

SNOWPLOW

CASE STUDY

Picnic

How Picnic uses Snowplow to track users' in-app behaviour and decide which new product features to roll out

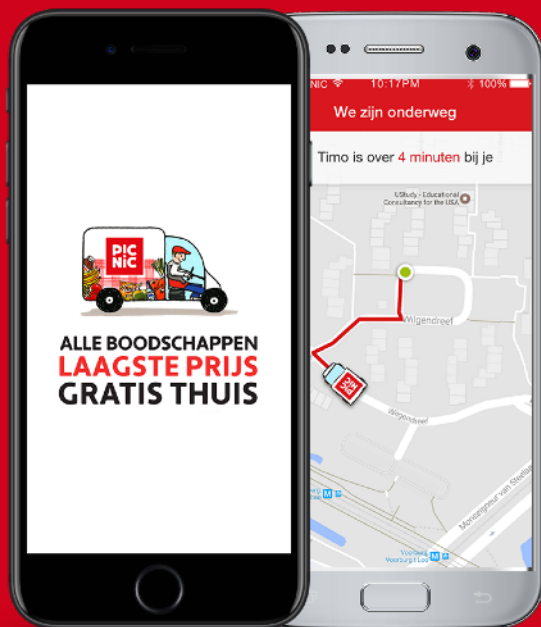


“The Snowplow framework has become an important data analytics tool, indispensable in understanding the Picnic app usage and allowing us to focus on the most impactful features”

*Dimitar Nedev, Data Infrastructure Lead, **Picnic***

SNOWFLOW





Milkman 2.0 – grocery shopping reinvented

Picnic is the world's fastest growing online supermarket that makes grocery shopping simple, fun and affordable for everyone. They launched in 2015 after building the platform in stealth-mode with 30 engineers. Then things came quickly together: 2015 Challenger award, 2016 Best startup award, 2017 Most innovative company award. They started as a mobile-first venture and are now transitioning to an AI-first company, where all innovations and operations are powered by their machine learning core engine. Their motto is: Think, Dare, Do.

Business Challenges

UNDERSTANDING IN-APP BEHAVIOUR TO IMPROVE THE CUSTOMER EXPERIENCE

Picnic is a mobile-only supermarket, so they don't have physical stores. Since their app is the Picnic storefront, it is critical for the success of Picnic to understand the in-app behaviour of their customers. Data-driven decisions are the key success factor of this young and ambitious company.

A DATA INFRASTRUCTURE THAT SUPPORTS THE BUSINESS AS IT SCALES UP QUICKLY

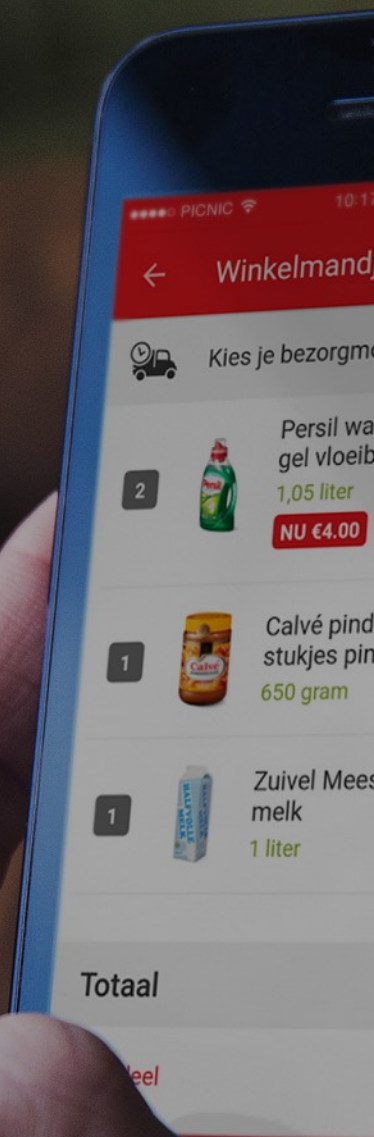
Picnic needed a data infrastructure designed to adapt to their fast growing business.

Using Snowplow to improve the customer experience

KNOW YOUR CUSTOMER, UNDERSTAND THEIR BEHAVIOR, PERSONALIZE THEIR EXPERIENCE

Since data collected via the Snowplow platform are stored in Picnic's own AWS account, Picnic has complete ownership of its data. This gives Picnic a lot of freedom to use the data they collect, which is the foundation of their data-driven business.

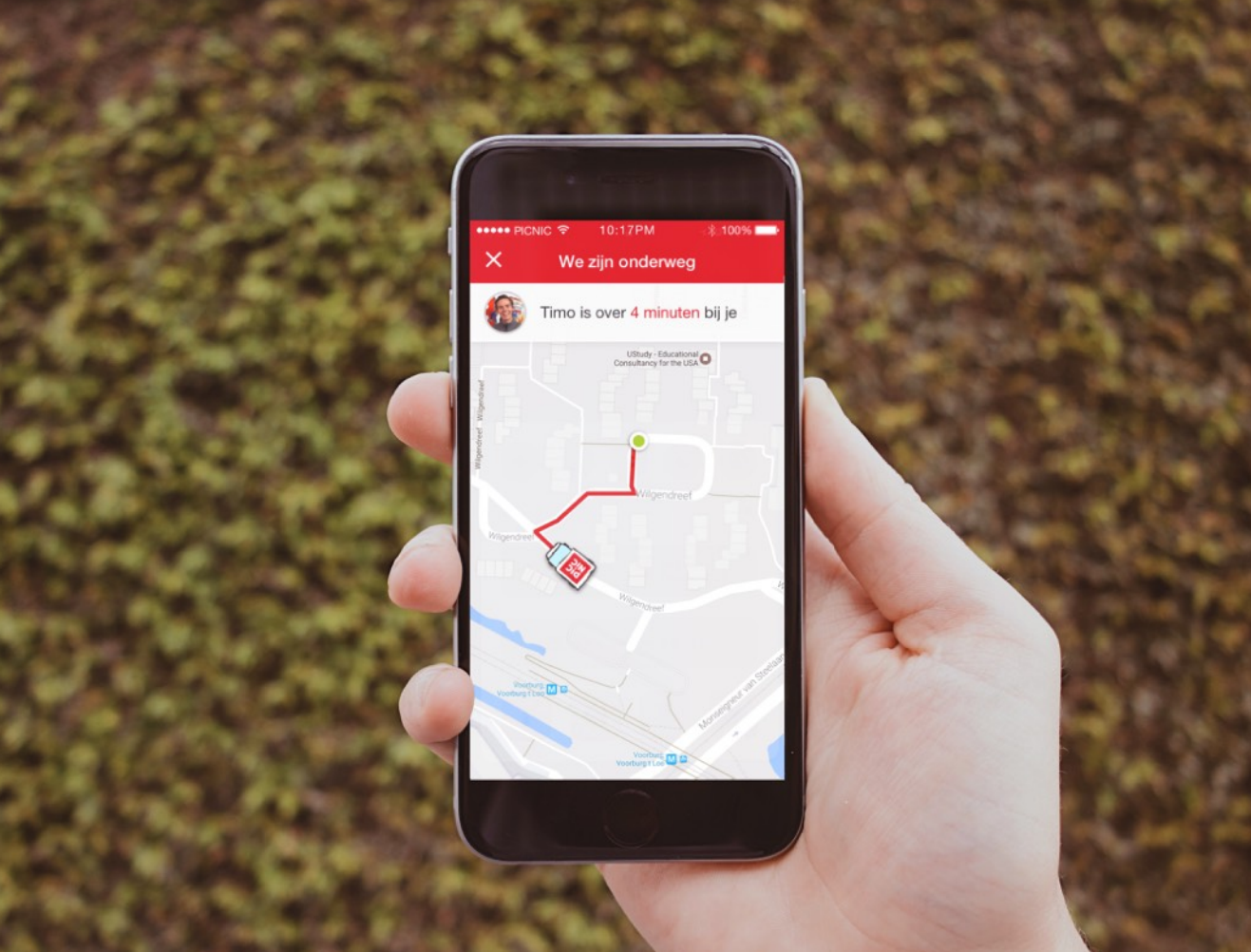
Picnic uses Snowplow data to track usage of their app and understand customer behaviour in as much detail as they want. Every user action within the app is collected. Picnic then uses their detailed knowledge of customers' in-app behaviour to understand what products customers prefer. Finally, Picnic uses AI algorithms powered by Snowplow data to make product recommendations that are personally relevant.



Data designed for analysis to improve the in-app experience and inform decisions

Snowflow's granular, event-level data and the ability to create custom events (e.g. adding a product recommended by Picnic to the basket) give Picnic the flexibility to:

- **Aggregate and analyse the data that matters to their business**
- **Track in-app features in the way best-suited for analysis**
- **Analyse which app features are used by different customer segments**
- **Know what products customers look at, add to their basket and buy, which can be used to manage stock (catalogue analysis)**
- **Easily and quickly A/B test multiple versions of each new app feature and measure their effect on the customer experience. Picnic can then determine which one is most effective and should be chosen for roll out.**
- **Analyse customer behaviour to detect signs that a customer may drop out. Picnic can then use this information to make changes to the customer journey and reduce the likelihood of customers churning.**



These analyses lead to insights that enable Picnic to optimise the in-app experience for their customers and delight them.

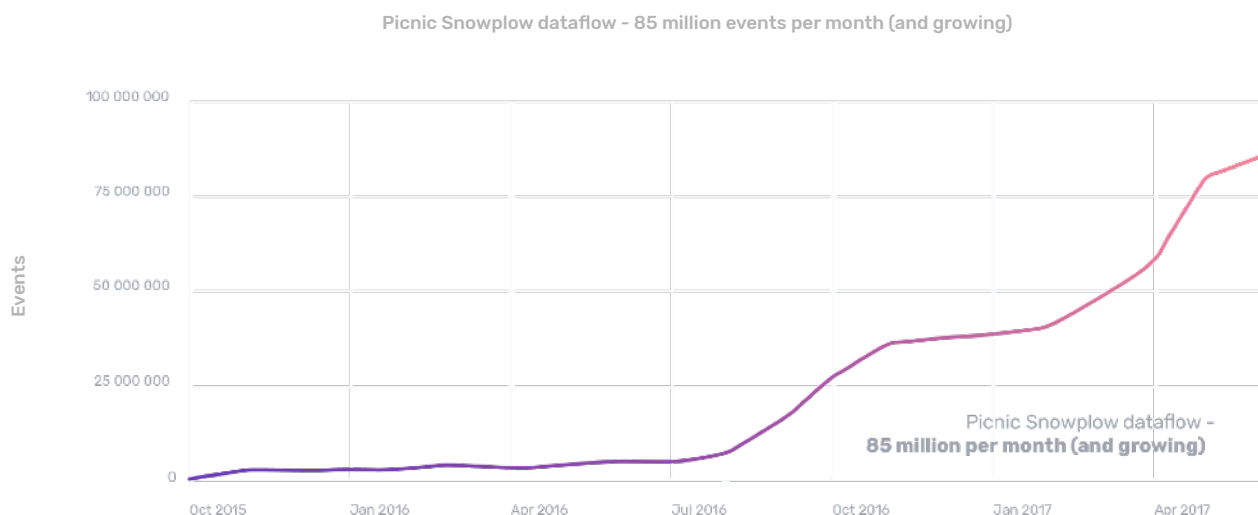
Finally, Picnic uses Snowplow's integration with [Adjust](#) to understand where users come from when they download the Picnic app. This helps them to measure the effect of their marketing activities (marketing attribution).

Business Impact

A SCALABLE FRAMEWORK THAT SUPPORTS EXPLOSIVE BUSINESS GROWTH

One of the greatest advantages of the Snowplow framework is its scalability. The Picnic customer base has already grown more than 5 times in 2016 and the number of orders in 2017 has already surpassed (in May) those for the whole of 2016. As the Snowplow framework is designed to scale up easily, Picnic has been able to easily adapt to the growing data volume, without service interruption.

This means that the Picnic developers and analysts can focus on working on new product features and understanding their impact, rather than on the data infrastructure, thereby saving time. The chart below shows the massive growth in data that Picnic has been able to handle with Snowplow as their business grew.



FASTER DECISION MAKING

This scalability also means that Picnic can take faster decisions about app features.

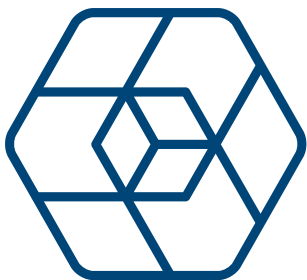
“Together with the level of detail the customised in-app tracking events provide, Picnic can make now informed decisions faster.”

*Dimitar Nedev, Data Infrastructure Lead, **Picnic***



LEARN MORE ABOUT PICNIC AND SNOWPLOW

For more information about Picnic's story, read [**Picnic's blog**](#) and [**Paul Laturaze's blog post**](#) on owning your data with Snowplow and ensuring data quality.



If you would like to explore how Snowplow can enable you to take control of your data, and what that can make possible, visit [our product page](#), [request a demo](#) or [get in touch](#).

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SNOWPLOW
DIFFERENTIATE WITH DATA

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