

Winning Last-Minute & Impulse Purchases Before They Happen

THE CHALLENGE

Last minute and impulse purchases represent incremental sales opportunities for brands but are challenging to influence. With Gopuff, purchase decisions can be made in minutes or even seconds, but there's limited ad inventory to intercept and influence behavior. Plus, consumers often forget that "other thing" they needed.

THE SOLUTION

Gopuff integrated AdAdapted's patented Add-It™ technology to create a "Save Now, Buy Later" off-property media solution allowing advertisers to target and convert known consumers before their last-minute shopping need happens. With one click, Gopuff customers could seamlessly add an item to their bag for future purchase, without logging in or taking them out of their current offsite experience.

HOW IT WORKS

OFF-PROPERTY

Seamlessly add advertised products for future purchase

Consumer sees ad while browsing outside of Gopuff and with 1-click adds product to Gopuff bag without disruption

GOPUFF POP-UP

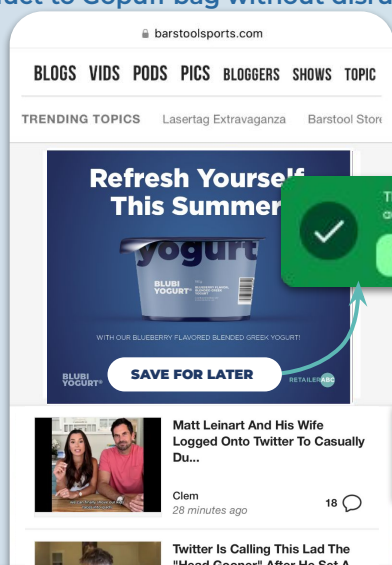
Full-page reminder appears upon opening app

Time passes and the consumer opens up their Gopuff app to a pop-up reminding them a product previously added is now in their bag

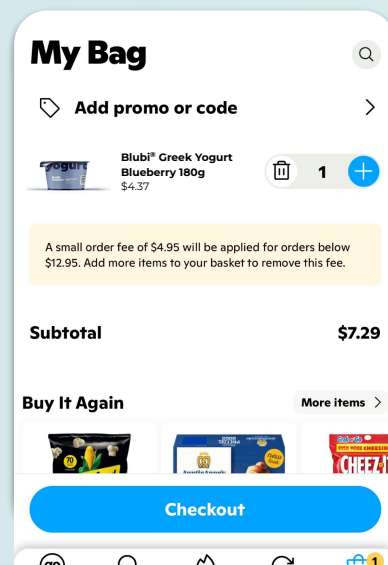
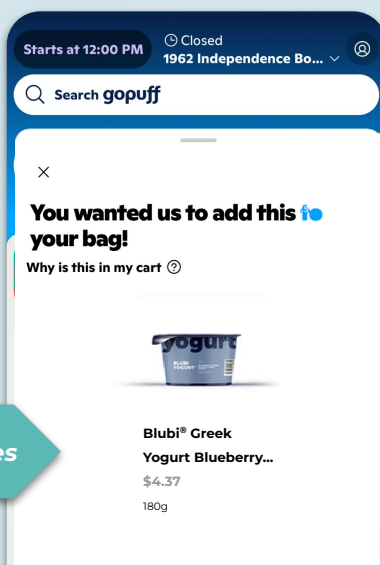
GOPUFF CART

Item saved to cart

Product added is ready for checkout in the Gopuff bag



Time Passes



Customer clicks on "Save for Later"

Still offsite, no login required!

Product featured on homepage & in the cart ready for purchase, no other action needed!