

How JUST uses SurveyMonkey Audience to crack the plant-based food industry



JUST, a food startup offering plant-based egg alternatives is making moves. It's entering new markets, cashing in on under-the-radar consumer trends, and learning everything from A to Z about its target buyer—and SurveyMonkey Audience is the insights engine that powers it all.



SURVEY DATA

\$40K

saved on a pricing study vs. a third-party vendor

~40

market research surveys run with SurveyMonkey Audience annually

3

international studies launched: UK, India, and China

THE CHALLENGE

Juggling an end-to-end insights program

Daniel Scharff is the head of insights and analytics at JUST, which means his company and their partners rely on him to tell them everything about the market, target consumers, and how JUST is performing with each.

What's driving the mainstream adoption of plant-based proteins? Who are these consumers, and why do they buy JUST Egg? What's the most effective menuing and shelf placement? How should JUST Egg be priced in the market, and what is the elasticity at different price points?

In order to get end-to-end insights on practically everything from market segmentation to packaging designs, Scharff needs to run a lot of surveys, get the data back fast, and do it all without breaking the bank.

“I've run 40 surveys in the past year, year and a half. I don't even want to think about what that would cost if I paid someone else to do them.”

– DANIEL SCHARFF, HEAD OF INSIGHTS AND ANALYTICS



Daniel Scharff
Head of Insights and Analytics

THE ANSWER

Running an agile market research engine

Initially, Scharff contracted a traditional third-party research firm to help him run a pricing study for JUST, but found the cost and slow turnaround time to be limiting. Instead, he began using **SurveyMonkey Audience** to adopt an agile market research framework where he collected vital insights on his own.

The study cost more than \$40k through a third party, vs. \$1k doing it myself with SurveyMonkey Audience,” he said. “The saved money and time means I can quickly run surveys on other vital topics.”

That was the first and last time Scharff paid an agency for research at JUST. Since then he’s been using SurveyMonkey Audience as his sole research engine because it allows him to send dozens of surveys to a variety of segmented audiences and get back high-quality results fast.



THE TAKEAWAY

Vital insights, on time and under budget

Scharff’s research showed that their customer base isn’t primarily composed of vegans, but rather meat eaters who are trying to gradually shift to a more plant-based diet for health reasons. Plus, JUST found that its core customer segment actually eat the fewest eggs, which means Just Egg actually expands the egg category instead of just competing with traditional egg sellers.

Using SurveyMonkey Audience to dig into the reasons why these consumers are shifting to plant-based protein and what they are looking for helps JUST and its retail and food service operators provide the highest quality offerings.

He uses it to concept test products, messaging, claims, pricing—anything he needs to get data on to help inform his decisions. He sends surveys to customers to ask where they go out to eat, how they use JUST’s product, how they discovered it, and more.

Scharff says JUST’s partners laud the company for its sophisticated understanding of the plant-based protein consumer, and SurveyMonkey Audience is a major driver of this capability. And the best part is that Scharff can run as many surveys as he wants, and get data in just a few hours.

Company

JUST

Strategic goal

End-to-end market insights

Solution

SurveyMonkey Audience

Success factor

Agile market research