



## Freshly Improves Every Customer Metric with Science-Driven CRM

### The Challenges

- Hyper-targeted customer communications at scale
- Increased long-term customer retention and satisfaction
- Increased customer spend and lifetime value
- Driving customer actions that help improve the products

### The Benefits

- +19% customer lifetime value
- +64% average order value
- +25% returning customer spend
- -22% monthly customer churn



### The Company

Freshly delivers hundreds of thousands of fresh, healthy, delicious, ready-made gourmet meals to customers' homes every month. The company is already active in 28 US states, with plans to expand nation-wide. The company, launched in 2012, has raised \$107 million to date, including a \$77 million Series C investment led by food and beverage giant Nestlé. Freshly is headquartered in New York City and employs more than 400 people.

### The Challenge

Given the intense competition among food delivery startups, Freshly realized that one of the key success factors in their field is customer relationship management: those food delivery brands able to develop strong, long-term relationships with a large and loyal customer base will edge out their competition. Companies in the industry already recognize that they can't develop this level of loyal customer base with flavor and convenience alone.

Freshly was already delivering an ideal product – healthy, delicious, chef-cooked, ready-to-heat-and-eat meals delivered to each customer's doorstep. The company was looking for customer retention software that could leverage all available data and enable the company to communicate effectively with each individual customer.

Specifically, the company wanted a solution that would allow it to:

- Ensure that every customer receives only communications that resonate with them – no more blasts and unsubscribes
- Increase long-term customer retention and satisfaction
- Increase customer spend and lifetime value
- Drive more actions like meal ratings, which in turn helps Freshly improve their product.

### The Optimove Solution

Freshly is using the Optimove Customer Marketing Cloud to plan, automate and optimize next-generation customer marketing today. By leveraging artificial intelligence, advanced data science and a metrics-driven approach

*“Optimove allows us to combine our marketers’ creativity with cutting-edge data science to effectively build long-term customer relationships. Optimove is an awesome secret weapon in our highly-competitive space!”*

– Nate Champion, Director of Retention Marketing, Freshly

to customer retention, Freshly uses Optimove to communicate with every customer in the most relevant, timely, emotionally-intelligent and effective ways.

The software has enabled Freshly’s marketers to identify more than 50 granular customer personas within the customer database. Taking into account past customer behavior and predictions for the future (e.g., product preferences, spend levels, customer future value), Optimove automates the delivery of highly-relevant messaging to each individual customer – with no customer left behind.

Customer communication campaigns are run with automatically-designated representative control groups that the Optimove software uses to accurately measure the effectiveness (uplift) of each campaign. By treating every communication as a measurable “marketing experiment,” along with the help of Optibot (Optimove’s AI-based marketing optimization bot), significant improvements in key performance metrics were realized in less than a month, with further improvements being observed in every subsequent month.

## Benefits by the Numbers

Using Optimove to automate their customer segmentation and messaging, Freshly achieved measurable increases in every key customer metric, including:

- 19% increase in customer lifetime value
- 64% increase in average order value
- 25% increase in returning customer spend
- 22% decrease in monthly customer churn

