

trivago Unlocks Global Insight Efficiency with Voxpopme's Agile Qualitative Research.



Faced with the growing need to deliver faster, more actionable insights across global markets, trivago's Consumer Insights team needed a way to scale research efforts without increasing workload or budget. By adopting Voxpopme, trivago transformed its research capabilities, moving from traditional focus groups to agile video insights that deliver deep understanding of travelers, faster and more efficiently.

Voxpopme empowered trivago to accelerate timelines, streamline creative testing, and uncover travelers nuanced regional differences—fueling an award-winning study and influencing product innovation.

Up to ~50%

Faster Insights Delivery

~2X

Market Coverage Per Study

Up to ~65%

Cost Savings On Qualitative Research

Limited Resources, Global Expectations

Key challenges included:

Small team, expanding workload across regions.

Need for speed without losing insight depth/quality.

Traditional qual was slow, costly, and often outsourced (less ownership).

As a small, agile team of three, trivago's Global Consumer Insights unit has been scaling its impact: providing timely, strategic insights across multiple regions and business needs without the scale of a larger research department. They needed to move fast, make confident decisions, and connect directly with real travelers without compromising depth or quality.

Before Voxpopme, the team relied on traditional qualitative research such as in-person focus groups, which were time-consuming, expensive, and often outsourced, limiting their ability to maintain brand sensitivity and internal ownership.

Agile Qualitative Research at Scale

Empowering In-House Efficiency

trivago chose Voxpopme to bring video-based, in-house qualitative research into its workflow. With Voxpopme's platform, the team could:

- Run rapid traveler studies in days instead of months**
- Maintain control over insights and brand context.**
- Scale research to multiple regions and languages with ease.**

“Now we can test five markets at once and analyze results in English, even if the responses are in local languages,”

said Ece Okumus, Consumer Insights Manager. This enabled the team to expand its reach while maintaining speed and consistency.

Elevating Creative and Strategic Impact

trivago used Voxpopme to test early-stage creative ideas—from scripts and storyboards to animatics—ensuring production decisions were based on real traveler reactions. One key project involved testing three brand territories; instead of picking one, insights from Voxpopme enabled the team to blend strengths from all three territories into a more effective global positioning.

Insights weren't just guiding marketing, they informed product direction as well. The Consumer Perception study, powered by Voxpopme, helped map pain points across the traveler journey, influencing both product website and communication strategies.



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“It wasn't about picking one concept. It was about understanding the strengths of each and combining them. That completely changed our approach.”

Ece Okumus, trivago

The Outcome: Award-Winning Insight, Tangible Results

trivago's insights team now operates with unmatched agility, enabling closeness to travellers with deeper insights that drives real business outcomes:

Insights delivery time reduced from ca. 1.5 months to about 20 days in key markets like the U.S. and U.K.

Simultaneous research in up to 5 markets, identifying nuanced cultural differences.

Video insights remembered years later by stakeholders, demonstrating high memorability of the insights delivered and long-term impact.

Shifted from qualitative bottlenecks to scalable, iterative research that influences marketing, creative, and product teams.



The research team's stakeholders now recall Voxpopme videos months—or even years—later, reinforcing the power of emotional, visual insights.

"When stakeholders hear travelers' words directly, it's far more impactful, especially when we use showreels. Hearing the same insight repeated by different travelers really drives the message home. I remember one instance, nearly two years later, when a stakeholder recalled a specific verbatim from a showreel. I was like, whoa! We're familiar with the insights, so we remember them. But when someone outside our team, who isn't close to the topic, remembers a traveler's exact words? That's impressive." — Ece Okumus, trivago



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"We're proud to support trivago in driving impactful, traveler-led innovation across marketing and product teams. It's been inspiring to see how their effective team uses Voxpopme to deliver award-winning work, uncover global insights, and influence strategy at scale."

Sam Williams, Senior Customer Success Manager, Voxpopme

About the Customer – trivago is a leading global travel technology company specializing in hotel and accommodation search. Headquartered in Düsseldorf, Germany, trivago aggregates prices from hundreds of booking websites, helping travelers find the best deals on their ideal stays. With a global team and a traveler-first mindset, trivago continually innovates to improve travel discovery and booking experiences.

Industry: Travel Technology | **Employees:** ~700 | **Headquarters:** Düsseldorf, Germany | **Type:** B2C