



# WINNING ATTENTION

How Gopuff converts engagement into growth

**M+C SAATCHI**  
**PERFORMANCE**

**gopuff**

MAU Las Vegas 2026



**TYLER  
STEWART**

Head of Marketing,  
Gopuff



**JENNIFER  
SUDO**

Managing Partner,  
M+C Saatchi Performance




# THE GROWTH REALITY

# DIFFERENTIATION IN THE CATEGORY IS HARD EVEN WITH REAL USPs

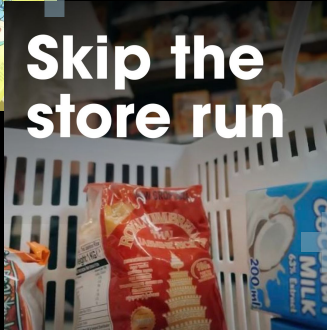
Easy.  
Affordable.

Get it delivered in as little as **25 minutes**



Shop online for Same-Day Delivery

Skip the store run



GET **50% OFF** YOUR NEXT ORDER\*

**\$20 OFF** IN THE BAG



# WHAT IS GOPUFF?

+ A leading instant-commerce platform delivering essentials in as fast as 15 minutes

+ Unapologetically convenient

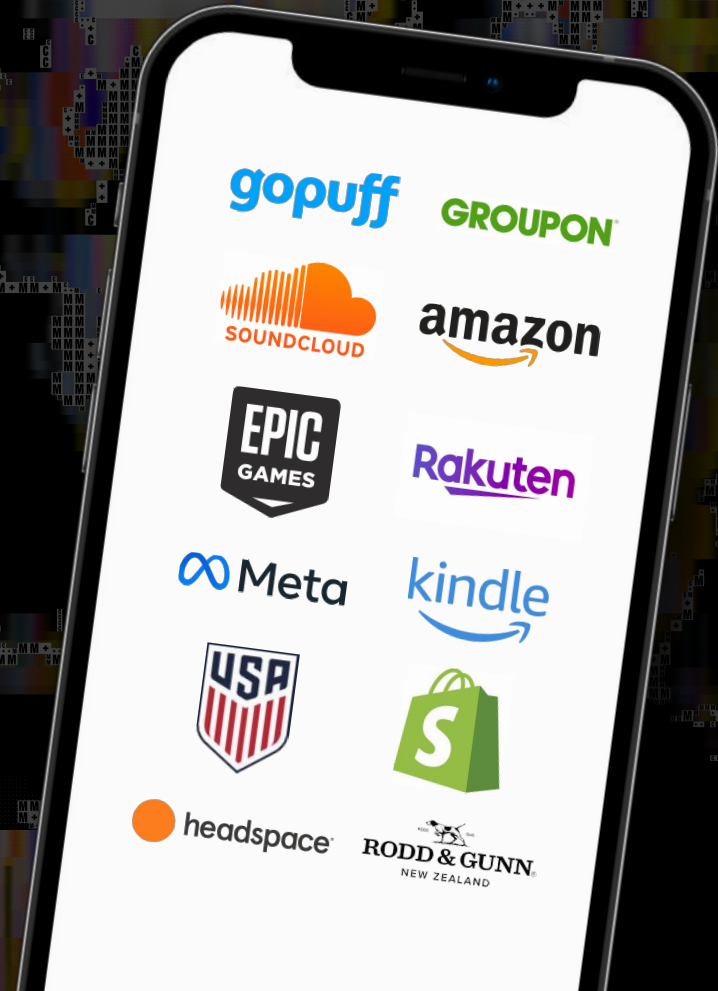
+ 5000+ Products

+ Open late

+ Built for speed

# A GROWTH MARKETING AGENCY BUILT FOR **DIGITALLY** **DRIVEN BRANDS**

- + Growth Strategy
- + Performance Media
- + App Marketing
- + Creator & Influencer Marketing
- + Creative that converts
- + Commerce Media
- + Data & Measurement
- + Market Insights



**HOW DO YOU  
WIN ATTENTION  
BEFORE ASKING  
FOR ACTION?**

# ENTERTAIN OR DIE.

Entertain + Engage + Convert

Entertainment isn't a nice-to-have.  
It's a **growth strategy**.



# ENTERTAIN → ENGAGE → CONVERSION

**01 Partnerships:**  
Co-create, don't endorse

Build with talent, not ads

**02 Creators as**  
channels

People > Brands

**03 AI for speed**  
and scale

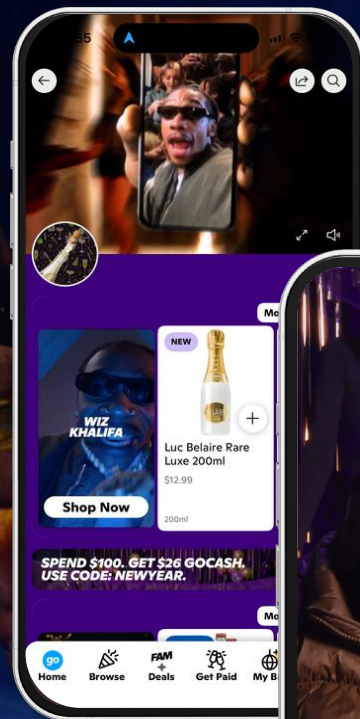
Test fast, scale what works

**PARTNERSHIPS**

**NEW YEAR'S EVE  
FEATURING  
RICK ROSS &  
WIZ KHALIFA**

Garnering over 20M views in just 24 hours across channels, the unique creative drove massive social sharing and conversation

Biggest Luc Belaire sales day in Gopuff history, with 27% of all units sold being Luc Belaire



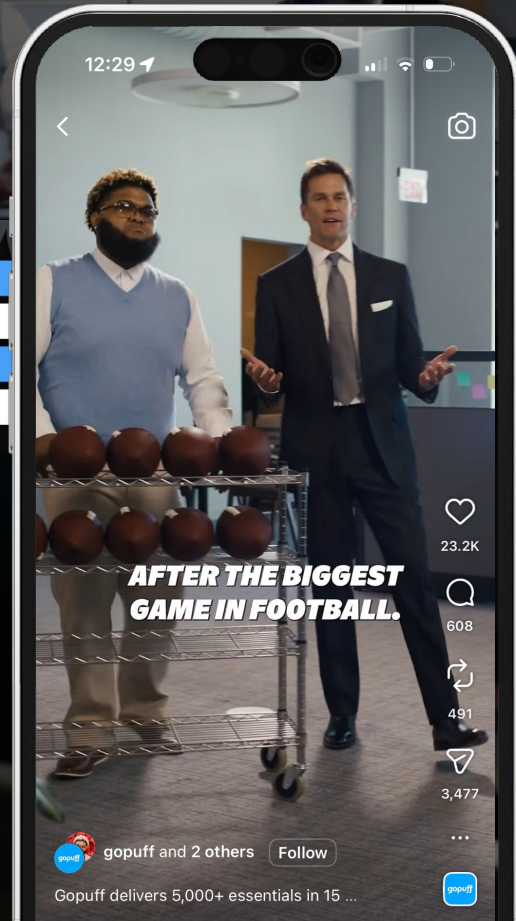
**PARTNERSHIPS**

**SUPER MONDAY  
OFF COALITION  
FEATURING  
TOM BRADY  
& DRUSKI**

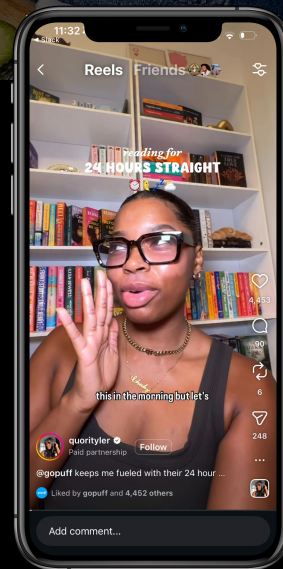
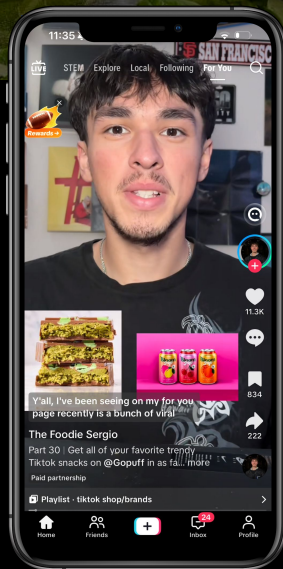
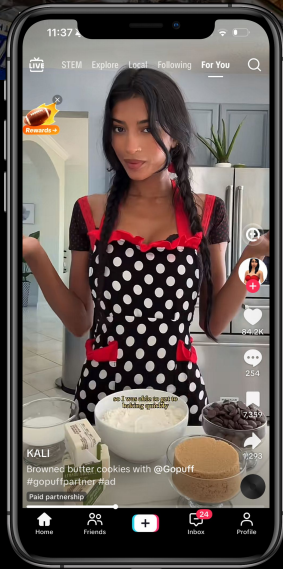
Tom Brady & Druski team up to make the Monday after the Super Bowl a holiday

★ gopuff SUPPORTS ★

**SUPER MONDAY OFF COALITION**



# CREATORS AS A GROWTH CHANNEL



# SCALING CREATIVE WITH AI

## FAST FIX FOR MEAL PREP.

Cooking essentials, in as fast as 15 mins.  
No markups. Zero fees.



## FROM OUR SHELVES, TO YOUR PARTY.

Everything you need, at your door.  
In as fast as 15 mins.



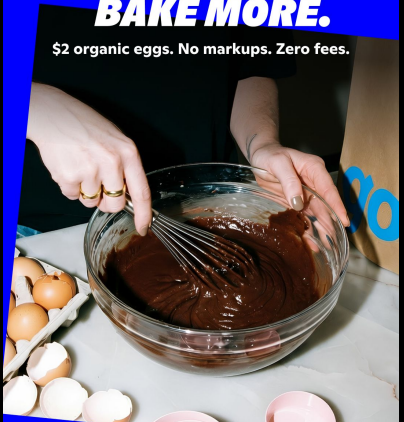
## BE THE HOST EVERYONE LOVES.

Party essentials in as fast as 15 mins.



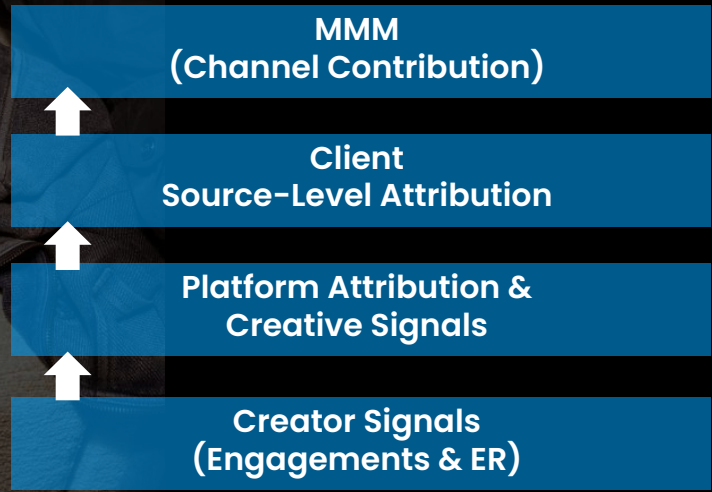
## SPEND LESS. BAKE MORE.

\$2 organic eggs. No markups. Zero fees.



# HOW WE MEASURE WHAT ACTUALLY DRIVES GROWTH

- + Incremental efficiency
- + Understanding credit by source
- + Day-to-day Optimization
- + What resonates



# YOY RESULTS

**6%**

**Lower** Media Spends

**36%**

**More** First Purchases

**31%**

**More** Efficient CAC

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**PERFORMANCE**

**gopuff**

**THANK YOU**

Visit us at:

[www.mcsaatchiperformance.com](http://www.mcsaatchiperformance.com)

