



# Breaking down the buzziest consumer product launches of the last year – as told by verified buyers

Quirks Event Dallas - March 2026



# What we'll share today

## Buzziest consumer product launches



**McDonald's**  
Big Arch burger  
buyer perspective



**GLP-1**  
Consumer and  
doctor perspective

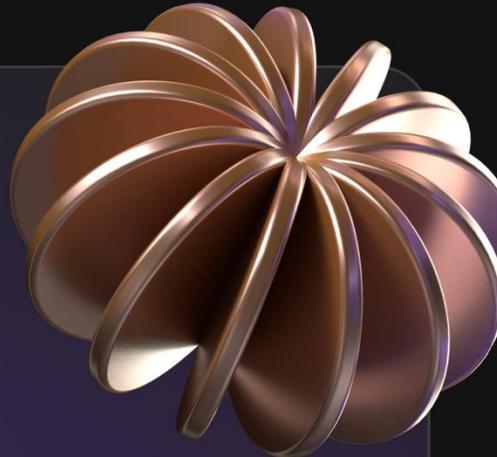


**MrBeast**  
Chocolate milk  
buyer perspective



**Waymo**  
Frequent rider  
perspective

Using AI Qual with verified buyers to understand what hit and what missed

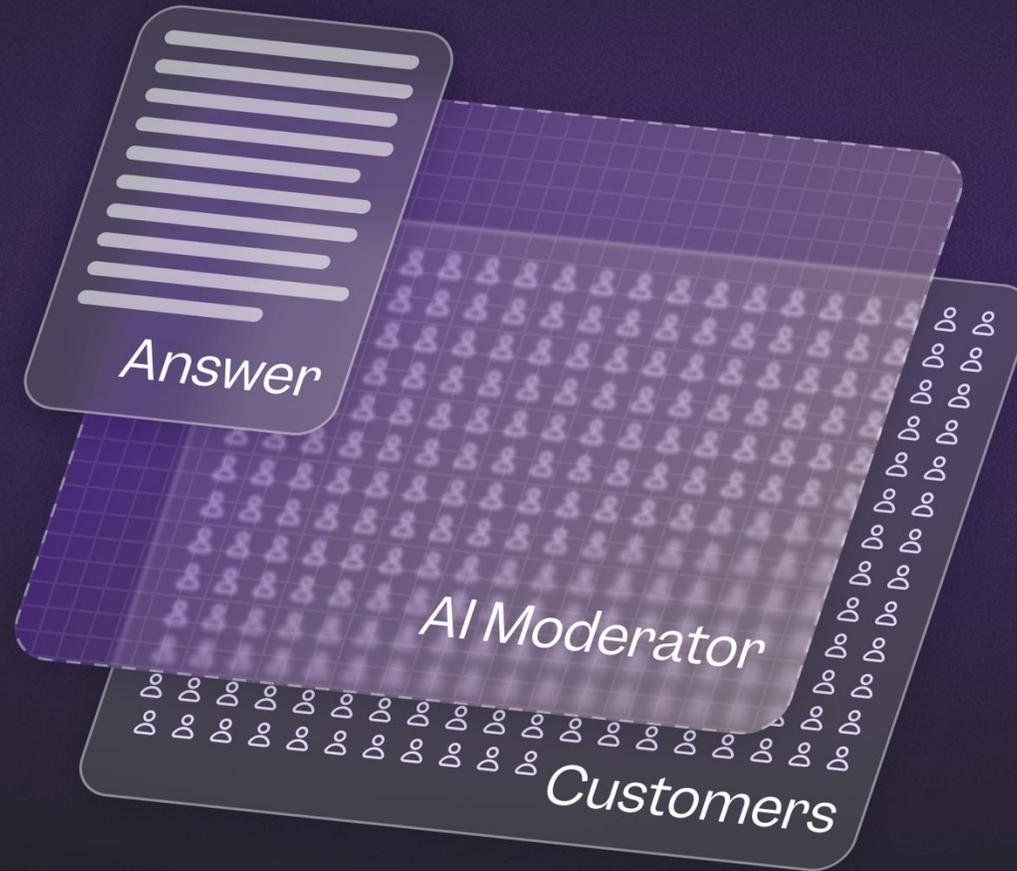


Meet Pogo

Introducing the world's first  
AI video interviewer powered by  
purchase-verified respondents.



# AI interviewing is a 10x solution...



...but the next challenge is ensuring  
you're talking to the right people.



# Survey fraud has always been a problem. And it's **only getting worse with AI.**

Without any fraud detection, only 22.4% of 1,624 responses were deemed “likely valid.”

JOHNS HOPKINS  
UNIVERSITY

24% of participants had entered more than 25 surveys in the past 24 hours.



National Library of Medicine  
*National Center for Biotechnology Information*

Thousands of screeners

# Industry Standard



Thousands of screeners

# Industry Standard



Pre-screened via purchase data

# Pogo





CONSUMER MISSION

Pogo helps 3M people in America  
earn money from their own data.





**real-time purchases**  
credit/debit



**live retail account linkages**  
amazon, walmart, target, etc.



**live email inbox**  
e-receipts



**receipt photos**  
in-store SKUs



**live location**  
real-time visitation



**demographics**  
hundreds of attributes



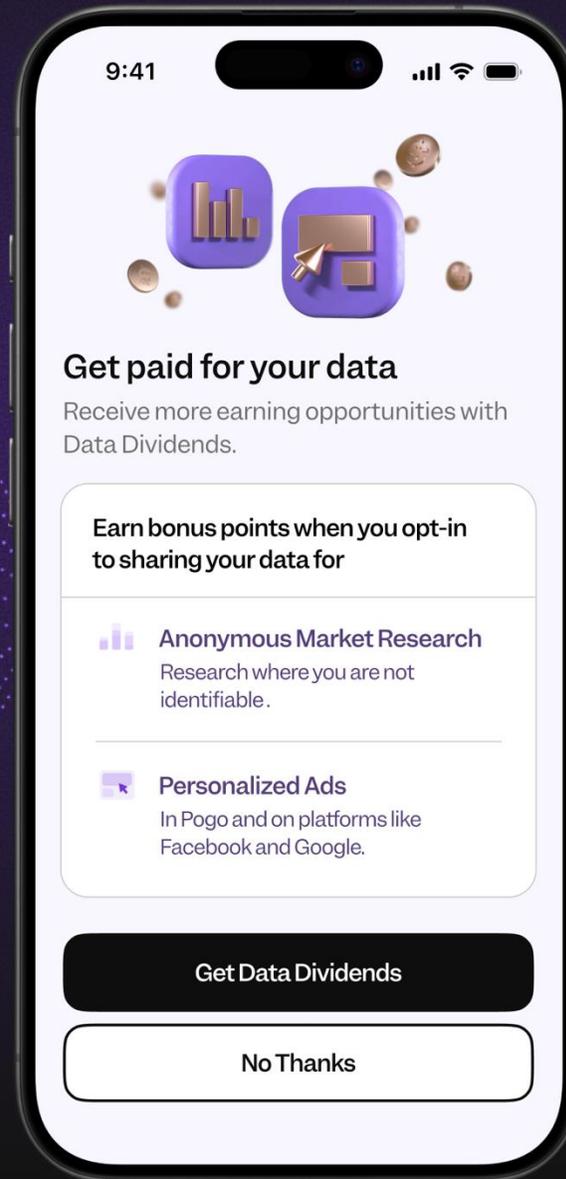
**surveys & videos**  
in-moment feedback



**web & mobile app usage**  
chrome + app screen time



**health data**  
apple health integration



**\$220B**  
Total GMV captured

**2.2B**  
Unique transactions

**#1 app**  
— **Newsweek**  
(2024 and 2025)

# \$32M

Raised from top investors  
to rapidly scale to tens of  
millions of users

FOUNDER OF

*honey*

EX CHAIRMAN OF

*Disney*

EX PRESIDENT OF

*Unilever*

EX CPO OF

**ORACLE**  
DATA CLOUD

CPO OF

 **Adobe**

EX COO OF

**stripe**

EX CPO OF

**Uber**

FOUNDER OF

**RENT THE RUNWAY**

*MR BEAST*

EX VP OF PRODUCT

**facebook**

*THE CHAINSMOKERS*

BARON DAVIS



# Pogo captures 1 in 150 of all shopping trips in the U.S.



## Enter Costco

10:24 AM, February 9, 2024

### Entered Costco

Austin, TX 78759

Total dwell time 62 minutes

Time of entry 10:24 AM

Time of exit 11:26 AM



## Costco Trip

11:22 AM, February 9, 2024

### Credit Card Purchase

7 items · Visa Card

Total \$819.95

**Sonos**

Sonos Beam (Gen 2) Bundle \$499.99

**Charmin**

Ultra Strong Bath Tissue, 2-ply, 2... \$24.19

**Colgate**

Advanced Whitening Toothpaste... \$18.99

**Kirkland Signature**

Chicken Meal & Rice Formula Do... \$19.99

**Kellogg's**

Fruit Loops, 10g \$12.99

**Omega Paw**



## Waymo Trip

2:38 PM, February 9, 2024

### Credit Card Purchase

1 item · Visa Card

Total \$21.94

**Waymo One Ride**

WAYMO\_ONE\_RIDE\_FARE \$21.94



## ChatGPT Subscription

3:12 PM, February 9, 2024

### Email Receipt

1 item · Visa Card

Total \$19.99

**ChatGPT Premium**

CHATGPT\_PLUS\_SUB\_20USD \$19.99



## Starbucks Order

11:19am, February 9, 2024

### Apple Pay Purchase

3 items · Visa Card

Total \$21.94

**Caffè Latte**

LATTE\_GRD\_TALL \$7.57

**Cold Brew**

CB\_VAN\_SWEETCRM\_VNT \$6.19

**Blueberry Muffin**

MUFFIN\_BB \$7.99

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Using AI Qual with verified buyers to understand what hit and what missed

# McDonald's

Consumer reactions to McDonald's  
Big Arch burger launched on March 3rd



# March 3 launch of Big Arch burger

Video of McDonald's CEO Chris Kempczinski eating Big Arch burger goes viral



BI Business Insider

McDonald's CEO got roasted for his 'Big Arch' review. I'm here to defend him — and the burger.

1 day ago

TODAY.com

McDonald's CEO Goes Viral for the Way He Eats a Burger: 'Incredibly Alien'

36 minutes ago



Fox News

McDonald's CEO roasted after his tiny first bite of new Big Arch burger goes viral

1 day ago



NBC News

McDonald's and Burger King beef over CEO's viral video

18 hours ago



New York Post

McDonald's Big Arch vs. Burger King's 'new' Whopper: Which one tastes better?

22 hours ago



More news >



- Home
- Chat
- Cohorts
- Market Explorer
- Studies
- Employee

### Build Your Cohort

e.g., Users who signed up in the last 30 days

[Sparkle Icon] [Up Arrow Icon]

- Core Purchase Behaviors
- Product & Category Spending
- Demographics & Lifestyle
- Psychographics & Preferences





# Pogo

- Home
- Chat
- Cohorts
- Market Explorer
- Studies**
- Employee

Study / Draft / New Study

## Overview

Introduce the goal of this study, and context.

**Have a document plan already?**  
[Upload a file](#) or drag & drop to auto-fill.

### Study Type

AI Qualitative  Quantitative

### Title

Enter the title

### Research Objective ⓘ

Enter the research objective

### Client Organization (Optional - Admin only)

Select client organization...

### Fielding Type (Admin only)

Cohort Allocation

### Marketing Consent ⓘ

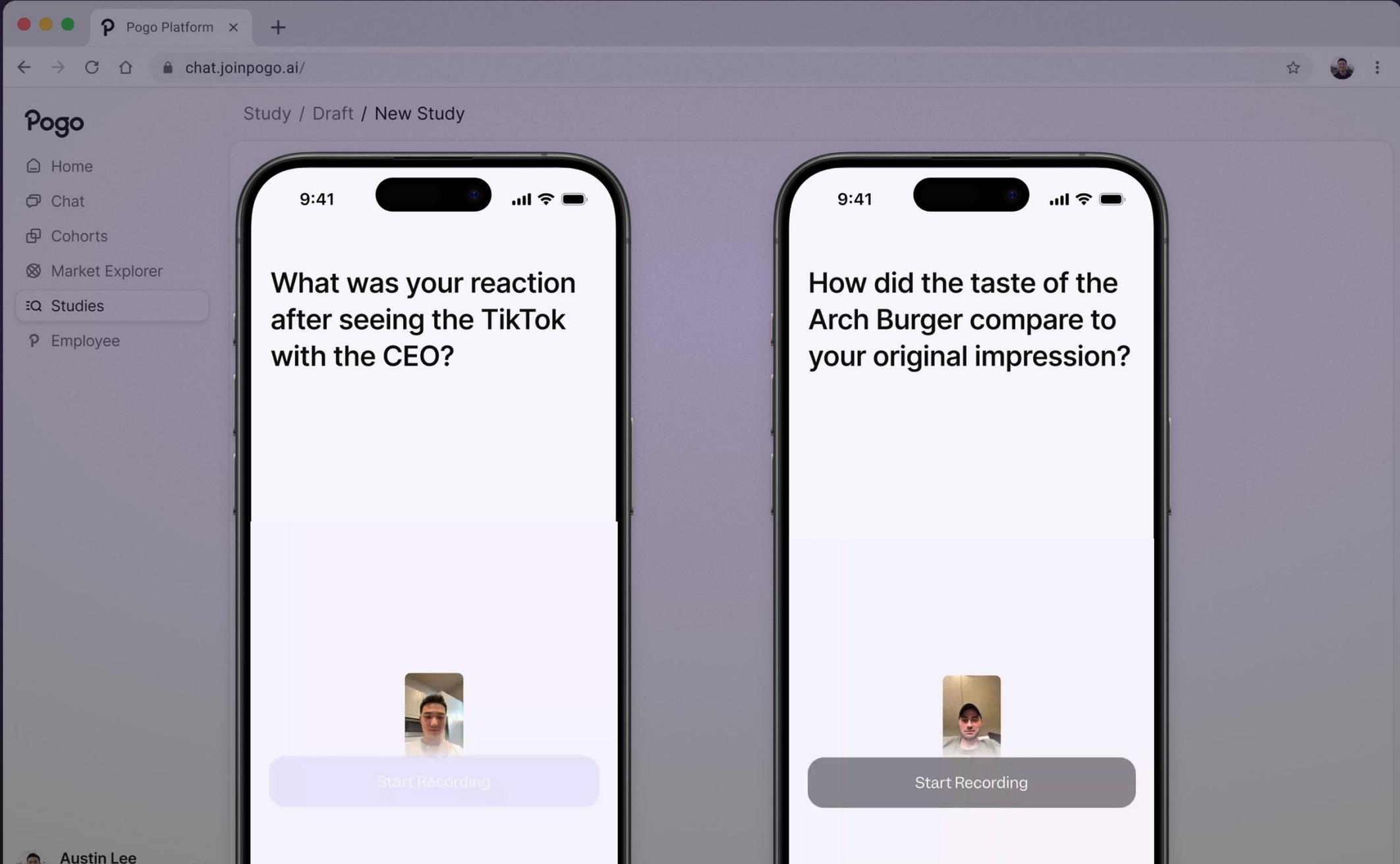


### Key Business Questions ⓘ

Enter a key question...



McDonald's Big Arch Re... pdf



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9:41

What was your reaction after seeing the TikTok with the CEO?



Start Recording

9:41

How did the taste of the Arch Burger compare to your original impression?



Start Recording

# Used Pogo's AI to interview dozens of buyers in just a few hours

Respondent 218

● Recording...



Arch Burger  
McDonald's • \$12.35 • Credit Card

Customer 311



✧ What are your thoughts on the recent Big Arch Burger controversy and the CEO's video?

"Honestly, it felt like a slap in the face. The Big Arch Burger was a letdown, and the CEO's tiny tiny bite just added insult to injury. It shows a lack of respect for customers' intelligence and taste buds."

✧ What could McDonald's have done differently to handle the Big Arch Burger launch and the subsequent backlash?

"They should've focused on delivering better food instead of relying the CEO's real reaction. Having no video and a real commitment to improving their food would've been a better approach than that video."

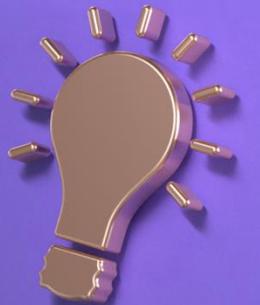
✧ Do you think this incident has affected your perception of the McDonald's brand, and if so

## OBJECTIVE

What drove awareness and trial of the Big Arch burger, and did the experience meet expectations?

## COHORT DEFINITION

Cohort definition: McDonalds Big Arch burger purchasers since March 3 2026



# McDonald's CEO Video Became Part of Consumer Conversations

40% of surveyed respondents who bought the burger had seen the viral CEO TikTok



The CEO seemed far removed from his company and his product



# McDonald's CEO Video Became Part of Consumer Conversations

40% of surveyed respondents who bought the burger had seen the viral CEO TikTok



The guy is a CEO at a big company, he's not one of those foodie guys



# McDonald's CEO Video Became Part of Consumer Conversations

40% of surveyed respondents who bought the burger had seen the viral CEO TikTok



Had I had seen that TikTok video before Tamika's, I don't think I would have been sold because it just seemed like he didn't really enjoy it



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**Consumer Reactions to McD...** Completed | 49 responses | 6h 40m Share

Summary Report Responses Settings Admin

## Understand what drove awareness and trial of McDonald's Big Arch Burger, how buyers evaluate the experience versus expectations, and what would drive repeat purchase for a premium limited time burger.

Audiences McDonald's Big Arch Burger Purchasers (Last 30 Days) 46/30

Key questions

- How did consumers first hear about the Big Arch, and which awareness channels (in-app, in-store, social, TikTok, word of mouth) are most influential?
- Did the viral CEO TikTok meaningfully drive trial, and how did consumers emotionally react to it?

Show 3 more ^

### Which awareness channels actually moved buyers from noticing Big Arch to trying it?

Owned McDonald's touchpoints did the heaviest lifting because app placement and in-store visibility put Big Arch directly in active ordering moments.

**Browse your study**

Dive into responses, explore themes, and uncover insights from your study.

- Summarize
- Clips
- Share
- Dig In
- Count

Ask questions about this study...

Plan

## The hero ingredient was the onions, not the sauce

The most loved ingredient was the crispy fried onions, mentioned by 50%+ of respondents



The onions made it 100 times better than the Big Mac in my opinion



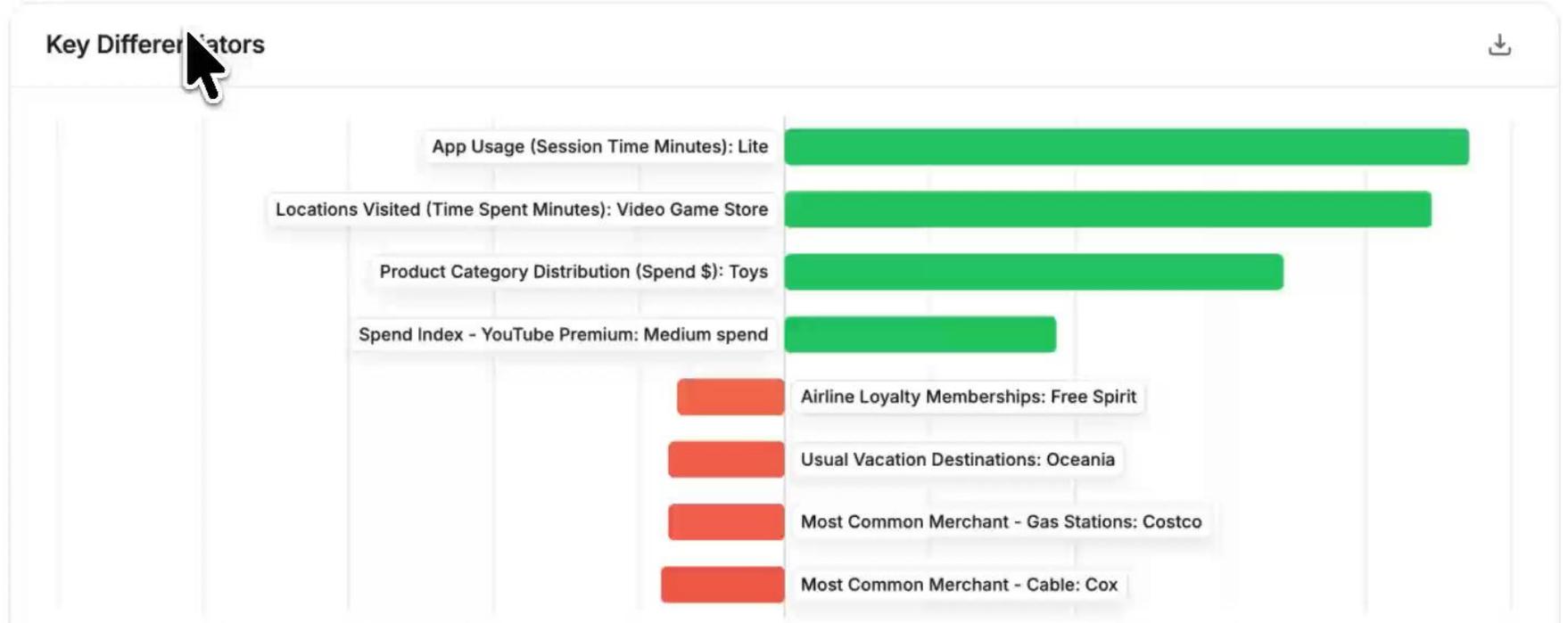
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## McDonald's Big Arch Burger Purchasers Since March 2026

Share Open Agent

**Primary Cohort**  
McDonald's Big Arch Burger Purchasers Since March 2026  
Users who purchased a Big Arch burger at McDonald's since March 3, 2026. This includes all Big Arch variations (burger only, meals, and different sizes)...  
424 People

**Comparison Cohort**  
General Population



# GLP-1

GLP-1 is not just a healthcare disruption. It is a cross-category revenue reallocation event.



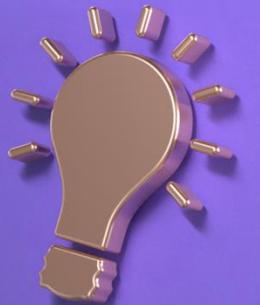
We analyzed the GLP-1 story from the vantage point of both consumers and medical professionals.

#### OBJECTIVE

What are common experiences with GLP-1 and what happens to the grocery basket when appetite changes at the biological level?

#### COHORT DEFINITION

GLP-1 users taking the medication for weight loss;  
Medical professionals working with GLP-1 users



# Consumers Are Growing Comfortable With Injectable GLP-1

100% of respondents are on the injection; many prefer to stay on it even after the pill's release



I think the injection is more powerful than the pill



# GLP-1 Users Report Significantly Smaller Appetites

90% of respondents reported eating less / having smaller portions



It's really curbed my appetite



# We also spoke with physicians and other medical professionals who had experience with GLP-1 patients

The screenshot shows a survey report interface. At the top, the title is "What Physicians Are Seeing in GLP-1 Patients' Eating Patterns" with a status of "Completed", "38 responses", and "7h 50m". There are "Share" and "Chat" buttons. Below the title is a navigation bar with "Summary", "Report", "Responses", "Settings", and "Admin". The main content area features a large text block: "To understand the dietary and behavioral changes physicians are observing among patients taking GLP-1 medications for weight loss, including appetite shifts, category-level reductions or increases, side effects, and whether these changes represent temporary adjustments or sustained behavior change." Below this is a section for "Audiences" with a selected audience of "Healthcare Professionals Earning \$130K+" and a progress indicator showing "38/15". The "Key questions" section lists: "What behavioral and dietary changes are most consistently observed after starting GLP-1?", "How quickly do appetite and eating behaviors shift?", and "Show 4 more ^".

**What Physicians Are Seeing in GLP-1 Patients' Eating Patterns** • Completed | 38 responses | 7h 50m

Share Chat

Summary Report Responses Settings Admin

To understand the dietary and behavioral changes physicians are observing among patients taking GLP-1 medications for weight loss, including appetite shifts, category-level reductions or increases, side effects, and whether these changes represent temporary adjustments or sustained behavior change.

Audiences • Healthcare Professionals Earning \$130K+ 38/15

Key questions

- What behavioral and dietary changes are most consistently observed after starting GLP-1?
- How quickly do appetite and eating behaviors shift?
- Show 4 more ^

# Physicians are also seeing reduced cravings for sweets & fast food



I don't see people wanting snack foods like potato chips anymore



# Physicians are also seeing reduced cravings for sweets & fast food



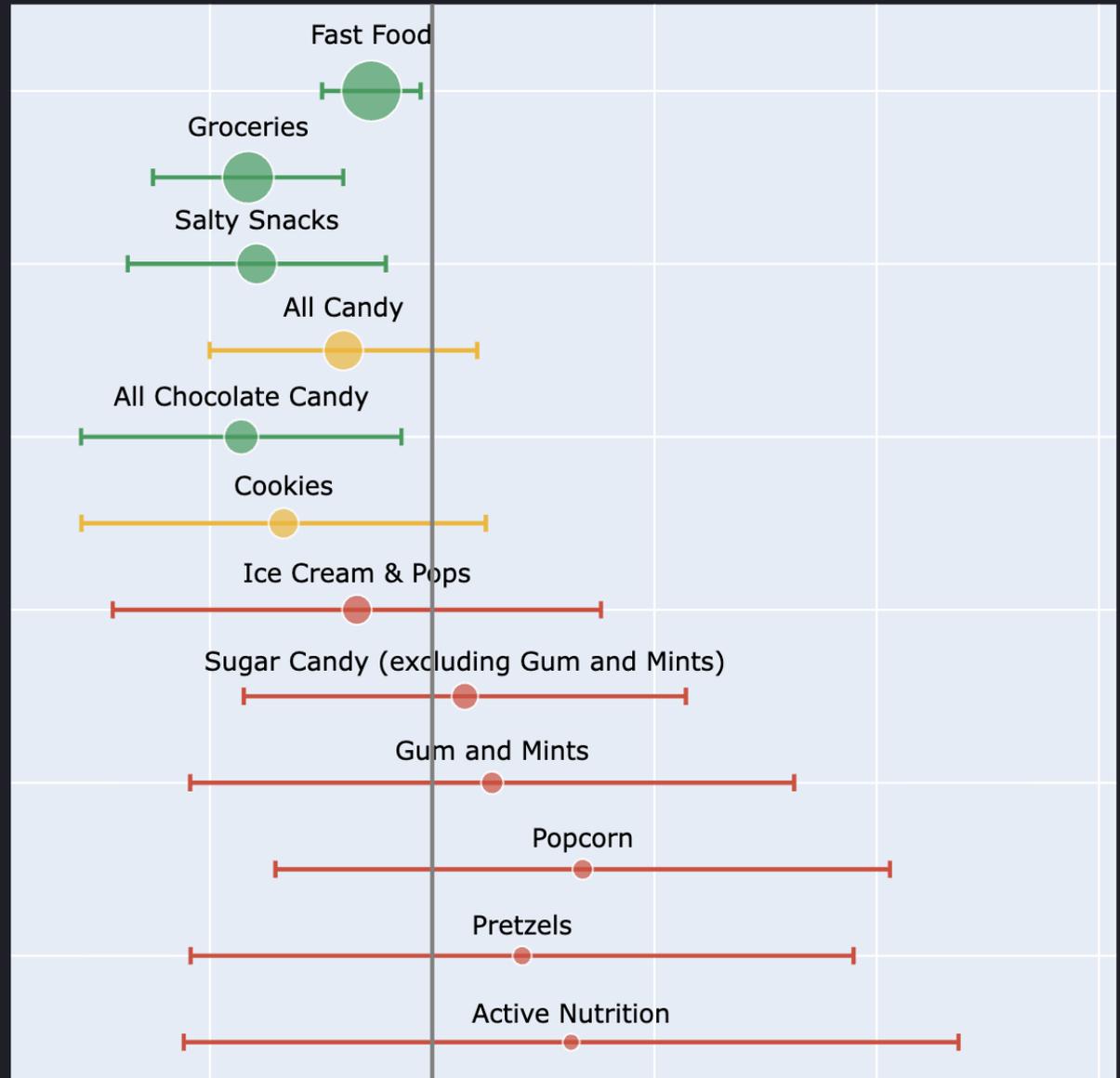
The portion they're eating is either two thirds to one third smaller than what they were doing



# What GLP-1 Spending Patterns Reveal

GLP-1 Cohort's Change in Spend Behavior - Directional Signal

● Significant   ● Directionally Significant   ● Not Actionable



# MrBeast



Launched in September 2025, MrBeast introduced protein-fortified chocolate milk under his Feastables brand. The product was rolled out through major national retailers.



The brand experienced a significant mold scandal the year before

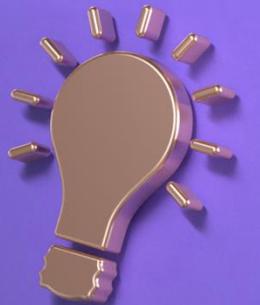


## OBJECTIVE

Did the October 2024 Lunchly mold controversy affect trust and repeat purchase for Feastables Chocolate Milk?

## COHORT DEFINITION

Cohort definition: Feastables Chocolate Milk Buyers (Sep 2025+)



## Despite the Controversy, Consumer Trust Held

We found 20%+ knew about the mold controversy, but still bought the chocolate milk product



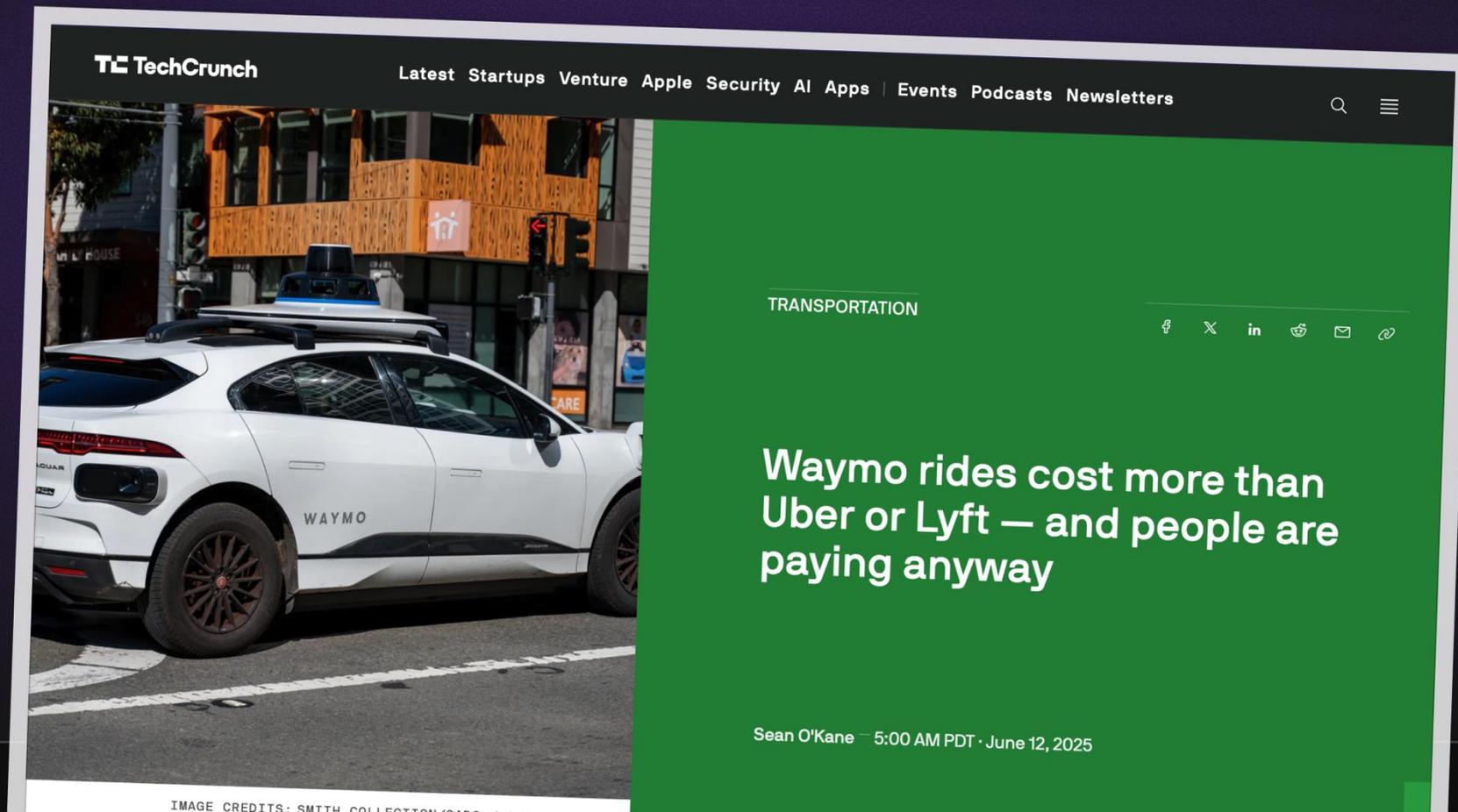
I actually trust him more than I do most big name brands.



# Waymo



In 2025, Waymo robotaxis scale across major U.S. cities, delivering hundreds of thousands of driverless rides per week.

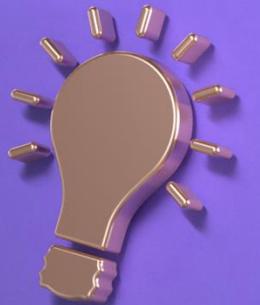


## OBJECTIVE

What drives repeat Waymo usage compared to alternatives like Uber?

## COHORT DEFINITION

Users with 6 or More Waymo Rides



# Consumers Loved Being Able to Play Their Own Music



It Feels Like a Party Every Single  
Time



# Consumers Loved Being Able to Play Their Own Music



I can use my own playlist and can turn the volume up as loud as I want



# Waymo Is Becoming a Convenient Option for Pet Transportation



I use waymo mainly to transport my dog.



# Closing Thoughts

## AI Qual with Verified Buyers



**Reach people**  
you never could find



**Talk to real buyers**  
no bots, no fraud



**Get answers in hours**  
even for new products

“I’ve literally been waiting for someone to do AI qual on purchase verified. This is exactly what I’ve been looking for.” - Fortune 50 Consumer Insights Exec

*Funko*

*Bojangles*

**PET  
SUPPLIES  
PLUS**

**ofi**  
make it real

 **theTradeDesk**

We are offering 10 free trial studies  
this week (first come, first served)

Email [dom@joinpogo.ai](mailto:dom@joinpogo.ai) with subject line "QUIRKS"



Dom Wong  
[dom@joinpogo.ai](mailto:dom@joinpogo.ai)



Any questions?

