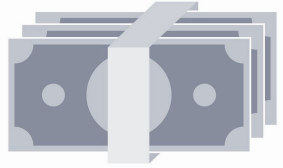# POSTMATES

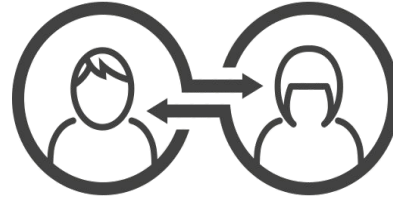Milan Carter, Hanyi Huang, Michelle Ma, Annie Mao, Julian Young

Postmates Services

Step 1: Browse stores and products
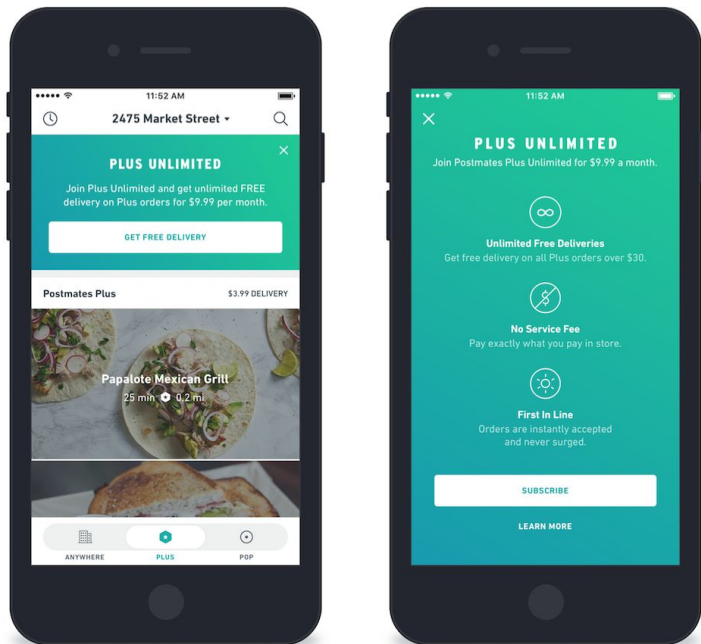
Step 2: Pay on Postmates

Step 3: Match with delivery person

Step 4: Track and receive order

Order anything (food, drink, groceries, pharmaceutical products) from anywhere on-demand

Postmates Unlimited

- $9.99/month
- Free delivery on orders over $20
- Non-subscribers have a delivery fee of $3.99 (selected merchants)
- Partners with over 250,000 merchants, including restaurants, drug stores, and even liquor stores in select cities

SWOT Analysis

STRENGTHS
- Delivers anything & everything
- Operates in 231 cities

WEAKNESSES
- Lots of competitors (UberEats, Grubhub, Doordash)
- Unwelcomed by some non-partner restaurants

OPPORTUNITIES
- CAGR 2018-2022 projected to be 18.6%
- User penetration at 16.4% in 2018 and expected to be 28.2% in 2022

THREATS
- Fickle customer loyalty & retention rate

Competitor Comparison

	POSTMATES	DOORDASH	UBER EATS	GRUBHUB
Scheduled Deliveries	✓	✓	✓	✓
Delivery of Non-Food Items	✓	✗	✗	✗
Unlimited Free Delivery Program	✓	✗	✗	✗

Current Social Media

Postmates Analysis

Problem

Background:

- Postmates Unlimited was originally intended as a low margin service to attract more customers
- Found that margins on Unlimited orders were much higher than non subscriber's orders, thus not working properly
- Currently, there is only 10% penetration into their user base
- Intended penetration was at 25%

Takeaway:

- Postmates is not successfully promoting their Unlimited service to the customer base that they intended to
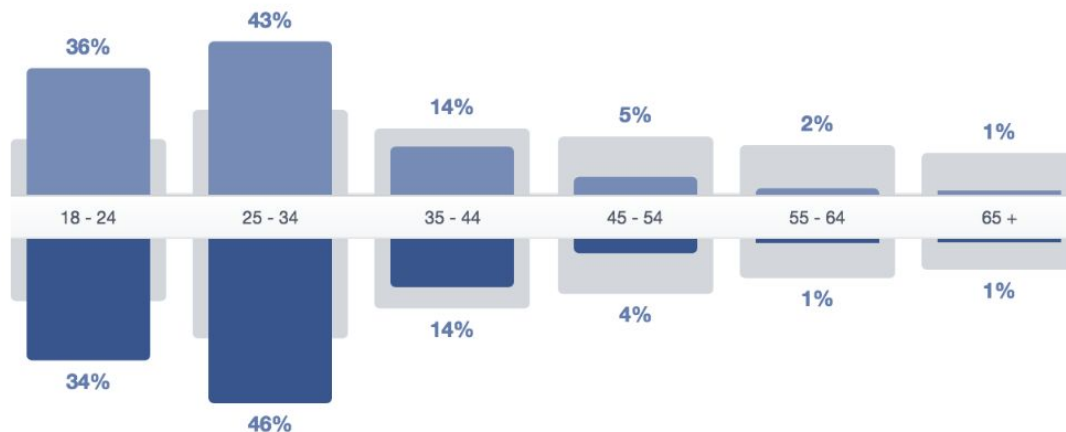- Unlimited is not acting as an easily accessible subscription model

Target Audience

Target Audience

Age and Gender
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.
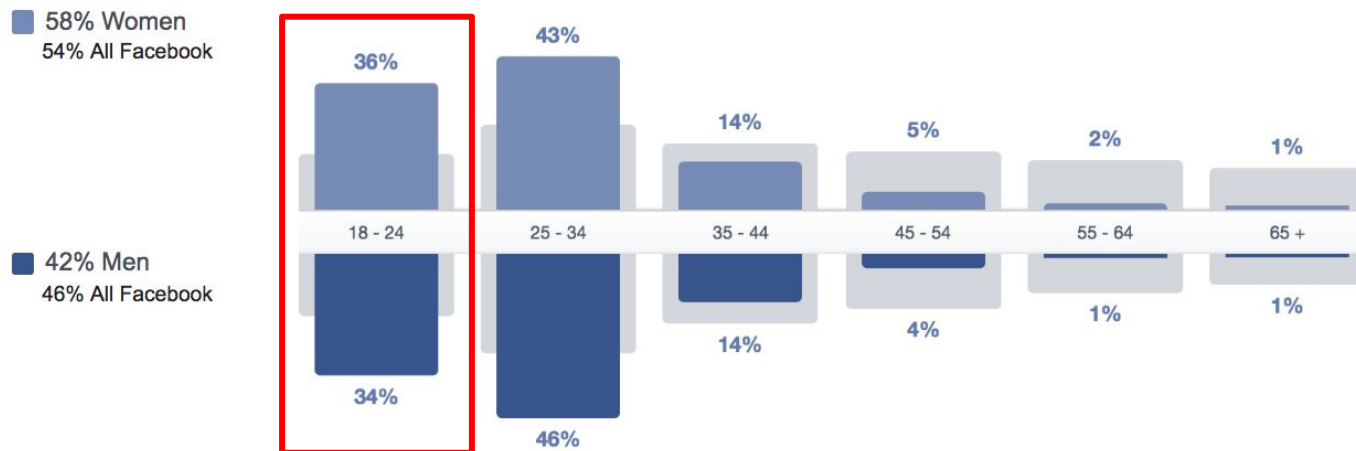
58% Women
54% All Facebook

42% Men
46% All Facebook

18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +
36%	43%	14%	5%	2%	1%
34%	46%	14%	4%	1%	1%

Strategy: Postmates University

Who and Why:
- College students are a demographic that perfectly fall in line with Postmates Unlimited's goals
- Lower Margin model is perfect for college students with budget constraints
- College students are generally on track to later have more disposable income making them ideal sustained business

Postmates University:
- Lower minimum order requirement
  - From $20 to $10
- Engagement programs with Students at various universities
  - March Madness social media competitions, catering for events, opportunities to meet famous and influential people

Late Night Postmates

- Serves as another way of reaching and catering to University students
  - Orders between 10 PM and 2 AM are twice as common for college students as there are for any other demographic
- Could offer specials for reduced pricing, similar to "happy hour" specials, for restaurants that are open late at night
- Partnering with restaurants who are popular with students would be beneficial for both parties

#wegetit

Who: New and existing customers

What: Play on the order trends of 2017 loyal Postmate customers

Where: Launched in Los Angeles, CA

How: Extended unlimited trial to 30 days
Encourage Word of Mouth
Fresh content
Appeal to loyal customers

Farm to table to your couch.
We get it.

When you're afraid to pronounce "açaí" in public.

We get it.

When the breakup was bad, but only 280 calories bad.

Halo Top.
We get it.

Postmates

#wegetit Campaign Extension

When you need an energy booster
to continue cramming
for finals.

We get it.
It's college.

Postmates

Who: College students

What: Relatable college experiences

How: Promote Postmates University
Provide several promotion codes
from here and there

#wegetit Campaign Extension

When those late night drunchies are kicking in.

**We get it.
It's college.**

Postmates

When you don't have unlimited swipes meal plan anymore.

**We get it.
It's college.**

Postmates

Measure success with promo codes

Influencer – Kevin Durant

kevindurant

35 posts
9,638,049 followers
212 following

Estimated Cost Per Post
$14,458 - $24,097

Engagement Rate
2.99%

Estimated Cost
Per Engagement
$0.05 - $0.09

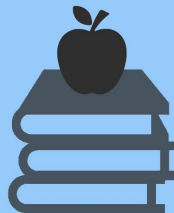Estimated Earned
Media Value / $
x8.6

Twitter

@KDTrey5

IM ME, I DO ME, AND I CHILL
Since: Tue, Apr 28th 2009

Estimated around
$37,610 - $45,970 per tweet

Influencer – Kevin Durant

It's finals season and you've got a lot on your plate…
well besides actual food.
Don't worry, Postmates has your back!

#PostmatesUniversity

Competition for all 4 year universities in the US:
- Team up with your peers to win a visit from Kevin Durant
- Enter code: DELIVERKD
- Whichever school orders the most on Postmates by the end of the contest period will be eligible to win a visit from KD

#DELIVERKD

That's right, the university with the most ORDERS by the end of the competition will get a visit from Kevin Durant.

Pros	Cons
● Easier to focus on smaller segment ● Extensive knowledge of the target customer ● With code it's easier to measure success of the campaign & can make changes instantly	● May potentially neglect other customer segments (even within the target customers) ● Reliant on partners (merchants + influencers)

Promo code W6VB
$100 delivery credit for all first time users

Questions?