How we improve your KPIs

Our customers' success by numbers





CONVERSION RATE

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

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

AVERAGE BASKET SIZE

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

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

44% MORE ITEMS

50%

INCREASE

IN CR

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.

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.

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

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%.

MORE SPEND

2x MORE SPEND

10%

HIGHER AOV

15%

INCREASE OPEN RATE



INSIGHTS:

OPTIMISE CX

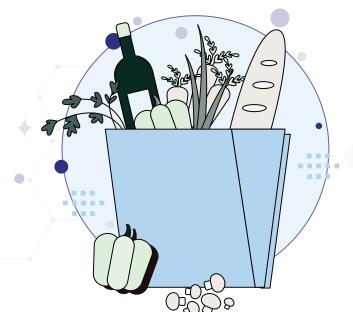
Promoting awareness and engagement with health & dietary features is key to success



TOP SEARCHES

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





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