



quip

Consumer Behavior Analysis

MKT 313 | Section 002 | Team #5

Understanding why Quip struggles to enter consumers' consideration sets in a high-habit, low-involvement category.

Our Team



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01

Company Background

About Quip and their value proposition

02

Research Methodology

How we collected and analyzed data

03

Key Research Findings

Survey, interview, and secondary research insights

04

Target Audience

Refining who Quip should focus on

05

Problem Statement

Identifying the core challenge Quip faces

06

Recommendations

Three data-backed strategies with risks & mitigants



Founded 2015 · Direct-to-Consumer & Retail

Products:	Electric toothbrushes (\$25–\$100), refill subscriptions, water flosser, mouthwash, whitening strips, app
Distribution:	Target, Walmart, Walgreens, CVS & Direct-to-Consumer website
App Feature:	Brushing tracking via Quip app
Refill Model:	\$8/3-month brush head refills via subscription
Promo:	Social media, Google Ads, Email marketing. No major TV campaigns

Value Proposition

"Turning oral care from a have-to chore into a want-to ritual through design, habit-building, and accessibility."



PRIMARY RESEARCH

Qualtrics Survey

n = 55

Demographics, oral care habits, WTP, brand awareness, product feature importance, subscription interest

Interviews

n = 14

Exploration of oral care habits, Quip perception, packaging, subscription & app reactions

Total Primary Sample: N = 69

SECONDARY RESEARCH

Consumer Behavior

Mintel

Social Listening

Brandwatch

Brand Analysis

Digital media analytics, Brand Equity, social media engagement

Industry

IBIS

Competition

IBIS + Statista

Survey Findings (n=55)

Demographics: Ages 18–65+ | 52.7% Female, 47.3% Male | 45% Single | 49% Full-Time Employed | 45% Income < \$50K

70%

Brush 2x/day

64%

Use Electric Toothbrush

73%

Never heard of Quip

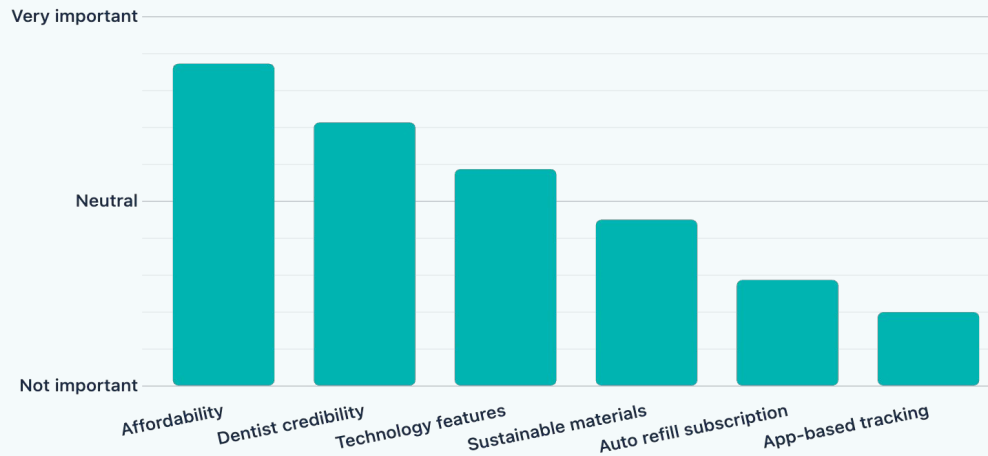
56%

Primarily trust dentist
recommendations

Key takeaways:

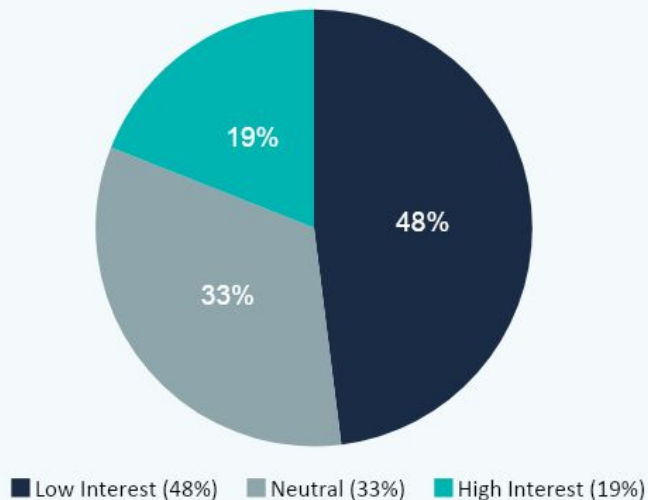
- Brushing behavior is habit-driven: respondents follow a daily, consistent routine
- Oral care purchasing decisions are based on **functional value** vs. emotions or identity
- Respondents buy oral care products in routine environments and convenience-driven platforms (e.g. Amazon)
- Quip has extremely low brand awareness vs. Colgate (95%), Crest (93%), and Philips Sonicare (85%)

Electric toothbrush feature importance (n = 55)



Survey Findings: Subscriptions & Purchasing (n=55)

Interest in Toothbrush Head Refill Subscription



Purchasing Habits

- 80% shop in-person, 60% on Amazon
- 47% change toothbrush/head every 3 months, 40% every 4-6 months, 7% when it looks worn out, 5% once a year

Why Consumers Reject Subscriptions

73% Prefer to buy only when needed

60% Worried about forgetting to cancel

56% Expect high cost over time

25% Prefer in-store shopping

22% Don't replace head that frequently

16% Don't trust subscriptions

Oral Hygiene Habits

- No active product research before buying ; habit-driven repurchase
- No dental issues = no motivation to upgrade
- Seek affordable, simple, reliable models over high-tech features



Quip Brand Awareness

- 0 of 14 interviewees had heard of Quip
- After seeing packaging: liked clean, minimalist design
- Would only consider Quip if affordable AND better than current brush



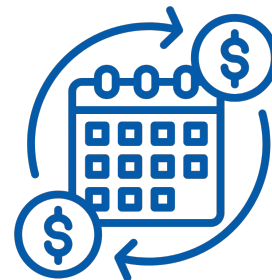
App Reactions

- Younger participants more open
 - **Motivated** by notifications & tracking
- Older participants indifferent to app features
- App increased perceived value and WTP among interested segments



Subscription Reactions

- Hesitant
 - "easy to forget" or not worth it without strong incentives
- Open-minded when informed dentists recommend replacing heads
- Habitual purchase control valued over subscription convenience



Market

\$10.6B industry, slow growth

4% gains over two years; ingredient transparency and science-backed products are next growth product

Consumer

Health + beauty convergence

Young adults blurring the difference between oral care and beauty; pay more for functional, science-backed products

Brand Equity

Sleek identity, weak credibility

Consumers notice Quip's modern design but question its value, trust and functional proof

Awareness Gap

19% vs. Crest/Colgate at 95%

Only 10% of aware users actually use Quip; conversion & awareness are core problem

Digital Performance

Low engagement, slow site

Instagram at 0.05% and TikTok at 0.09% engagement, below 1–6% benchmark; mobile site fails load tests >2.5 sec

Competition

Legacy brands dominate schemas

Consumers use established schemas for this low-involvement category, Quip doesn't seem to be apart of consumer's schemas



-
- Age:** 18–45 (Upper Gen Z + Millennials)
 - Gender:** No strong gender skew
 - Income:** Higher income (still price-sensitive; want value)
 - Mindset:** Health-conscious, open to advanced oral care
 - Tech:** Open to app + subscription IF clearly beneficial
 - Geography:** United States

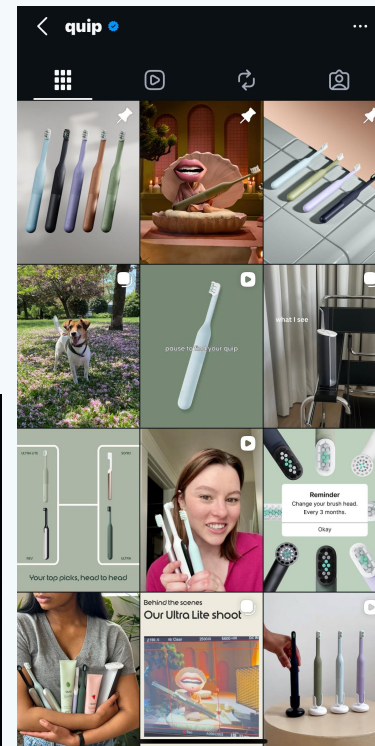
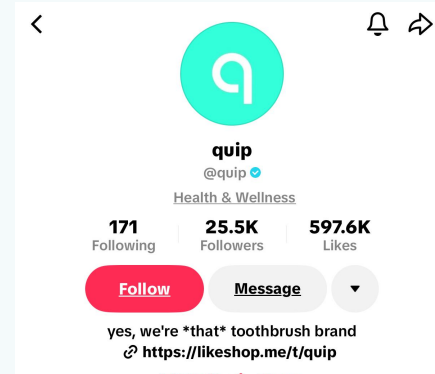
PROBLEM STATEMENT

Despite offering a differentiated subscription model and award-winning technology, Quip struggles to enter consumers' consideration set in a low-involvement decision making and habit-driven category — due to low brand awareness, weak value communication, and ineffective marketing tactics.

Recommendation 1: Fix Quip's Digital Presence

Mere Exposure Effect — Consistent digital presence builds familiarity and increases likelihood of future purchases.

- Change social media bios to highlight differentiators
 - Post 4-5x/week with diverse content: before/after brushing data, dentist testimonials
- Improve keyword and website feasibility
 - 'dentist recommended,' 'oral health app,' 'subscription toothbrush'
- Improve engagement rate: currently 0.046% Instagram, 0.086% for Tiktok
- Run targeted ads



Recommendation 2: Partner with Dentist Offices

Dentists hold expert social power. Consumers heavily influenced by dentist recommendations (56% survey, 60% more open to subscriptions after dentist framing).

Establish formal dentist office partnerships to place Quip at point-of-recommendation.

- Create a 'Dentist Recommended' certification program for Quip
 - More open to subscription when dentist context given
- Supply dentist offices with Quip starter kits
- Provide dentists with data reports showing patient brushing data from app



Recommendation 3:

Target Neurodivergent & Intellectual Disabilities Segment

Quip's app notification system creates a habit loop. The cue is the notification, the routine is brushing, the reward is clean teeth, the craving are the points given in the app.

Partner with special education transition programs. Position Quip app as a tool for neurodivergent users and those with intellectual disabilities

- Accessibility features: customizable notification schedules, visual reminders, simplified UI
- Create parent-focused messaging for students with special needs

Why This Segment?

19% of U.S. adults identify as neurodivergent (ADHD, autism)

- Frequently struggles with routine formation
- Interviewees with intellectual disabilities liked digital reminders



Recommendations: Risks & Mitigants

Rec 1: Digital Presence

Risk: Social media growth is difficult: virality is hard

Mitigant: Pair with Rec 2 (dentist partnerships) to build offline credibility simultaneously

Risk: Digital presence alone won't convert without brand trust

Mitigant: Anchor around dentist credibility and functional value, not just esthetics

Rec 2: Dentist Partnerships

Risk: Difficulty credibly securing partnerships with dentists/oral care practitioners

Mitigant: Start with dental schools (lower barrier), then scale upwards

Risk: Competitors already have professional dental endorsements

Mitigant: Differentiate with app's data-tracking: Quip's unique offering

Rec 3: Neurodivergent Segment

Risk: Product doesn't actually meet needs

Mitigant: Co-design with users and test products with new target audience

Risk: Affordability – School/students may not be able to afford Quip

Mitigant: Offer exclusive discounts for toothbrush, free refillable heads for a year

CONCLUSION

The Path Forward for Quip

Quip has a compelling product but a brand awareness and trust problem in a category defined by habit and schemas. Our research reveals that consumers don't know Quip, haven't experienced it, and have no reason in their current decision-making process to seek it out.

01**Digital Presence**

Break into consumers' consideration sets

02**Dentist Partnerships**

Leverage expert social power to shift Quip's perception via trusted channel

03**Accessibility Segment**

Serve an segment where Quip's app delivers functional value



quip

Thank you!!

Q&A

Team Members

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Appendix

CB Terms Used

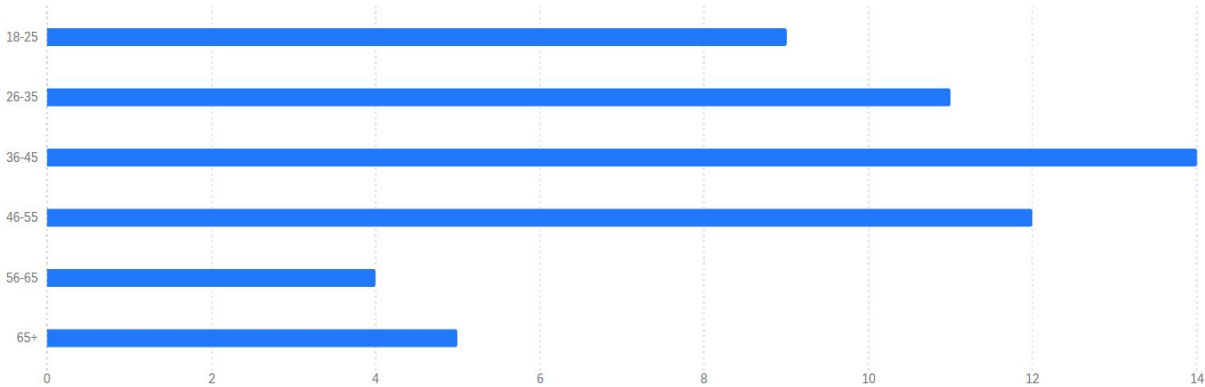
1. Motivation as an internal influence (Slide 9): Quip's notifications and rewards act as motivation to brush teeth to prevent unhealthy teeth and promote a oral care routine
2. Schemas (Slide 10) — Quip lacks brand awareness, has low usage rates, and is lacking in popularity. When consumers are considering oral care, their schemas include legacy brands and Quip isn't included
3. Low Involvement Decision Making (Slide 12) — Oral care purchases are extremely consistent and habit-driven, purchasing behavior is automatic and consumers rarely consider other brands
4. Mere Exposure Effect (Slide 13) — Repeated exposure to Quip from a consistent digital presence increases familiarity and makes it more likely that Quip will enter their consideration set.
5. Expert Social Power (Slide 14) — Dentists hold are influential because they have knowledge, expertise, and credibility about a certain subject, oral care.
6. Functional Value (Slide 6, 15) — For all users, Quip's app addresses a genuine functional need and creates value (clean teeth, less cavities, consistent oral care routine). This shifts value perception from 'nice-to-have' to 'essential.'

Qualtrics Survey Link

Demographic Data: Qualtrics

[Back to top](#)

Q1: Please select your age range. 55 ⓘ >



Female — 29 (52.7%) Male — 26 (47.3%)

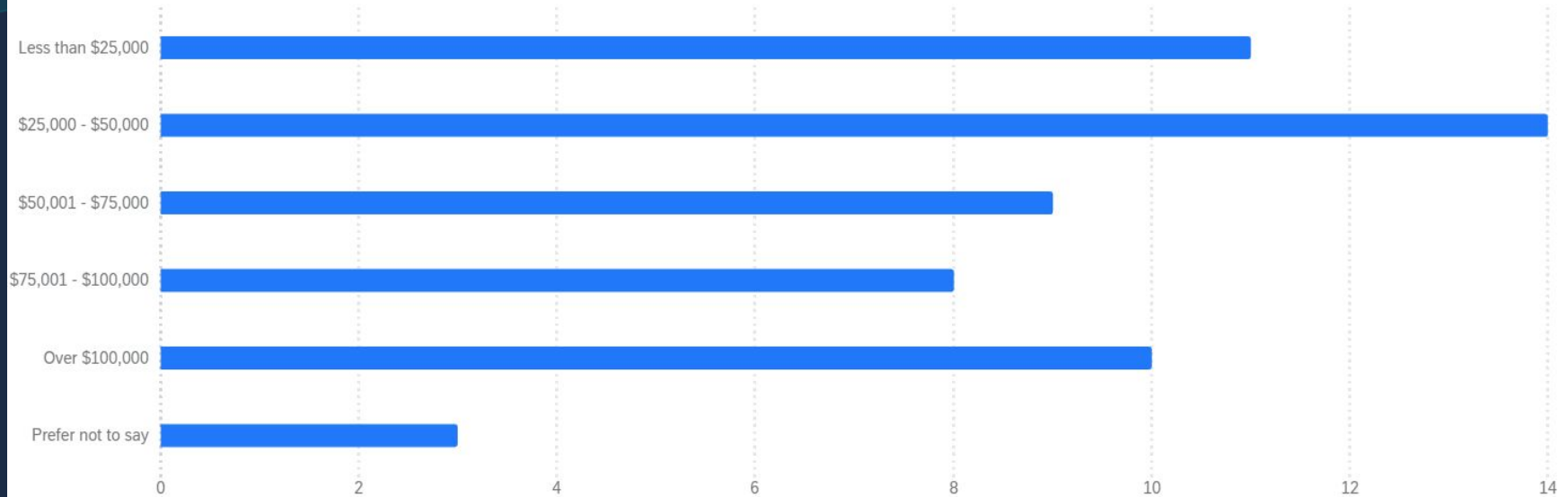
Gender distribution of respondents (n = 55)



Source: Qualtrics Survey (n = 55)

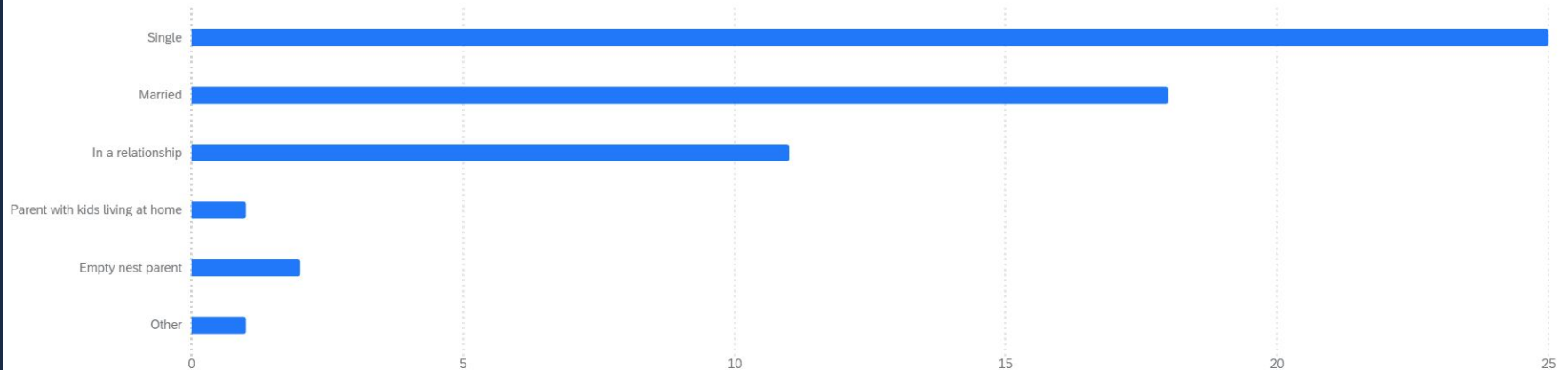
Demographic Data: Qualtrics

Q2: Which of the following income brackets do you fall in? 55 ⓘ



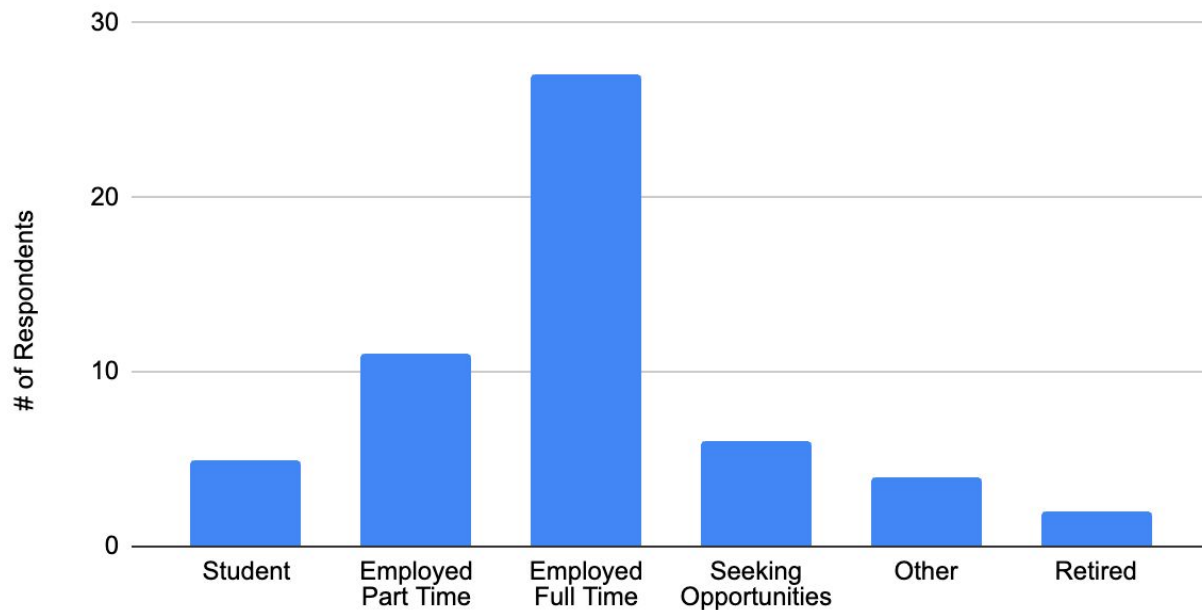
Demographic Data: Qualtrics

Q11 - How would you describe your relationship status? (Select all that apply) 55 ⓘ



Demographic Data: Qualtrics

Count of What is your employment status? (Select all that apply)



Oral Care: Qualtrics

54 >

...

Q16 - What oral care products do you currently use? (Select all that apply) -
Selected Choice

Count

Count

Manual Toothbrush

54%

29

Electric Toothbrush

65%

35

Toothpaste

89%

48

Manual Floss

74%

40

Water Floss

19%

10

Mouthwash

61%

33

Tongue Scraper

28%

15

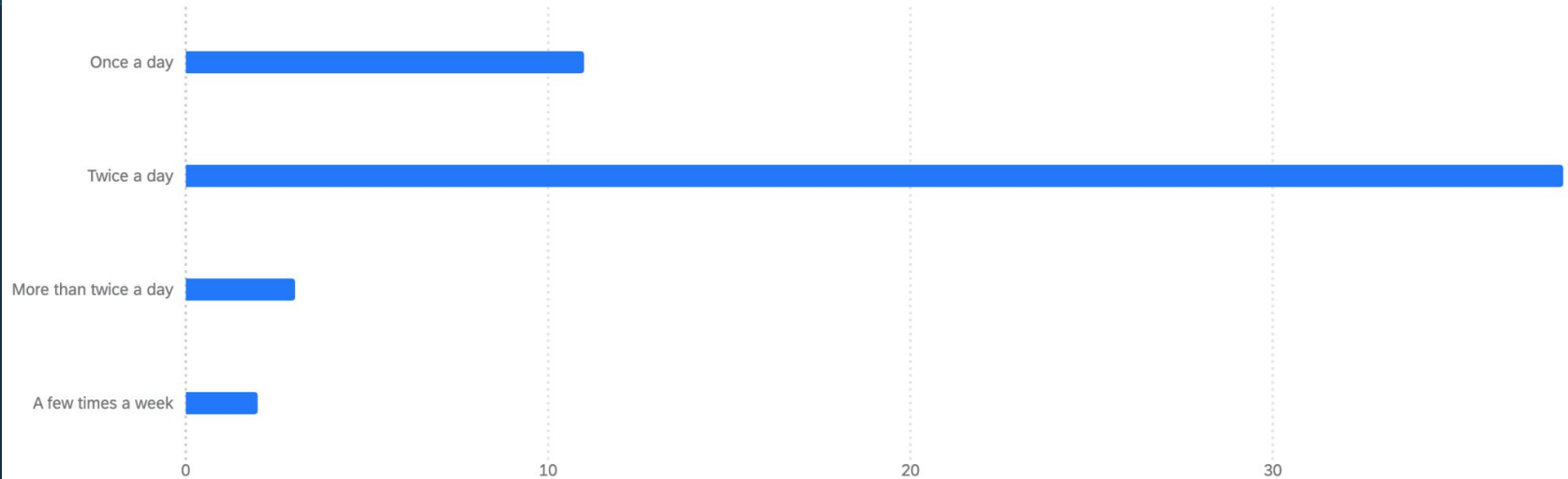
Whitening Strips

11%

6

Oral Care: Qualtrics

How often do you brush your teeth? 54



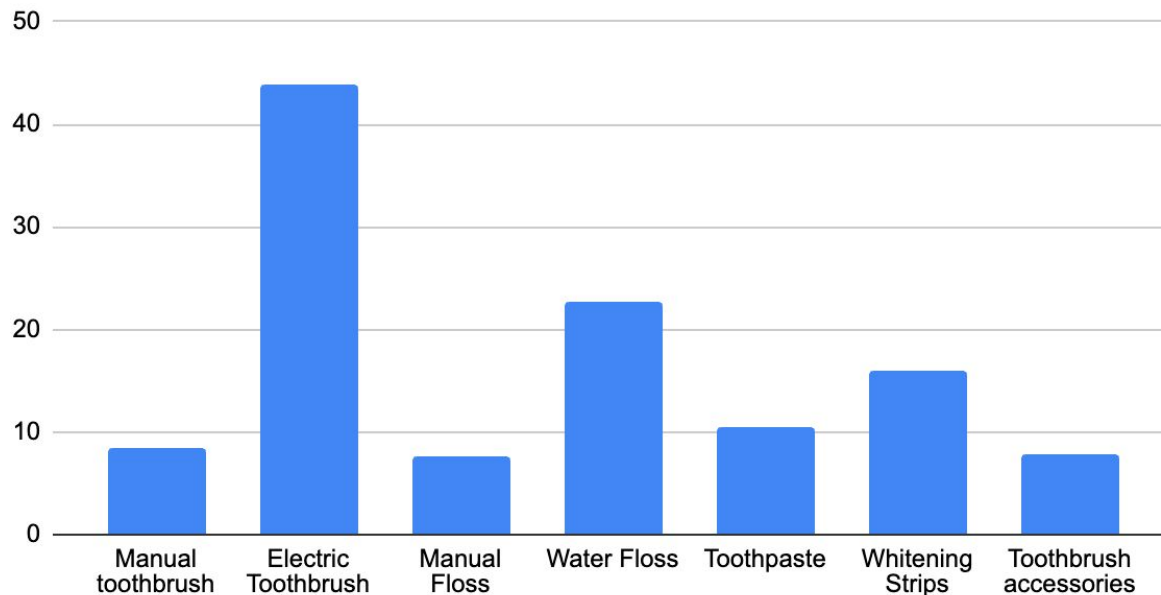
Oral Care: Qualtrics

Q4: Please rank the most important from most to least when purchasing oral care... 54

Please rank the most important from most to least when purchasing oral care...	1	2	3	4	5	6	7	8	9
Price	15	16	8	8	3	3	0	1	0
Other	1	0	0	0	1	0	1	0	51
Product performance	30	10	9	5	0	0	0	0	0
Dentist recommendations	4	8	11	5	10	9	7	0	0
Convenience (easy refills, easy to replace parts)	2	11	12	15	8	3	1	2	0
Design / aesthetic	0	0	0	3	6	14	20	9	2
Features (e.g. electric vibration, timer)	0	6	4	7	13	12	9	3	0
Brand reputation	2	3	8	8	9	7	10	6	1
Sustainability / eco-friendly materials	0	0	2	3	4	6	6	33	0

Oral Care: Qualtrics

On average, how much are you willing to spend on the following oral hygiene products?



Oral Care: Qualtrics

54 >

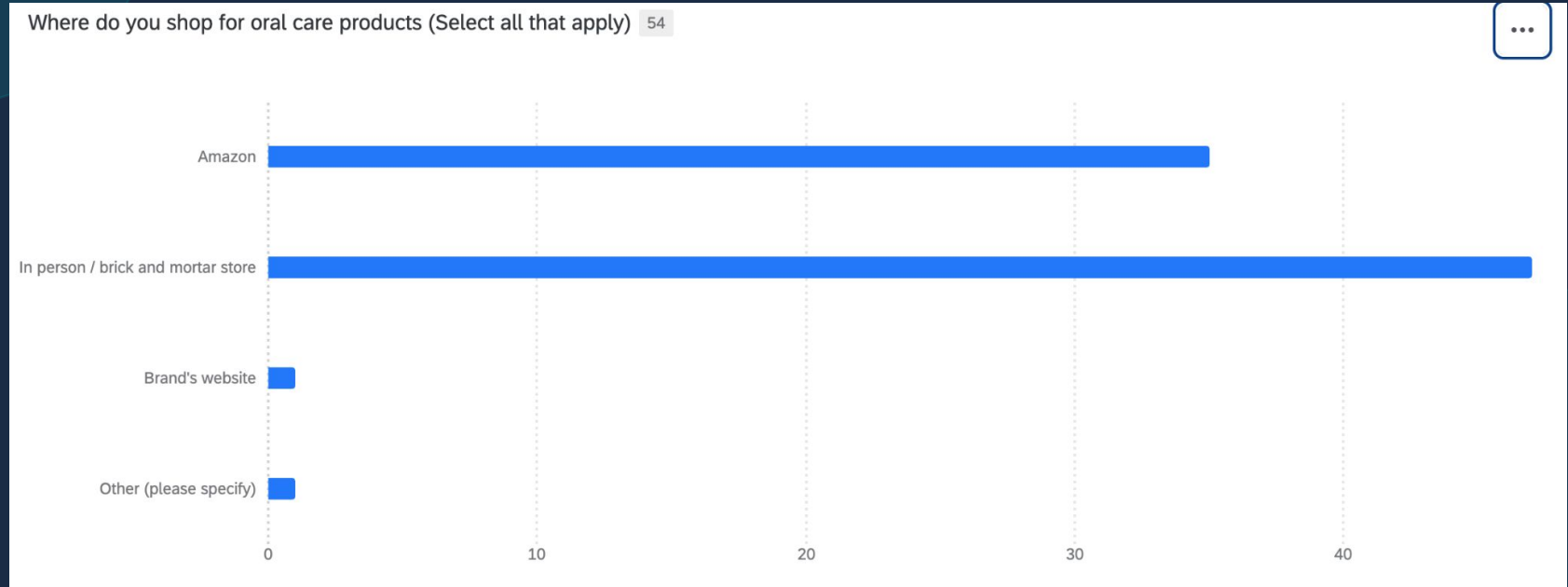


Q18 - What informational resources do you use, if any, when deciding what oral care products to purchase? (Select all that apply)

Count

Dentist recommendations	32
Friend/Family recommendations	19
Social Media (TikTok, Instagram, etc.)	12
Online reviews	29
Product packaging information (i.e. reading the box)	25
Promotions (ads, coupons, discounts)	18
None	5

Oral Care: Qualtrics



Oral Care: Qualtrics

Q23 - Which oral care brands are you familiar with? (Select all that apply) - Selected Choice

Count

Count

Colgate

94%

51

Crest

96%

52

Oral-B

94%

51

Philips Sonicare

80%

43

Quip

13%

7

Burst

4%

2

Hello Products

19%

10

Other (please specify)

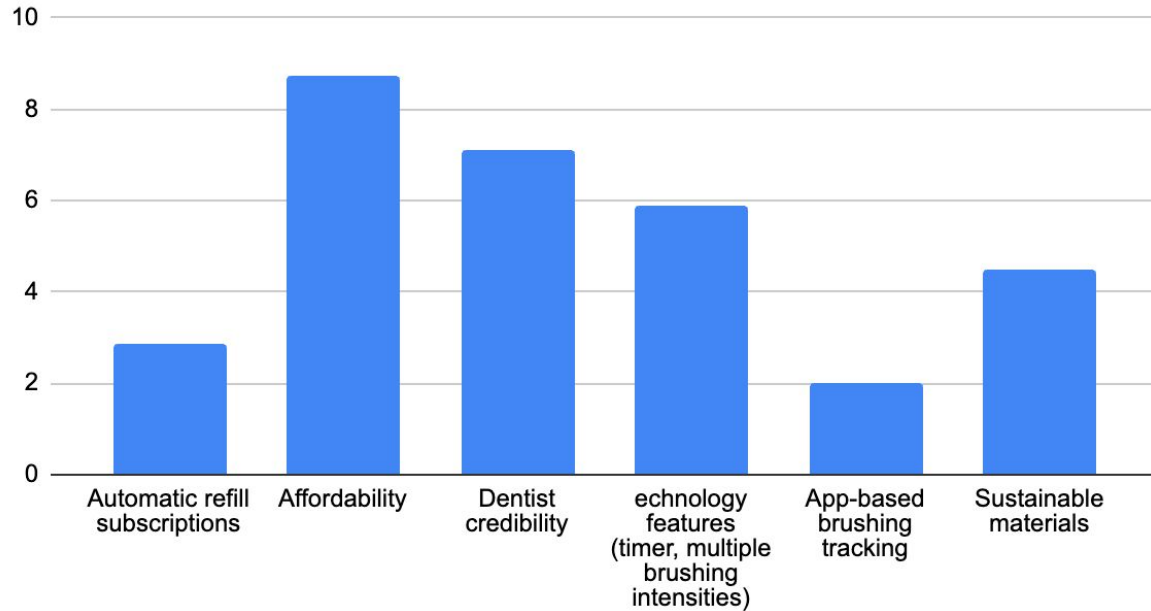
6%

3

Other: Sensodyne (2), Toms of Main (1), Guru Nada (1)

Oral Care: Qualtrics

How valuable would the following features be to you when choosing an electric toothbrush? (0: not valuable, 5: neutral, extremely valuable)



Oral Care: Qualtrics

54

Q25 - How often do you replace your manual toothbrush or, if you own an electric toothbrush, your toothbrush head? - Selected Choice

Count

Every 3 months (dentist recommendation)

25

Every 4-6 months

24

Once a year

2

Only when it looks worn out

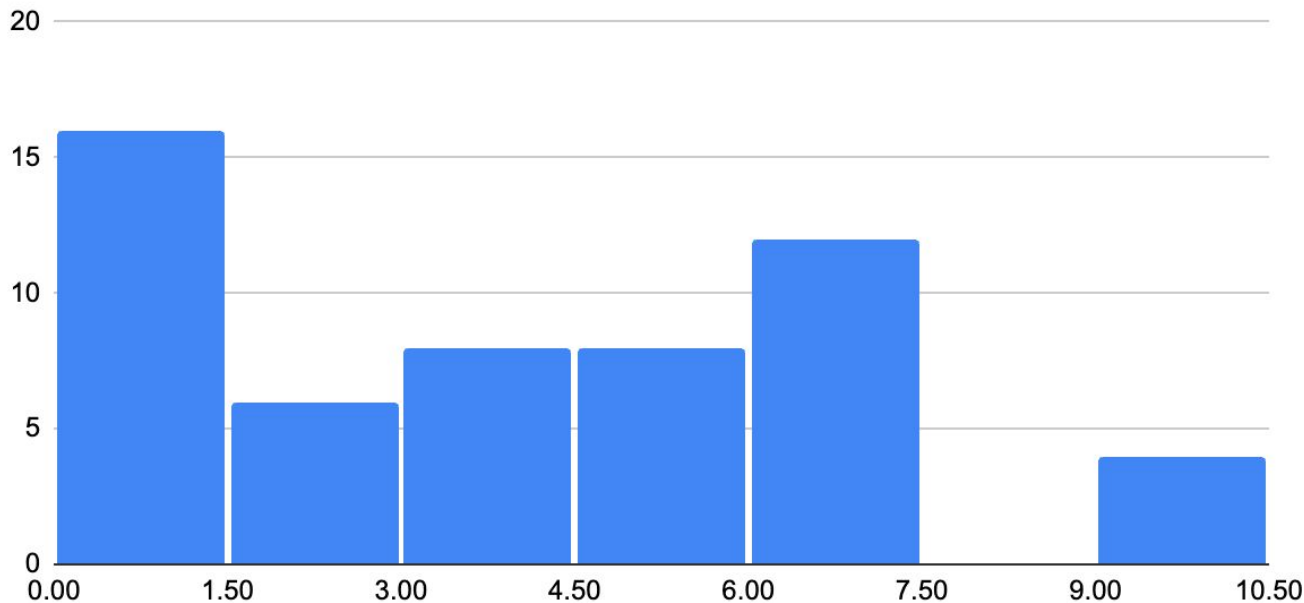
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Subscriptions: Qualtrics

Q21 - Which types of subscription services do you currently use? (Select all that apply) - Selected Choice	Count
Streaming services (Netflix, Spotify, etc.)	50
Food delivery subscriptions	11
Health or wellness subscriptions	3
Product refill subscriptions	7
None	2
Other	2

Subscriptions: Qualtrics

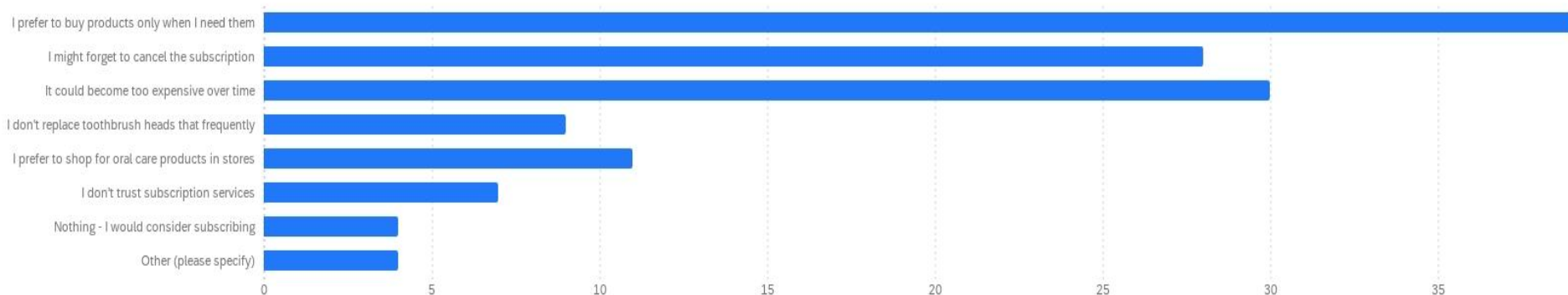
Histogram of How interested would you be in electric toothbrush head refills delivered every 3 months? (0: not interested, 5: neutral, 10: very interested)



How interested would you be in electric toothbrush head refills delivered every 3 months? - Interest...

Subscriptions: Qualtrics

What would make you hesitant to sign up for automatic head refills delivered every 3 months? (Select all that apply)



Quip: Qualtrics

Q19 - Please review the toothbrushes shown in the image above. Quip sells this electric toothbrush for \$100 and offers a subscription service where you receive a new brush head refill every 3 months for \$8. This toothbrush has 10 intensities, a touch bar control & display, and connects to an app to track your brushing habits. Which option best describes what you would most likely do?

I would purchase the toothbrush and subscribe to the refill service

I would purchase the toothbrush but not subscribe

I might consider purchasing the toothbrush but would not subscribe

I would purchase the toothbrush and consider subscribing

I would not purchase the toothbrush

Count

3

7

14

4

26



Quip: Qualtrics

Which of the following best describes your familiarity with the oral care brand, Quip? 54 ⓘ



Interview Questions

ORAL HYGIENE (General Question)

- Walk me through the last time you bought an oral care product. What drove your decision?
- Follow up: did you consider multiple options, or just pick one quickly?
- Where do you buy your oral care products?
- Have you ever bought them online? Through a specific brand's website?
- When do you buy oral care products (reactively or proactively?)
- Do you buy stuff like toothpaste or floss in bulk/proactively or reactively when you're almost out?
- What would need to be true for you to spend \$100 on a toothbrush?
- Is there anything about your current toothbrush or routine that feels like a hassle?
- Do you feel like you brush long enough or thoroughly enough? What makes it hard to stay consistent?
- What other oral care products do you use besides toothbrush and toothpaste?
- Do you buy all of your oral care products from the same brand? If so, why? If not, why?
- Think about the last time you switched toothbrush brands, what made you make that switch and why?
- BASED ON THIS ANSWER, MOVE TO QUIP SECTION THAT FITS THE INTERVIEWEE: Have you heard of Quip before today?

Interview Question

QUIP - interviewer is aware of the brand

- What comes to mind when you hear the name of the brand Quip?
- How would you describe Quip to a friend who had never heard of it?
- How would you compare/describe the brand Quip to other toothbrush brands?
- What do you believe Quip is targeting as an audience?
- Is Quip viewed as more modern and/or different from traditional oral care brands? If so, why?
- If you had to purchase one toothbrush from quip, which would you be the most likely to purchase? (IF THEY ALREADY OWN A QUIP TOOTHBRUSH, ASK WHICH ONE)
 - Basic electric toothbrush (\$30): simple design, timer, no advanced features
 - Mid-tier electric toothbrush (\$60): multiple settings, stronger cleaning performance
 - Premium electric toothbrush (\$100): app attacking, highest quantity of brushing settings, customization

QUIP - interviewer is not aware of the brand

- Which brand's toothbrush are you using? Why? (Price, packaging, convenience and other things)
- Introduce Quip with packaging products, what it is, and then the next question.
- What is your immediate reaction to this product? What stands out to you?
- Based on your impression of this product, what are some words you would use to describe the brand Quip?
- Based upon your first exposure to the Quip brand, would you consider purchasing a Quip Toothbrush? If not, why?
- What do you like about this idea? What don't you like?
- If you had to purchase one toothbrush from quip, which would you be the most likely to purchase?
 - Basic electric toothbrush (\$30): simple design, timer, no advanced features
 - Mid-tier electric toothbrush (\$60): multiple settings, stronger cleaning performance
 - Premium electric toothbrush (\$100): app attacking, highest quantity of brushing settings, customization
- Now, would you consider buying a toothbrush for Quip if you had the choice, why or why not?
- Would you subscribe to the refill service?

Interview Questions

Packaging Questions

- What words or feelings come to mind when you see Quip's packaging or advertising? (SHOW PICTURE OF PACKAGING/ PRODUCTS)
- In addition to product functionality, to what extent does packaging, design, and advertising influence your perception of the Quip brand?
- Are you willing to pay a higher price for more features of a toothbrush?



SUBSCRIPTION

- How do you currently feel about subscription services in general?
- How often do you replace your toothbrush or brush head?
- If you bought a Quip toothbrush in-store, what would make you go home and sign up for the refill subscription online?
- What would make you cancel a toothbrush refill subscription?

APP

- If your toothbrush connected to an app that tracked your brushing habits, would that motivate you to brush better or feel more like a chore?
- What features would an oral care app need to have to keep you coming back to it regularly?
- Would seeing data about your brushing habits (time, coverage, pressure) change how you brush? Why or why not?
- How would you feel about receiving notifications or reminders from a toothbrush app?
- Would you be more likely to purchase Quip knowing it has an app, or is that feature not important to you?

Interview Summary

- Interview Findings (N=14)

- **Oral Hygiene**

- The general consensus is that people are not actively comparing products or researching before buying oral care items.
They tend to repurchase the same products out of habit or choose quickly based on convenience.
 - Many of the people interviewed said they don't feel a need to buy a more advanced, expensive toothbrush because they haven't had any dental issues/their dentist hasn't given negative feedback. Because of this belief, many choose to focus on finding an affordable, simple, and reliable model over one with many high-tech features.

- **Age Range 14-58, mix of both genders**

Interview Summary

- **None of the interviewees had heard of the brand**
 - People liked the clean, modern design
 - Most would only consider Quip if it's affordable and clearly better than their current toothbrush
 - **Packaging**
 - People liked the clean and minimalist design. They associated it with being modern or high quality, but most said packaging alone wouldn't influence them actually buying the product
 - **Subscription**
 - People are hesitant about subscription services because they are easy to forget or not worth it unless there are incentives
 - People were more open to the subscription when they found out dentist's recommend switching heads every 3 months

Interview Summary

- App

- Younger interviewees were more open to the app concept - they stated it would help them brush better, they would like the motivation factor of notifications, and it would make them pay more for the product. Some interviewees had intellectual disabilities and said the app would be helpful for reminding to brush their teeth if the app had notifications
- Older interviewees didn't care about the app

Consumer Behaviour (Mintel)

What consumers want & why

Brands and retailers can reinvigorate growth by deepening engagement around ingredient education and evolving with consumers' view of **oral** care and needs.

EDUCATION FOR INFORMED DECISION

63%

of consumers feel they **don't have enough information** to have a strong opinion about fluoride

A NEW NEED FOR ENJOYMENT

35%

of **oral** care users view **oral** care as part of their **beauty** routine

ORAL HEALTH PRIORITIES EVOLVE WITH AGE

24%

of female **oral** care users aged 18-34 recognize that **transitional life stages** can disrupt the **oral** microbiome

*Base: 2,000 internet users aged 18+; 1,982 internet users aged 18+ who used **oral** care products in the last 12 months*

Source: Mintel, May 2025

Consumer Behavior (Mintel)

12 minutes

Average oral care routine

**Cavity
Prevention**

#1 driver for purchasing

34%

*prioritize long-term health
benefits over immediate
results*

Young Adults

*open to premium,
functional products*

Industry (IBIS)

\$10.6B

*Total U.S oral care market
2025*

4% Growth

*After COVID/Inflation
Disruption*

P&G

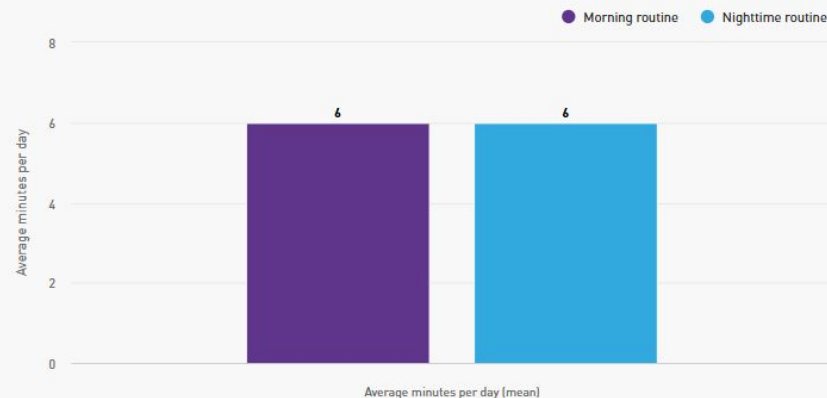
*Controls 1/3 of market and
dominant in all oral care
segments*

Consumer Behaviour (Mintel)

Average oral care routine spans 12 mins per day

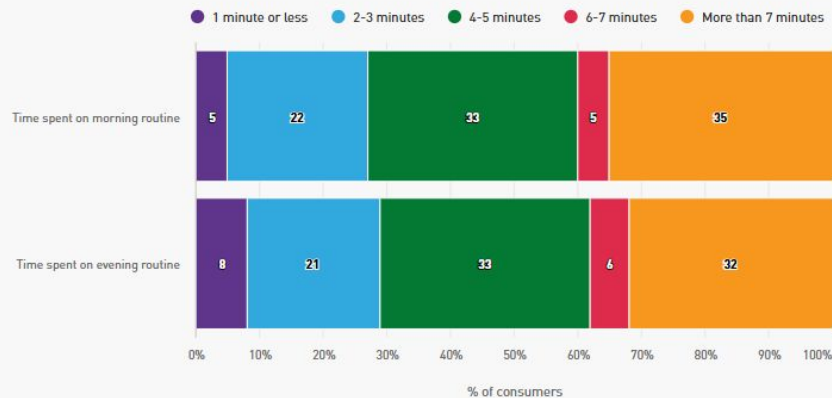
As brands and retailers promote multi-step routines and new product integration, average time spent on both morning and night oral care routines is around six minutes.

US: average minutes per day spent on oral care routine, 2025



Base: 2,000 internet users aged 18+
Source: Mintel, May 2025

US: time spent on oral care routine, by AM and PM routines, 2025

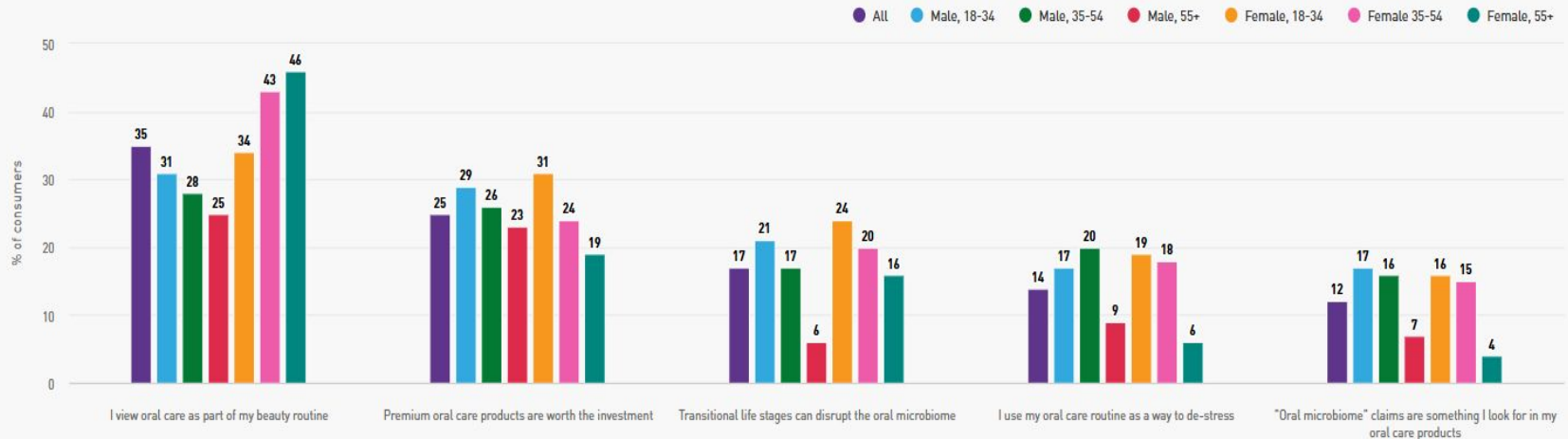


Consumer Behaviour (Mintel)

Young women most willing to invest in oral care

Younger adults see benefits to oral care that go beyond basic hygiene, prompting their willingness to pay a premium. Menopause movement will change how women view oral care.

US: select attitudes toward oral care, by gender and age, 2025



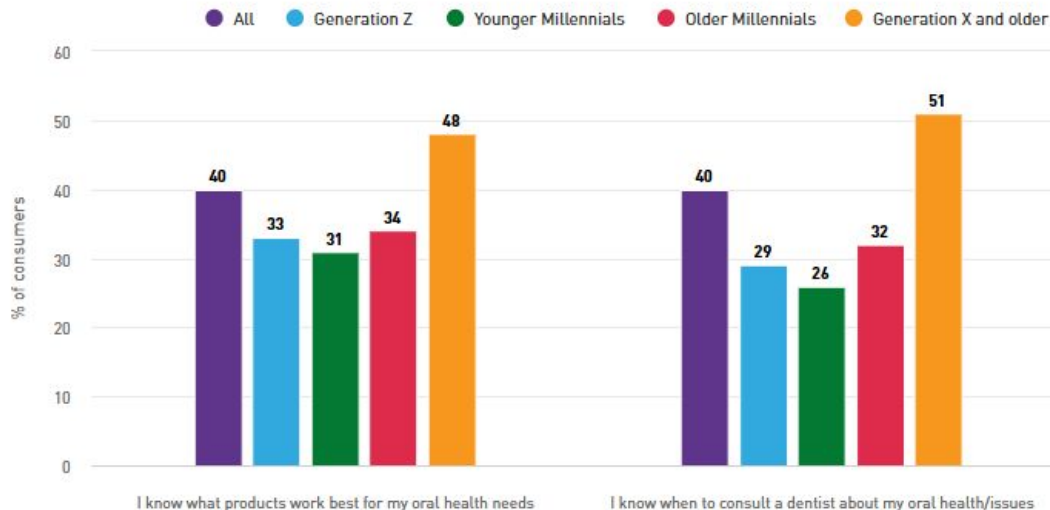
Base: 1,982 internet users aged 18+ who used oral care products in the last 12 months

Source: Mintel, May 2025

Consumer Behaviour (Mintel)

A gap in education among younger generations

US: oral care knowledge, by generation, 2025



Base: 1,982 internet users aged 18+ who used oral care products in the last 12 months

Source: Mintel, May 2025

ORAL HEALTH OVER COSMETIC
BENEFITS

34%

of oral care users look for products
that market long-term oral health
benefits, not just immediate results

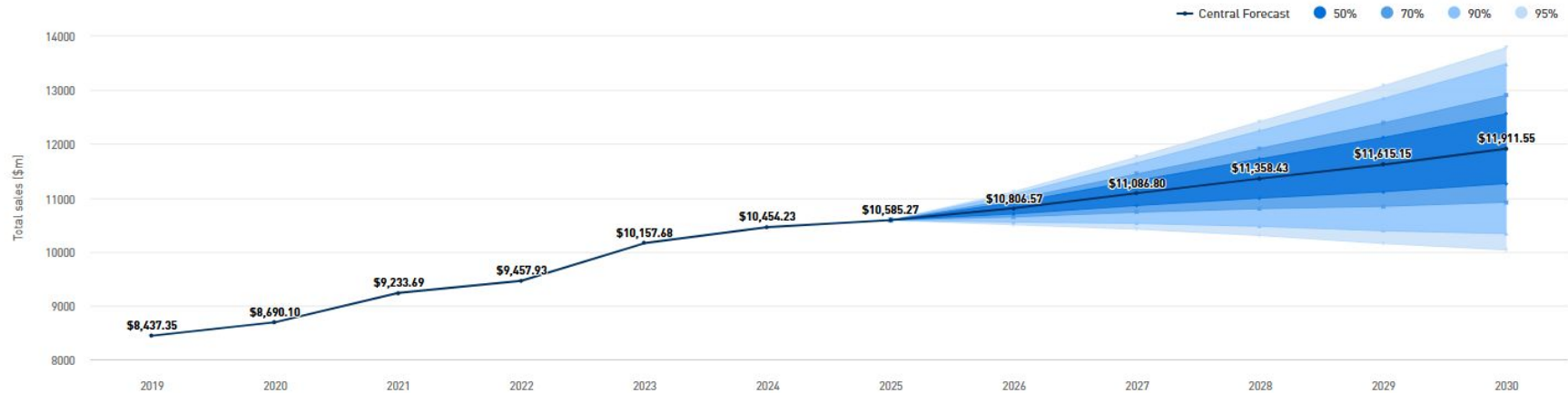
Industry Research (Mintel)



Industry Research (Mintel)

Retail sales and forecast of oral care

US: total retail sales and fan chart forecast of oral care products, at current prices, 2019-30

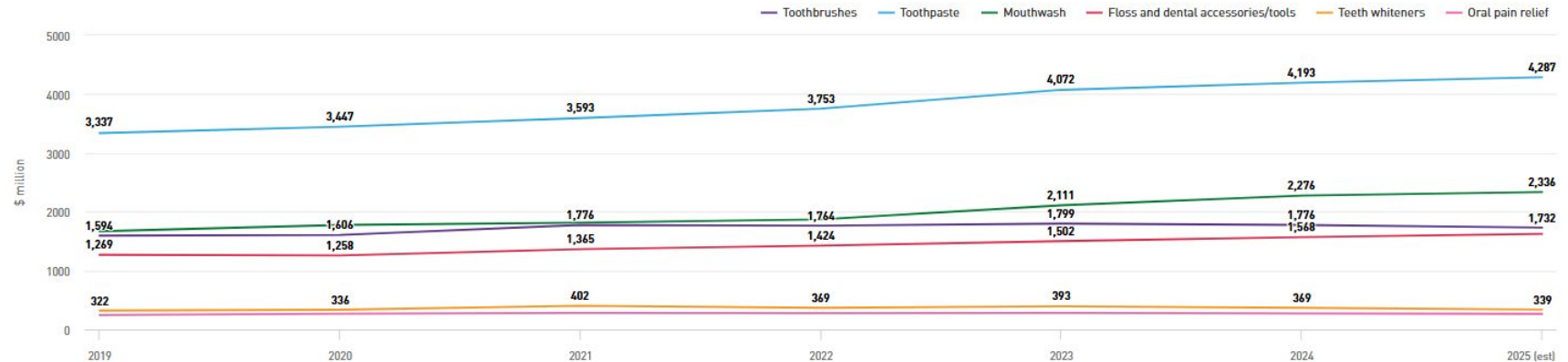


Source: Mintel

Industry Research (Mintel)

Retail sales of oral care, by segment

US: total retail sales of oral care products, by segment, at current prices, 2019-25



Source: Mintel

Industry Research (Mintel)

Sales of oral health products, by company

US: MULO sales of oral health products, by leading companies, rolling 52 weeks 2024 and 2025

Company	52 weeks ending May 19, 2024	Market share	52 weeks ending May 18, 2025	Market share	Sales change 2024- 2025	Share change
	\$million	%	\$million	%	%	% point
Total	9,247.2	100.0	9,332.0	100.0	0.9	-
Procter & Gamble	3,013.8	32.6	3,063.5	32.8	1.6	0.2
Colgate-Palmolive Company	1,834.2	19.8	1,806.1	19.4	-1.5	-0.5
Haleon	939.4	10.2	983.3	10.5	4.7	0.4
Church & Dwight Co Inc	769.9	8.3	850.9	9.1	10.5	0.8
Kenvue	773.9	8.4	757.5	8.1	-2.1	-0.3
Subtotal	7,331.2	79.3	7,461.3	80.0	1.8	0.7
Private label	747.3	8.1	749.9	8.0	0.3	0.0
Others	1,168.7	12.6	1,120.9	12.0	-4.1	-0.6

Note: values shown in this section encompass only sales through Circana's MULO channels, while sales data shown in the Market Size and Forecast and Market Segmentation sections of this Report covers the entire retail market; data may not equal totals due to rounding

Source: Circana InfoScan® Reviews/Mintel

Competitor (Mintel)

Sales and share of toothbrushes

US: MULO sales of toothbrushes, by leading companies and brands, rolling 52 weeks 2024 and 2025

Company	Brand	52 weeks ending May 19, 2024	Market share	52 weeks ending May 18, 2025	Market share	Sales change 2024-2025	Share change
		\$ million	%	\$ million	%	%	% point
Total		1,549.2	100.0	1,507.1	100.0	-2.7	-
Procter & Gamble	Oral-B	576.5	37.2	562.0	37.3	-2.5	0.1
	Others	6.3	0.4	0.5	0.0	-92.3	-0.4
	Total	582.8	37.6	562.5	37.3	-3.5	-0.3
Colgate-Palmolive Company	Colgate	470.4	30.4	466.6	31.0	-0.8	0.6
	Others	1.6	0.1	1.1	0.1	-33.0	0.0
	Total	472.1	30.5	467.7	31.0	-0.9	0.6
Philips Electronics North American Corporation	Philips Sonicare	109.5	7.1	111.5	7.4	1.8	0.3
	Total	109.5	7.1	111.5	7.4	1.8	0.3
Private label		143.7	9.3	146.1	9.7	1.7	0.4
Others		241.2	15.6	219.3	14.6	-9.1	-1.0

Source: Circana InfoScan® Reviews/Mintel

Competitor (Statista)

60% of quip users display loyalty towards the brand

Introduction: key insights

Who does the brand appeal to?

- quip's branding resonates more with Millennials
- quip generally appeals to men more than women
- Among quip enthusiasts, 54% fall under the high-income category
- Consumers want their toothpaste brands to have reliability, high value, and honesty / trustworthiness

How does the brand perform in the market?

- quip ranks outside the Top 10 in awareness within the toothpaste market
- The popularity rating of quip is 17%
- quip ranks outside the Top 10 in usage
- In terms of loyalty, quip is outside the Top 10 in the United States
- quip has a score of 12% for media buzz



Competitor (Statista)

quip ranks outside the Top 10 in awareness within the toothpaste market

Brand KPIs & benchmarking: awareness

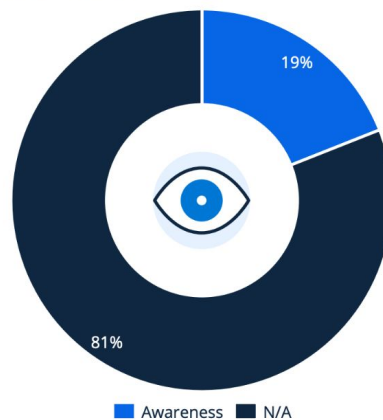
Summary

Driving recognition will lead to growing your customer base and measuring brand awareness is a key component to achieve this. With this score, you can gauge the current market presence of a brand, understand the brand's visibility, competitiveness, and recognition among their target audience. Further to this, it is a perfect way to assess your current marketing strategies.

Using the concept of aided brand recognition, showing respondents both the brand's logo and the written brand name, we asked: "Do you know this brand, even if only by name?".

Out of all respondents, 19% were aware of quip. This ranks them outside the Top 10 compared to other brands surveyed in this market.

Awareness of quip



Rank #	Brand	Awareness %
1	Crest	95%
2	Colgate	94%
3	Aquafresh	89%
4	Arm & Hammer	87%
5	Sensodyne	82%
6	Aim	77%
7	Pepsodent	62%
8	Tom's of Maine	51%
9	biotène	46%
10	Parodontax	38%

13 Notes: "Do you know this brand, even if only by name?"; Multi Pick; Base: n=1,249, all respondents (awareness)

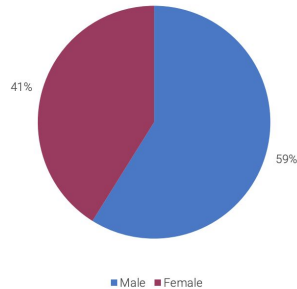
Sources: Statista Consumer Insights Global, as of November 2024

Social Listening (BrandWatch)

Gender breakdown: Initial Quip Research

Initial Quip Research | Dec 31, 2024 - Apr 01, 2026

Gender breakdown: Initial Quip Research



Volume over time

Initial Quip Research | Dec 31, 2024 - Apr 01, 2026

Volume over time

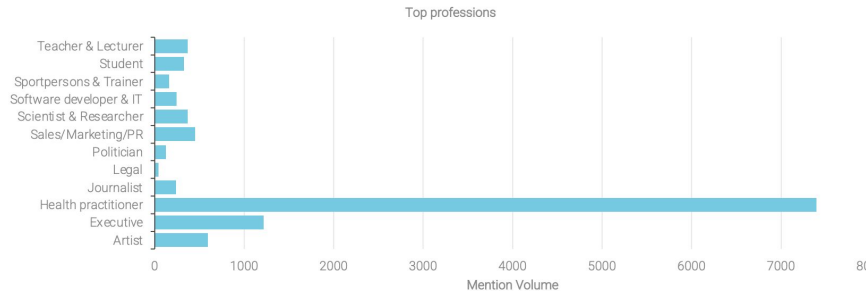


Social Listening (BrandWatch)

Top professions

Initial Quip Research | Dec 31, 2024 - Apr 01, 2026

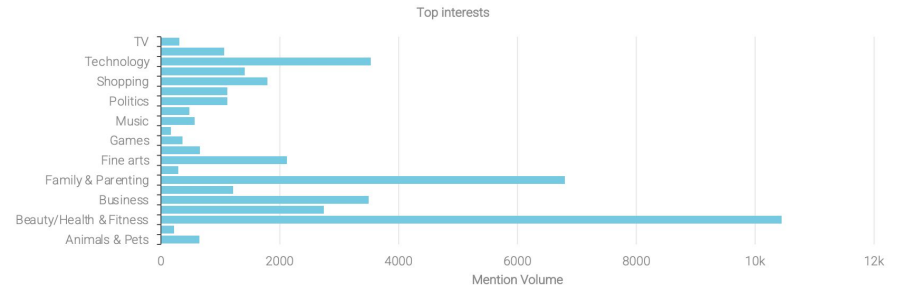
Mention Volume for Profession broken down by Queries



Top interests

Initial Quip Research | Dec 31, 2024 - Apr 01, 2026

Mention Volume for Interest broken down by Queries





Brand Equity Analysis

Brand Identity

- Clean, minimal aesthetic — modern and lifestyle-oriented
- **Core identity:** turning oral care into a 'want-to ritual'
- Relies heavily on design; weak functional performance proof

Brand Image (Perceived)

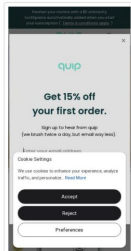
- Consumers notice modern positioning but question if Quip is actually better
- Described as 'overpriced' and 'unnecessary'
- Lacks trust and credibility — essential in health-related categories



Performance

Values are estimated and may vary. The **performance score** is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

■ First Contentful Paint
2.1 s

▲ Total Blocking Time
860 ms

▲ Speed Index
13.2 s

▲ Largest Contentful Paint
7.2 s

● Cumulative Layout Shift
0.003

[Expand view](#)

Analytics and Tracking

Salesforce CRM	Jun 2024	Oct 2025	\$
Klaviyo Audience Measurement Conversion Optimization Feedback Forms and Surveys Marketing Automation	Oct 2024	Mar 2026	\$
Klaviyo Learnq	Jan 2026	Jan 2026	
Shoptilt A/B Testing AI	Jan 2025	Mar 2026	\$
Digioh Lead Generation	May 2024	Mar 2026	\$
Bazaarvoice Feedback Forms and Surveys Personalization	Jul 2025	Mar 2026	\$
GetEmails Conversion Optimization	Oct 2024	Mar 2026	\$
Rebuy A/B Testing AI Cart Abandonment Conversion Optimization Marketing Automation Personalization Product Recommendations Retargeting / Remarketing	Sep 2024	Mar 2026	\$
Heatmap Conversion Optimization Site Optimization Visitor Count Tracking	Oct 2025	Mar 2026	\$
Google Analytics Application Performance Audience Measurement Visitor Count Tracking	Oct 2014	Mar 2026	
Google Analytics 4	Aug 2023	Oct 2025	
Google Universal Analytics	Feb 2015	Nov 2024	🚫
Google Analytics Enhanced Ecommerce	May 2018	Jun 2021	🚫
Google Analytics Ecommerce	Mar 2019	Mar 2020	🚫
Google Analytics Classic	Oct 2014	May 2024	🚫
Bing Universal Event Tracking Conversion Optimization Retargeting / Remarketing	Mar 2016	Mar 2026	
Facebook Pixel	Oct 2015	Oct 2025	
Facebook Signal	Sep 2017	Oct 2025	

ONE WORD PHRASES

Result	Keyword	Frequency	Density	Keyword options
1	cart	26	4.30%	KW options ▾
2	close	24	3.97%	KW options ▾
3	sonic	23	3.80%	KW options ▾
4	toothbrush	23	3.80%	KW options ▾
5	add	20	3.31%	KW options ▾
6	mobile	18	2.98%	KW options ▾
7	new	13	2.15%	KW options ▾

SSL Checker

Use our fast SSL Checker to help you quickly diagnose problems with your SSL certificate installation. You can verify the SSL certificate on your web server to make sure it is correctly installed, valid, trusted and doesn't give any errors to any of your users. To use the SSL Checker, simply enter your server's public hostname (internal hostnames aren't supported) in the box below and click the Check SSL button. If you need an SSL certificate, check out the [SSL Wizard](#).

[More Information About the SSL Checker](#)

Server Hostname

Check SSL



www.getquip.com resolves to 23.227.38.74



Server Type: cloudflare



The certificate should be trusted by all major web browsers (all the correct intermediate certificates are installed).



The certificate will expire in 49 days.

[Remind me](#)



The hostname (www.getquip.com) is correctly listed in the certificate.