

# How Flink unlocked a 93% conversion rate from highly-tailored grocery recommendations

## Challenges

- A large inventory of items and products, including item-specific variables
- Adapting to the mindset of shoppers depending on which view they're in
- Effectively boosting AOV at checkout stage

## Solutions

- Launch recommendations to logged-in shoppers immediately
- Leverage Crossing Minds' ability to recommend new or novel items with little to no interaction data
- Deploy custom recommendations (behavior-based and/or previously purchased) depending on shopping mode

## Story

Flink is a grocery delivery service in 100+ cities across Europe, including in Germany, France, and The Netherlands. It owns 100% of its grocery inventory, which is delivered to customers from 200+ neighborhood hubs. In the hopes of increasing item discoverability, average order value, novel item purchases, and overall customer satisfaction, Flink tapped Crossing Minds to revamp its approach to personalization and recommendation.

Crossing Minds knew that Flink's unique business challenges would require a **customized and tailored approach to deploying effective recommendations**. By reimagining what it means to shop online for groceries, the two partners were able to serve both highly-personalized individual experiences to users as well as anticipate which types of recommendations would work best in any given context.

## Results

**93%** conversion rate from recommendations

**46%** increase in average order value

**23%** click-through rate on recommendations

Flink



Janko Ulaga  
Director of Engineering, Core Services at Flink

“Predicting how people shop for groceries is extremely nuanced, based on situations like time of day or need for replenishment. Crossing Minds worked with us to make sure we recommend the most relevant items to our customers based on their tastes and preferences faster, and also remind them of items they'd previously purchased and may need again.

The end result has been an impressive increase in both AOV and monthly revenue, as well as overall customer satisfaction shopping with Flink.”

## Recommended For You

Grill-Saison    Zeit für Brot    Neu    Ab in den Pc

Search

**Aktuell beliebt**

brot    eis    milch    eier    kase

schokolade    joghurt    cola    tomaten

eistee    salat    butter

First, Crossing Minds' recommendation engine Beam began serving personalized recommendations to users within the "search" box before they even began a query, based both on previous behavior and items' similarity to products the user had purchased or viewed before. In this context, users were in a more open-minded "shopping" mode, willing to be suggested novel items – either ones they'd never purchased before or hadn't purchased in over a month – much like a person in a physical grocery store would casually browse through aisles. This approach greatly improved the average order value compared to Flink's previous recommendations based on the most popular overall items.

For users that were already in cart or "checkout" mode, it was important to display both recommendations based on what was already in the cart for upselling or bundling purposes, but also reminders of previous purchases that the user may have forgotten they need to repurchase while shopping. Contextual recommendations based on time of day also proved fruitful; for example, delivering recommendations based on breakfast, lunch, dinner, or after hours and entertainment time. In the early morning hours, items like eggs or croissants were recommended, while shoppers browsing after dinner time were served recommendations for snacks or alcohol. Cart view proved to be the most effective location for recommendations; **the AOV from recommendations increased by 46%**.

While other "out-of-the-box" recommendation engines may be able to provide a degree of personalization to increase conversions, taking into account Flink's unique customer needs based on context was crucial to deploying the best opportunities for more purchases. By working closely with Flink and quickly tweaking algorithms to address these contexts, **Beam's recommendations accounted for a 93% conversion rate.**

**Shopping Cart**

You might also need

€2.19 Bio Rote Bete Gekocht 500g (Spanien) €4.38 / kg	€2.99 Bio Speisemöhren 1kg (Spanien) €2.99 / kg	€1.09 Radieschen 1 Bd. (Deutschland) €1.09 / 1Bund

Your items

	€2.49 Bio Paprika Snack 150g (Spanien) €16.60 / kg	- 1 +
	€2.19 Rewe To Go Gemüse Rote Bete Bällchen 200g €10.95 / kg	- 1 +

Checkout €4.68  
Minimum order value €10.00

Explore    Deals    Cart    Search    Profile