

# 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 CR

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

**50%**  
INCREASE  
IN CR

### 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

