



Toovio Software LLC

www.toovio.com

CASE STUDY: INCREASE IN SALES IN HEALTH FOOD INDUSTRY

sweetgreen



The Company & The Challenge:

Sweetgreen is a venture funded, fast casual dining unicorn who have differentiated themselves by wanting to source smarter, to make better decisions and to help sweetgreen and its customers be a positive force in the world and on the food system.

They started in the eastern United States and is now serving more than 6 million customers annually.

Making repeat customers out of people who are experimenting with their food.

Faced with limited windows of opportunities for customer engagement and ever-increasing customer expectations for satisfaction, the client needed to better understand what drives customer behaviour in digital channels.

The Approach:

Utilize Toovio AI to drive incremental sales by determining the best time and best personalized content to send to customers to increase their engagement.

Use numerous event triggers across multiple inbound and outbound campaigns with the goal of increasing customer orders within the client's own channels (email, SMS, mobile push, app, and web).

Communicate real-time performance and incremental sales back to the team for near-real time campaign offer iterations.

The Results:

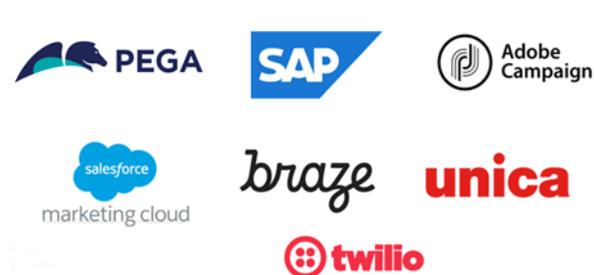
In just over 12 months, Toovio generated hundreds of thousands of dollars of incremental sales and an average monthly ROI of 15%. Moreover, Toovio helped grow average order per customer, average order amount and lifetime value due to our ability to scale solutions in days not months.

Toovio – About Us

Toovio Software LLC has been in existence for over 10 years, founded by data practitioners with commercial and revenue delivery at its core. Our main focus is to drive incremental customer behaviour from any strategic objective tied to a measurable outcome. Toovio has evolved over time as a SaaS company, providing a unique set of Software products as a Service as well as SaaS+, providing Strategic consulting as a Service. Based in Minnesota, USA and recently opened a new EMEA office, Toovio Limited in Dublin, Ireland, we serve clients across the globe.

We have clients across several industries and geographies. In addition, we have system integrator partnerships with many of the large technology platforms, where our software can be easily integrated.

SI Partnerships:



Clients:



Toovio takes mundane transactional data from your customer base, from multiple different sources, flattens & formats it, making it fit for purpose. Our AI deals with the volume of data that is impossible for a human to compute. This allows us to create a new data stream feeding it back to you ready to take-action within your own systems.

To do this we create a specific data stream that we call 'Closed Loop'. This data stream is unique, nuanced and dynamic. To wield the 'Closed Loop' we need a data design informed by modelling, measurement and data driven iteration. This requires a unique combination of human domain expertise and automated machine learning. The outcomes are highly nuanced results based on your customers' behaviour as they interact across your channels.

Decisioning through modelling and measurement are the core of Toovio products that are delivered as a service. We provide an ongoing service that monetizes the moments that matter the most along a digital journey.

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