

How we improve your KPIs

Our customers' success by numbers



CONVERSION RATE



TAGs®: The CR for customers using filters can be as high as 7x the conversion for customers using no filters at all.

7x
HIGHER
CONVERSION

Intelligent Curation: Conversion increases by 50% for shoppers adding a Smart Swap product to their basket.

50%
INCREASE
CONVERSION

AVERAGE BASKET SIZE



TAGs®: Shoppers using Spoon Guru's products add 44% more items per basket than those who don't use any filters.

44%
MORE ITEMS

Intelligent Curation: Over 75% of healthier substitutions made with Smart Swaps remain in baskets through to checkout.

75%
SUCCESSFUL
SWAPS

AVERAGE ORDER VALUE



TAGs®: Shoppers using Spoon Guru's products spend as much as 41% more than customers who don't use any filters.

41%
MORE SPEND

TAGs®: Out of the loyalty segment, customers who use filters powered by Spoon Guru spend as much as double compared to those using sites with no filters.

2x
MORE SPEND

Intelligent Curation: AOV is 10% higher for customers who swap for a healthier product than customers who don't.

10%
HIGHER AOV

ENGAGEMENT RATE



Dietary Insights: Engagement improves significantly when using personalised Dietary Insights in marketing communications, with email open rates increasing by as much as 15%.

15%
INCREASE
OPEN RATE

INSIGHTS:

OPTIMISE CX

Promoting awareness and engagement with health & dietary features is key to success



TOP SEARCHES

Top searches over the past year were for Vegan, Gluten Free, and Vegetarian products

