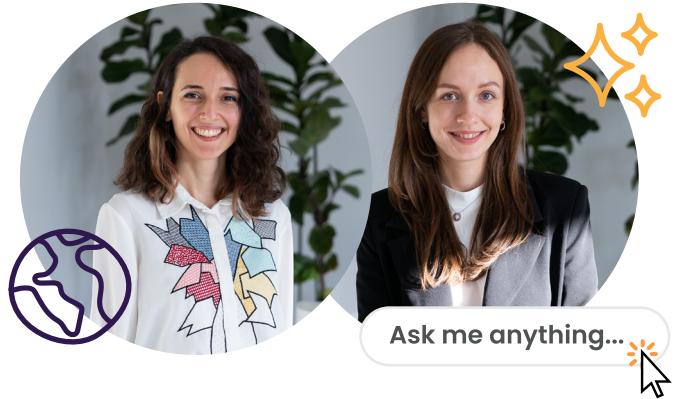


# A Day in the Life of a Consumer Insights Team.



Featuring the trivago consumer insights and measurement team.

## Morning

### 8:00am

The team begins the day by aligning on priorities. Since they manage multiple projects across different regions, it's crucial to identify what needs immediate attention. This often means determining which stakeholder questions require fast turnaround or which phase of a research project is most critical that day.

### 9:00am

When working remotely, mornings are often reserved for deep focus. The team emphasizes the importance of uninterrupted time for data analysis—diving into video responses, comparing market-specific insights, and extracting key themes that will shape strategy.

### 10:00am

If a new project is launching, the team dedicates time to designing questionnaires and defining methodologies. They carefully consider sample structure (e.g., region, age, gender), whether the approach will be qualitative or quantitative, and ensure the questions align with business objectives.

“ The team manage multiple projects across different regions, so it's crucial to identify what needs immediate attention. ”

## Afternoon

### 2:00pm

Afternoons are typically filled with meetings, both with internal stakeholders and external partners like Voxpopme. These check-ins ensure that timelines are met, fieldwork is progressing, and the insights being gathered are on track to deliver actionable outcomes.

### 3:00pm

Once data is collected, the team begins synthesizing insights into compelling stories. Whether building a dashboard or crafting a stakeholder presentation, the focus is on delivering clear answers to the original business questions. These insights go on to influence everything from ad messaging to product features.

### 5:00pm

The day often wraps with cross-functional collaboration, discussing findings with marketing, product, or regional teams. These interactions help ensure that insights are not only understood but also acted upon.

“ This daily rhythm reflects one of trivago's core values—power of proof: the belief that data is power, and the Consumer Insights team brings actionable insights that drive strategy across the business. ”