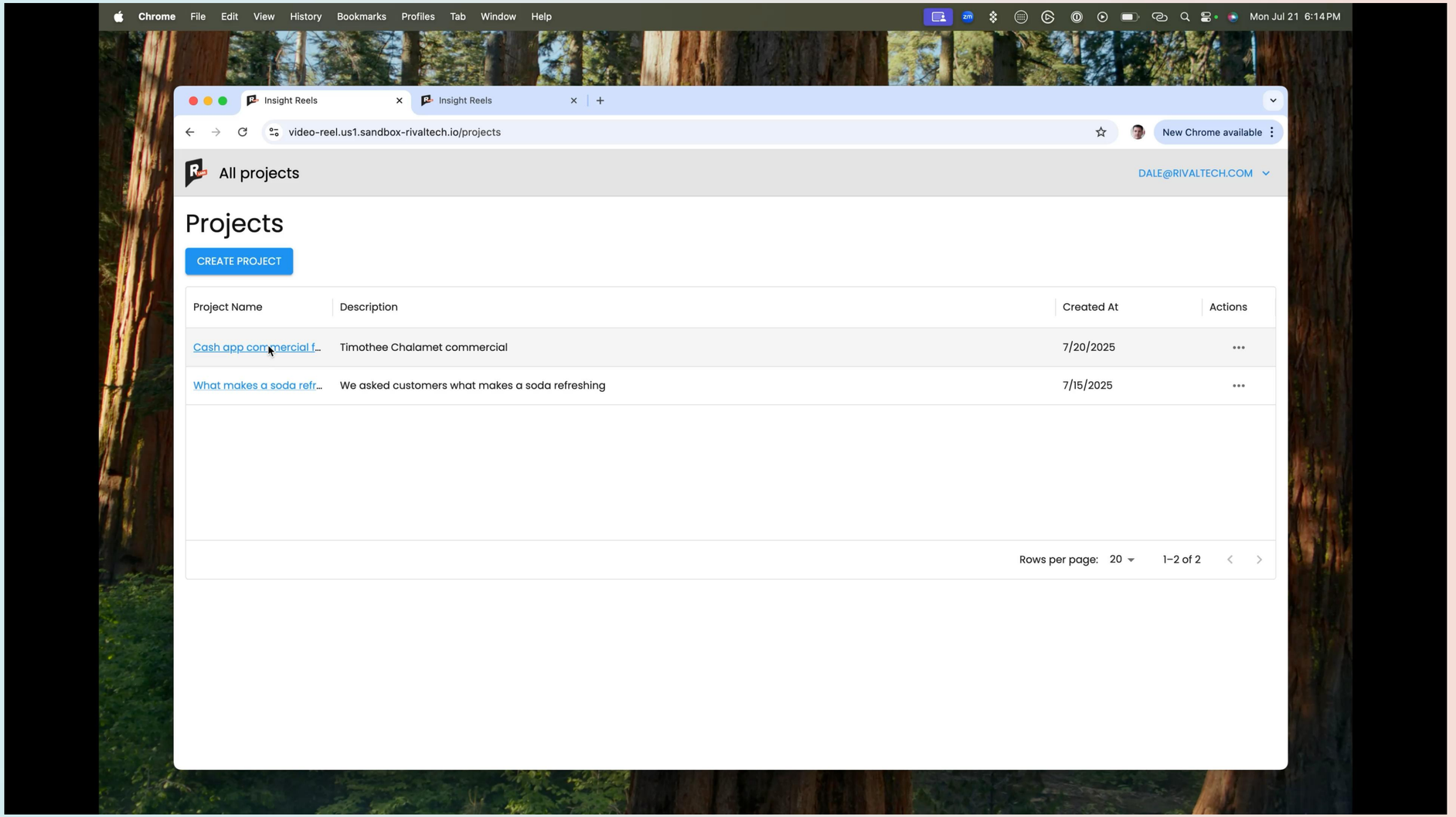
One more thing…

Boosting response thoughtfulness with AI





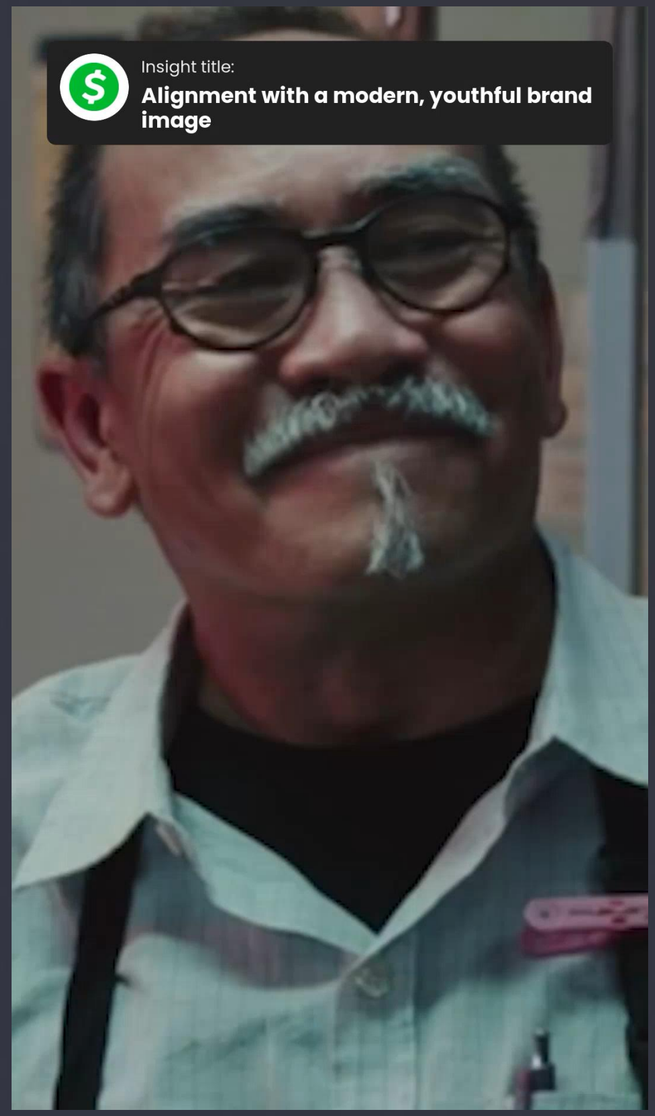
Creating video reels with AI



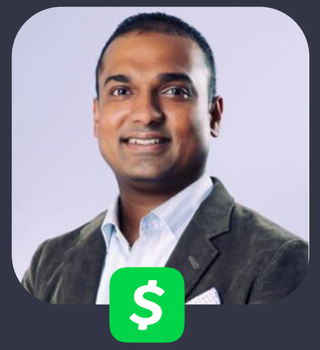
52% of Cash App Insiders are ”likely” or “very likely” to talk about the ad with their friends and family

70% of Cash App Insiders think the ad aligns with their perception of Cash App

87% agreed that the AI-generated questions were relevant



Q&A



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Talk To Rival Tech And Reach3 At Booth 419

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