

Product Discovery

We help you meet dietary & lifestyle needs



We enrich your understanding of your product data by going beyond the label to effectively cater to your customers' needs. It enables easier shopping for your customers and better understanding of your product portfolio to make better, smarter and more cost effective decisions.

High Level Value & KPI Contribution:

Product Discovery enhances customer experience and secures key market share by catering to shoppers with health or lifestyle dietary requirements.



NPS



Customer Experience



Bigger Baskets

Benefitting Teams:

- Customer Experience
- eCommerce
- Marketing
- In-Store Operations
- Category Merchandising



CASE STUDY: Jet.com

The Challenge:

Personalization was a core business principle at Jet.com, and a key point of differentiation to drive loyalty & increase sales. They were focused on 2 key areas - 1:1 personalization to quickly connect shoppers to the products they love, and providing a shopping journey that allowed for easy food discovery through a curated experience that was frictionless, intuitive and human.

The Solution:

With Dietary TAGs®, Jet.com was able to achieve search and discovery personalization with both dietary filters and hubs for the most popular diets. They saw the following increases:



2x Higher Engagement



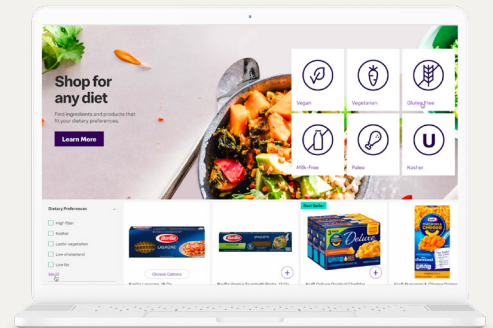
3x Higher Click Through Rate



1.8x Improved Accuracy



4.5x More Recommendation Sales



[Read the full Case Study here](#)

Omni-Channel Applications:

- Search & filter
- In-store (eg: POS signposting, scan as you shop)
- Marketing
- Category management & assortment decisions
- Own brand product formulation

Why Choose Spoon Guru:

There is a need to set standards for shoppers to easily find products for their individual needs.

At Spoon Guru we pride ourselves on our in-house nutritional, technical, and regulatory expertise.

We can work with all types of data and sources, and our award-winning, scalable AI processes thousands of data points daily with 99% accuracy.

A history of successful deployments permits risk mitigation.

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