

Health KPIs To A Healthy ROI: Our Client's Success By Numbers

With health and nutrition a growing consumer trend, many retailers understand that their health strategy and business KPIs are now more closely linked than ever. In addition to this, there is an ongoing demand for improved personalisation in the customer journey, both online and in-store.

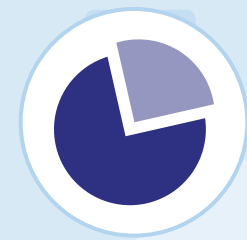
Our plug & play Nutrition Intelligence Solution gives grocers a unique opportunity to embrace these dual demands and remove friction from the shopping journey. Our clients have already seen marked success by implementing these award-winning products:



Product Discovery TAGs®: Our core product looks beyond the label and accurately assigns hundreds of general or bespoke health and dietary TAGs® to all food & drink products, enabling powerful search & filter capabilities.



Intelligent Curation: As part of the shopping journey, our AI suggests healthier Smart Swaps or Recommendations based on personal preferences, product attributes, and any business considerations such as price.



Dietary Insights: Both retailer and shopper facing, our Dietary Insights can deliver to retailers powerful insights on shopping behaviour and trends, and nudge shoppers to improve their health with customisable goals and basket health snapshots.

50%
INCREASED
CONVERSION

*if customers use
Spoon Guru Smart Swaps*

7x
HIGHER
CONVERSION RATE

*by shoppers using filters
powered by Spoon Guru*

44%
MORE ITEMS IN
BASKETS

*when shoppers use filters
powered by Spoon Guru*

4.5x
HIGHER CLICK
THROUGH RATE

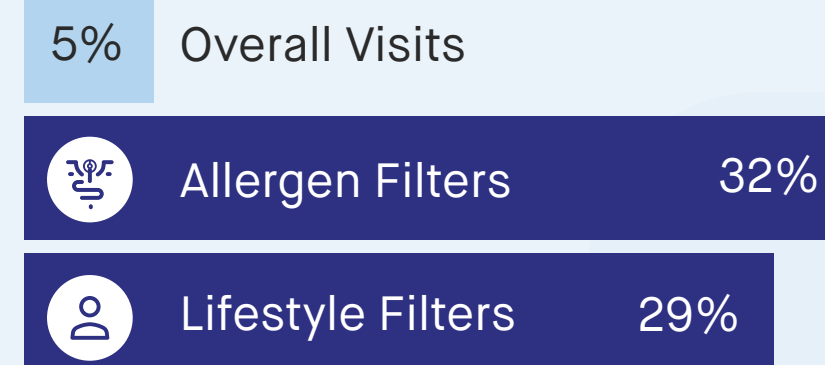
*when diet-specific
recommendations are made*

15%
EMAIL
OPEN RATE

*when Dietary Insights are
used in marketing comms*

Insights

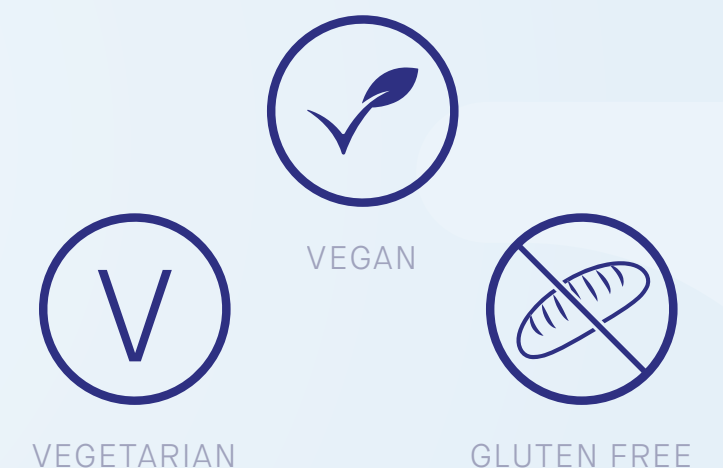
Filter users have higher conversion when compared with overall visits



Above the fold & easy to use Search & Filters lead to higher engagement rates



The 3 top dietary searches are for:



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TAGs®

Online Filters

The Conversion Rate for shoppers using filters can be as high as 7x the conversion for shoppers using no filters at all.

7x
HIGHER
CONVERSION

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

41%
MORE SPEND

In the loyalty segment, shoppers who use filters powered by Spoon Guru spend up to twice as much as those using sites with no filters.

2x
MORE SPEND

10% of online visits use health and dietary filters, and once they use them, they continue to do so.

10%
FILTER USAGE

Shoppers using filters powered by Spoon Guru add 44% more items per basket than those who don't use any filters.

44%
MORE ITEMS IN
BASKETS

Search

Over 13% more items are added to basket from free text search when TAGs® are implemented.

13%
MORE ITEMS
IN BASKET

Recipes

When nutritional data is included, 'Shop Recipe' complete rates are 39% higher.

39%

When health, lifestyle & dietary TAGs are added, 'Shop Recipe' complete rates are 11% higher.

11%
HIGHER SHOP
COMPLETION

Healthier You

Shoppers who rated their retailer 'Excellent' when it comes to helping them live a healthy life increased by 29% since launching the Healthier You TAG.

29%
INCREASE IN
'EXCELLENT'
RATINGS

Intelligent Curation

Smart Swaps

Average Order Value is 10% higher for shoppers who swap for a healthier product than those who don't. Having a higher number of healthy alternatives has been shown to directly increase site traffic.

10%
HIGHER AVERAGE
ORDER VALUE

Recommendations

Diet-specific recommendations had a click through rate 4.5 x larger than recommendations that were not diet-specific.

4.5x
HIGHER
CLICK THROUGH

Dietary Insights

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

15%
EMAIL OPEN
RATE