

# Intelligent Curation



*From suitable alternatives to predictive recommendations, we enable relevant personalized experiences.*

**Swaps:** Identify healthier alternatives within your product catalogue to enable effective nudges towards better choices.

**Recommendations:** Analyze real-time and historical shopping behaviors to curate relevant and/or healthier products for your customers, based on their unique needs.

## High Level Value & KPI Contribution:

Intelligent Curation enhances customer experience and drives positive behavior change, helping you to meet your KPIs.



Revenue



Engagement



NPS

When customers use swaps, some retailers have seen:

**10%** Higher Order Value

**50%** Increase in Conversion Rate

## Benefitting Teams:

- ✔ Marketing
- ✔ eCommerce
- ✔ Customer Experience
- ✔ Loyalty
- ✔ CRM
- ✔ Health



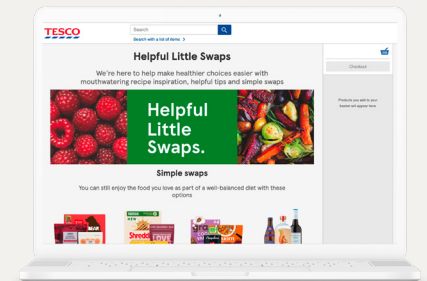
## CASE STUDY: Tesco 'Helpful Little Swaps'

### The Challenge:

Tesco implemented 'The Little Helps Plan' to help provide a healthier place to shop. To succeed, they needed to educate shoppers and reduce confusion around healthy eating, counter the perception that healthier products are more costly, and make it easy for customers to move towards a healthier lifestyle.

### The Solution:

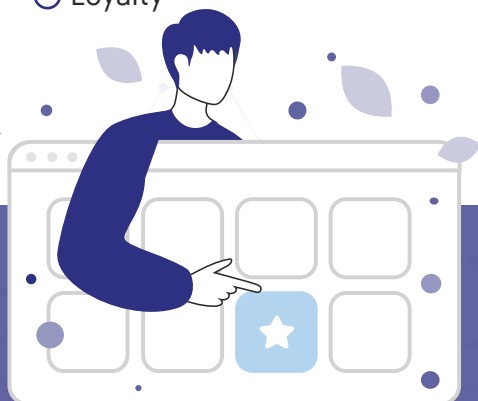
Smart Swaps recommends healthier alternatives at the same price or less. Because all swaps are similar, accurate, and easily visible, it allows shoppers to quickly compare and select products. Tesco can now provide an effective nudge utility that enables the easy discovery and trial of healthier products, while at the same time demonstrating that healthy eating can be affordable for everyone, regardless of budget.



[Read the full Case Study here](#)

## Omni-Channel Applications:

- ➔ Hyper-personalized marketing
- ➔ Digital (website & in-app)
- ➔ In-store (eg: scan as you shop)
- ➔ Loyalty



## Why Choose Spoon Guru:

**Consumers have unique health preferences. Offering relevant shopping experiences for their needs is crucial.**

Our sophisticated technology allows you to obtain maximum coverage in your product portfolio.

Our expertise in nutrition science allows you to accurately match the right products to consumer needs.

We meet you where you are in your health strategy. This, in turn, helps you meet your customers wherever they are in their health journey.

Get in touch & start from **12 weeks!**



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