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Edison Trends' Releases First-of-its-Kind Consumer Insights Product for Rideshare & Food Delivery Industries, Offering Customizable, Actionable, and Immediate Market Intelligence

These insights guide companies with missions to serve consumers better. Customizable e-commerce intelligence and deep geographic resolution aligns businesses with immediate consumer demands.

June 20, 2019 -- San Jose, CA -- Edison Trends (http://trends.edison.tech), the fastest and most accurate source of e-commerce research, today announced the availability of its new Rideshare and Food Delivery Insights products. These products feature customized data visualizations based on current e-commerce trends, offering actionable intelligence from actual consumer purchase panel. Critical e-commerce performance metrics that were previously hidden in market blind spots, are now available to allow companies to make important and dynamic business decisions about digital purchase trends as they shift. Edison Trends provides insights based on more than $1 billion in US e-receipt transactions per month, across more than 12,000 vendors, based on anonymized and aggregated consumer purchases from millions of online shoppers.

The need for direct-to-consumer companies to understand current U.S. shopping trends to meet consumer demand continues to grow-- especially as threats of innovation and competition evolve. Edison Trends research educates companies about consumer purchase patterns so that they can adjust decisions to serve people in more relevant ways-- whether specific to product flow and sale prices or geographic markets in which demand is being missed and more.

Leading companies and national news media rely on Edison Trends as the de facto standard in e-commerce intelligence to guide their growth strategies and inform product decision making that helps serve consumers. Since July 2017, Edison Trends has been providing custom e-commerce intelligence reports, that has been regularly cited in media outlets such as *The Wall Street Journal, Reuters, CNBC, Fortune, Bloomberg, Yahoo! Finance*, and other national news media.

According to a 2017 report by Goldman Sachs, the ride hailing industry is likely to reach a market size of $285 billion by 2030. Rideshare Insights from Edison Trends offer analysis of normalized rideshare volume, national and localized market share, distance, average price per ride, rideshare user adoption and retention - all without ever identifying any of the research participants.

Food Delivery Insights from Edison Trends reveal invaluable data insights across sales, deliveries, competitive market share, share-of-wallet, customer retention, customer adoption

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and more within a geographic market. The $13 billion third-party food delivery market is projected to grow at a 13.5 percent annual rate, according to a recently published report from Pentallect Inc., a leading food industry strategy firm. Read the most recent 2019 Edison Trends research about rideshare and food delivery.

For the last hundred years, consumer insights in the retail industry have been limited to reporting activity from the previous quarter. Edison Trends is the first research of its kind available for the Rideshare and Food Delivery industry at the speed and refresh rate required in today's era of instant e-commerce and same-day deliveries. In order to win, companies need to be able to adjust the ways they serve consumers as fast as consumers have become accustomed to being served. This ability to democratize big data on a daily basis for rapid decision making is the key to success for the next generation of Fortune 5000 companies in dynamic markets. Edison Trends is also built with privacy in mind, ensuring that companies that digest their insights do not try to identify or target the research participants for ads.

"The wide scope of rideshare insights from Edison Trends have added a new dimension to our data science curriculum and analysis of the industry as it evolves. These insights can be instrumental to companies who are working on better serving consumers," said Maxime Cohen, Assistant Professor of Department of Technology, Operations, and Statistics at New York University Leonard N. Stern School of Business.

"Meaningful intelligence is now essential for data-driven decisions in the highly competitive $506.4 Billion[1] e-commerce industry to determine winners and losers in every industry," said Mikael Berner, CEO of Edison. "Today's brands and corporations must successfully navigate unforeseen turns in online consumer purchase trends so that they can serve consumers better. We've built Edison Trends to meet that need, combining the power of big data and AI, with the ingenuity of our first class data science and engineering capabilities, to deliver unparalleled and privacy forward e-commerce insights for teams to deliver the best mix of products to consumers."

KEY BENEFITS OF EDISON TRENDS
- **Actionable Market Research** - Fast and immediate intelligence about e-commerce trends, new entrants, and purchase patterns as they shift offers a competitive advantage necessary to understand, make decisions, and pivot to get ahead and stay ahead in business.
- **Digestible -** You do not need to be a data scientist to understand and act on data presented in Edison Trends - anyone can use it!
- **Convenient** - Easily read, export and share reports from an intuitive dashboard available on mobile and desktop. Access whenever and wherever you need it, no software necessary as it is web-based.

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[1] Source: Statista, https://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast/

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- **Guide Informed Decisions** - Successful companies today serve their customers the best by making decisions that are data-driven. The feedback loop on any product, marketing, and growth strategy employed by a customer is almost immediate with Edison Trends.
- **Uncover Huge Opportunities** - Illuminate blind spots you've been missing to capitalize on opportunities to drive growth, for example a new entrant in your industry.
- **Customizable Analytics** - Customize your industry performance views to serve every stakeholder in your business. The research is self-serving so that you can build your own digital scorecard to assess shifting e-commerce patterns.

Universities are eligible to participate in Edison Trends' [education discount program](). Contact https://trends.edison.tech/contact.html to learn more.

Read examples of Edison Trends insight reports at https://trends.edison.tech/research.html

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About Edison Trends
Powered by the most advanced AI-based mail platform in the world, Edison Trends[+] provides the most comprehensive and up-to-the moment e-commerce research. Trends delivers quality market intelligence -- accurate, detailed, and timely information updated weekly for more than 12,000 private and public companies and brands across industries, including retail, travel, technology, and more. Trends is a compliant, flexible, and zero-risk research product based on a data panel owned directly by Edison Software.

Edison Trends is a division of Edison Software, Inc. For more information visit http://trends.edison.tech. Follow us @edisontrends on Twitter.

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