Improve your KPIs with Spoon Guru
Retail partnerships that pay - our customers' success by numbers

KPI: IMPROVE CONVERSION RATE

- The conversion rate for customers using filters can be as high as **7 times** the conversion for customers using no filters at all

- Conversion rate **increases by 50%** for shoppers adding a Smart Swap product to their basket

KPI: GROW BASKET SIZE

- Shoppers using Spoon Guru's products **add 44% more items per basket** than customers that do not use any filters

- Over **75%** of healthier substitutions made with Smart Swaps remain in baskets through to checkout

KPI: INCREASE AVERAGE ORDER VALUE (AOV)

- Shoppers using Spoon Guru's products **spend as much as 41% more** than customers that do not use any filters

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

- Average Order Value is **10% higher** for customers who swap for a healthier product than customers who don't

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Spoon Guru®