

CASE STUDY

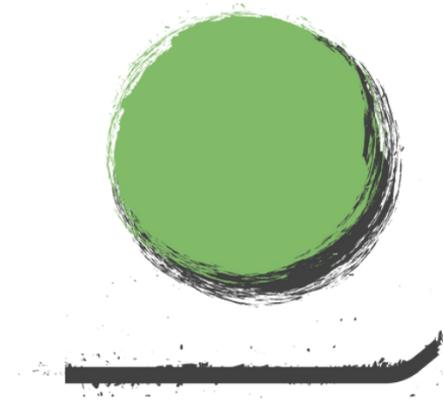
How Matcha.com is growing their tea Subscriber-Base and Retention

FEATURING

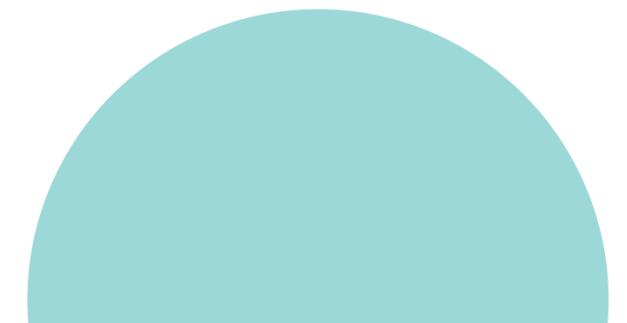


Meet Matcha.com

Matcha.com is a farm-direct, Japanese green tea brand focused on matcha & whole-leaf teas.



MATCHA.COM
MATCHA KARI





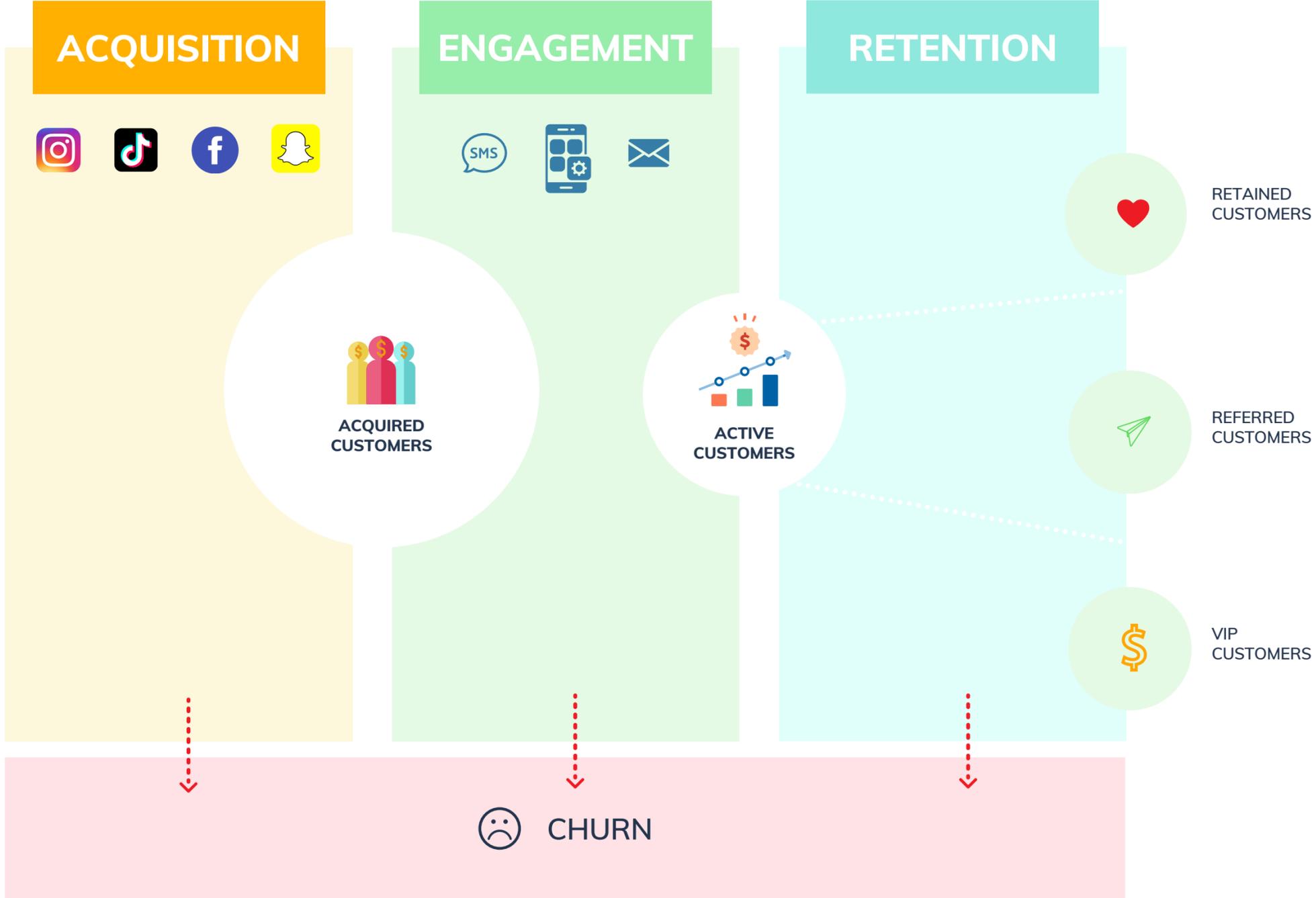
THE CHALLENGE: **BOOST RETENTION, REDUCE CHURN**

Matcha.com introduced Matcha Prime™, a tea subscription program for its most loyal customers. The program instantly saw a massive influx in subscriptions.

However, retaining customers was difficult.

Matcha Prime™ is a trademark of Tencha LLC

Customer Purchase Journey



Why Retention Matters?

According to the Harvard Business Review, acquiring a new customer can be 5 to 25 times more expensive than holding on to an existing one.

This is because, with existing customers, you don't need to pay out a large amount on marketing, sales outreach, or promotion. It is easier to switch existing customers into repeating ones since they already know your brand from previous purchases.



How Shop2app helped

- ✓ Matcha.com launched its **retention-focused mobile app** with Shop2app in less than two days and saw a steady increase in customer engagement in a short period.
- ✓ Through the Matcha app, the customers are able to better connect with the brand, **manage their subscriptions conveniently**, and access recipes & health tips for living a healthy life.
- ✓ Matcha.com leverages Deep App Links and Push Notifications to deploy retention and **win-back strategy with minimal effort**.

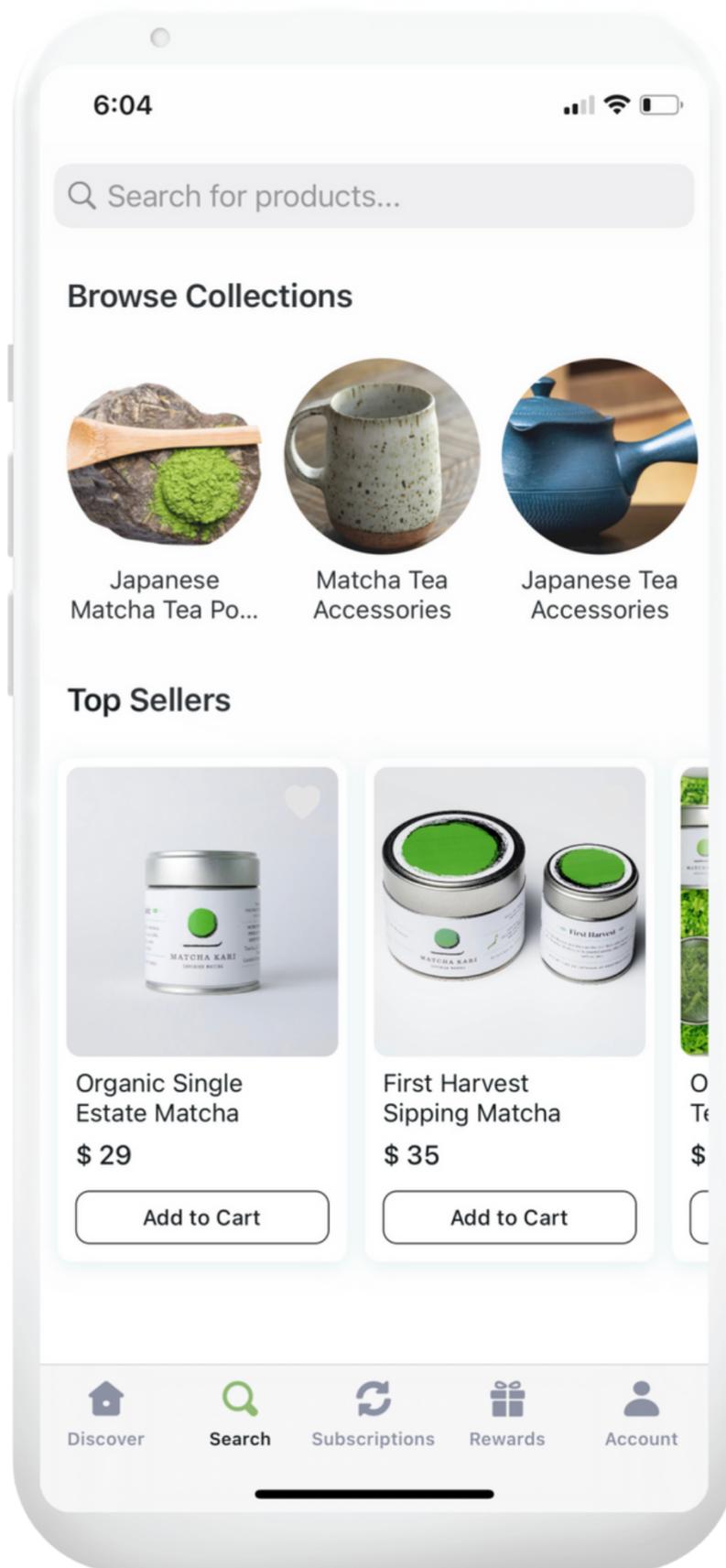
Matcha Mobile App Results

45% Increase in Monthly Subscription Retention

32% Increase in Repeat Purchases

28% Increase in User Generated Content

38x ROI in Shop2app platform



Matcha App: A Deep Dive

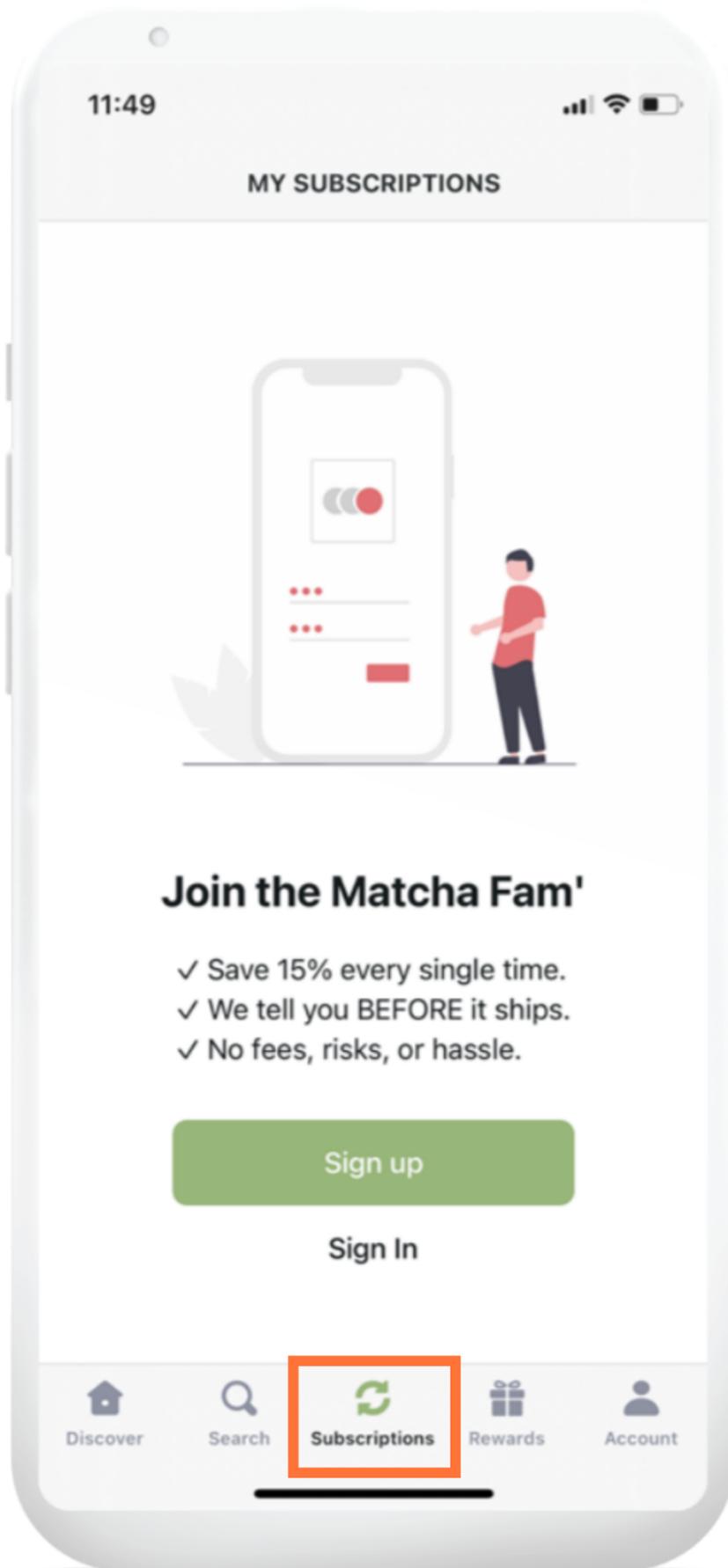
- 01 Convenient Access to Subscriptions
- 02 Better Purchase Frequency
- 03 Increased Customer Loyalty
- 04 More User Generated Content
- 05 Product Education, Recipes & Health Benefits

“

Shop2app allowed us to deepen our relationship with our customers.
Its a perfect growth engine for our Subscription Infrastructure.

Nick Noble
COO, Matcha.com



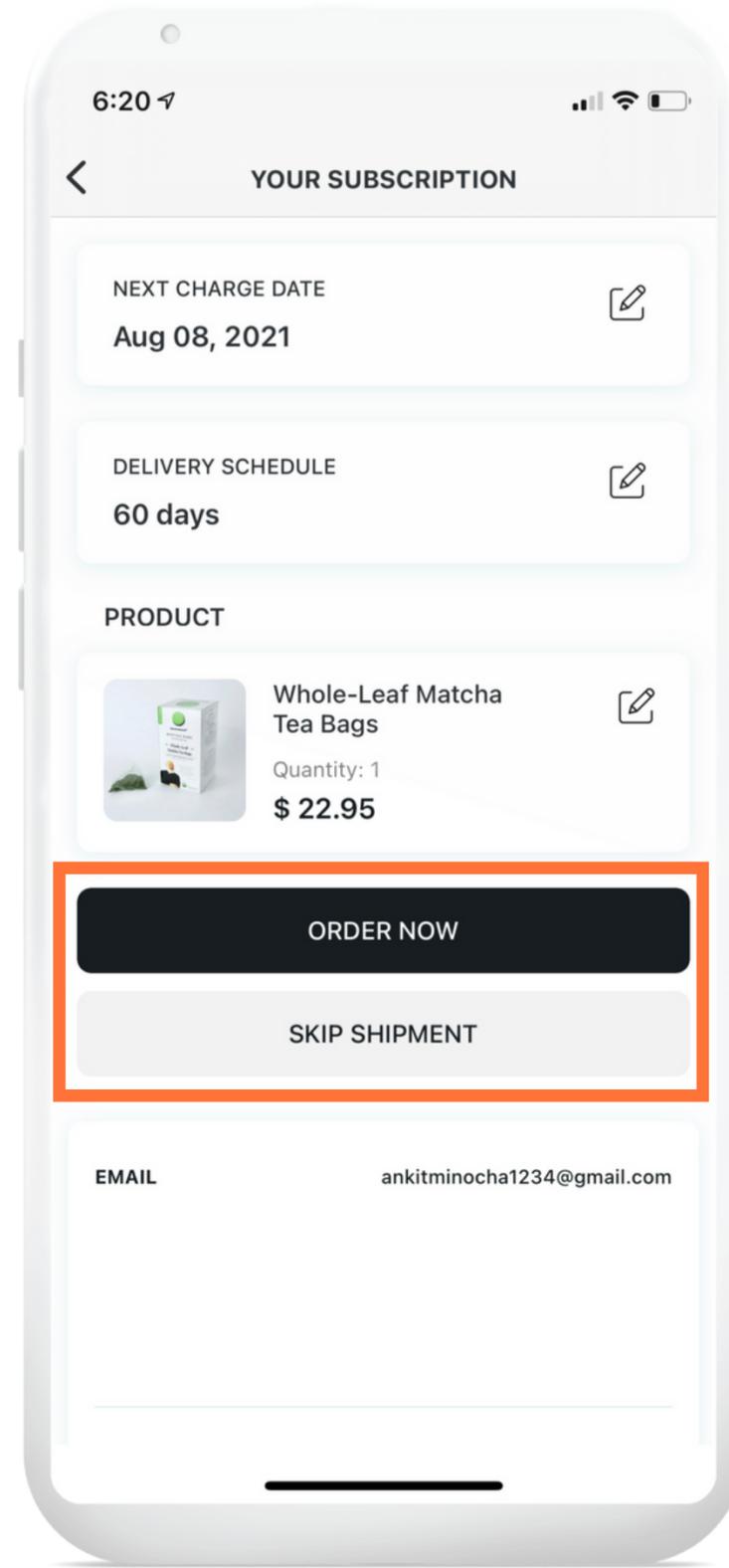
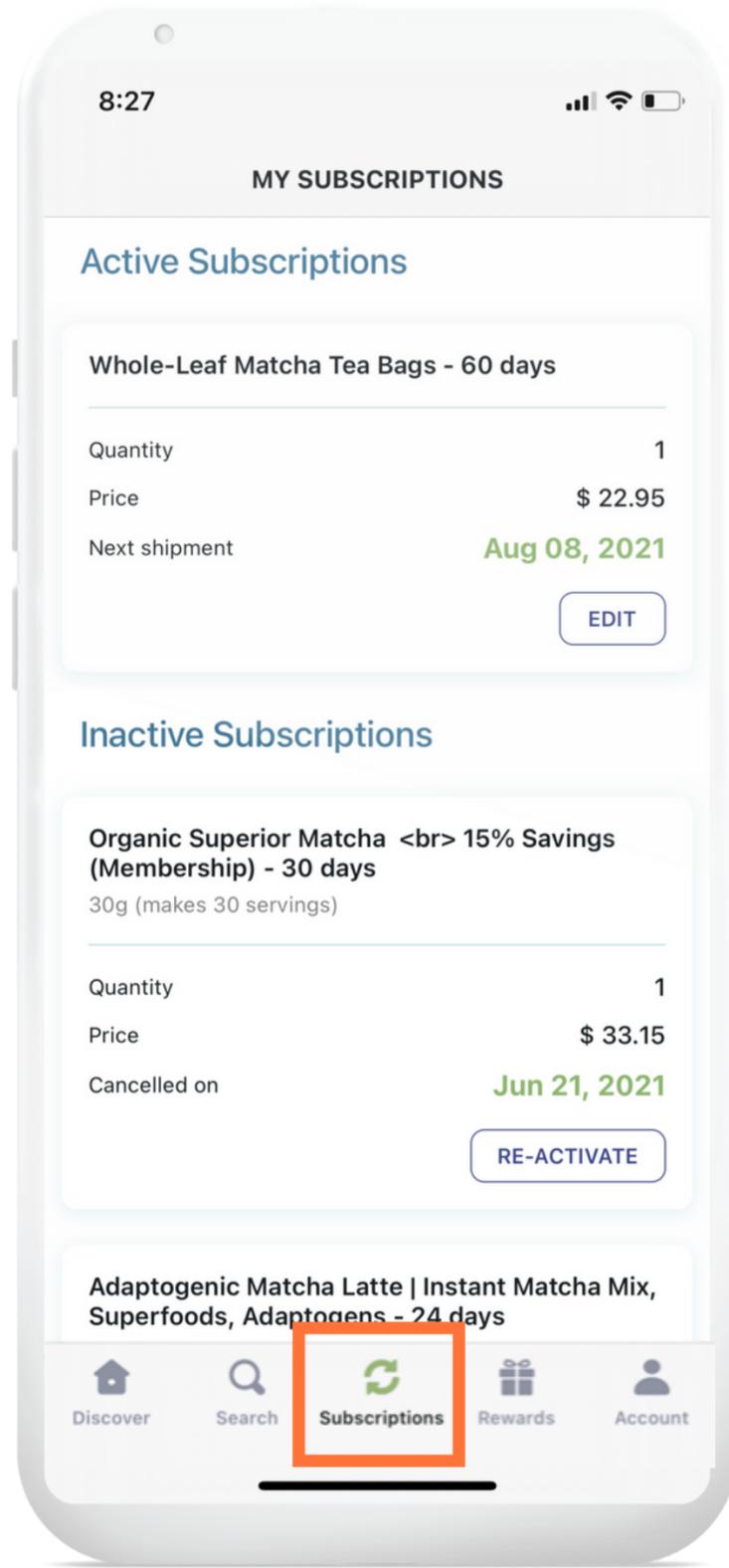
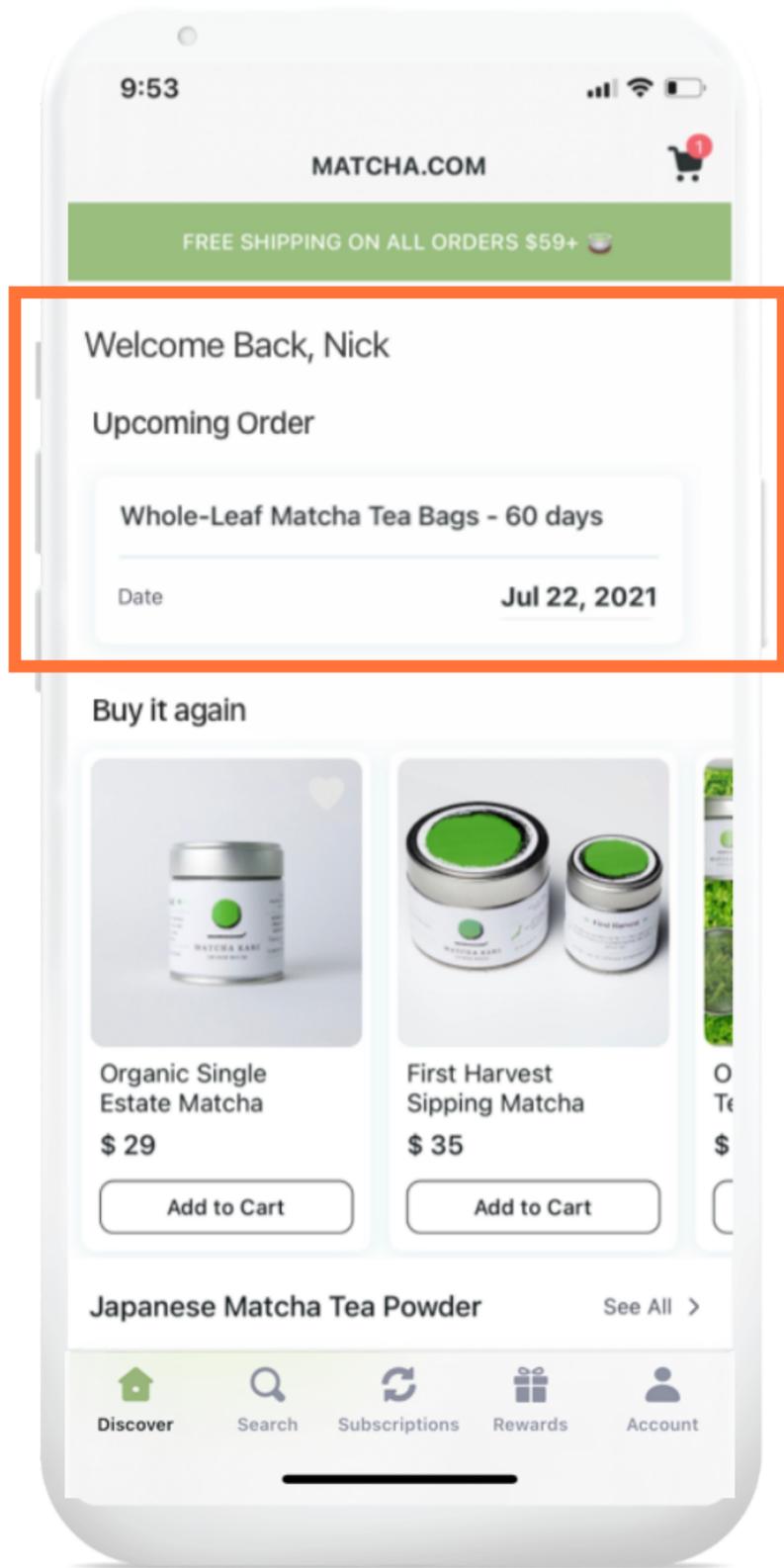


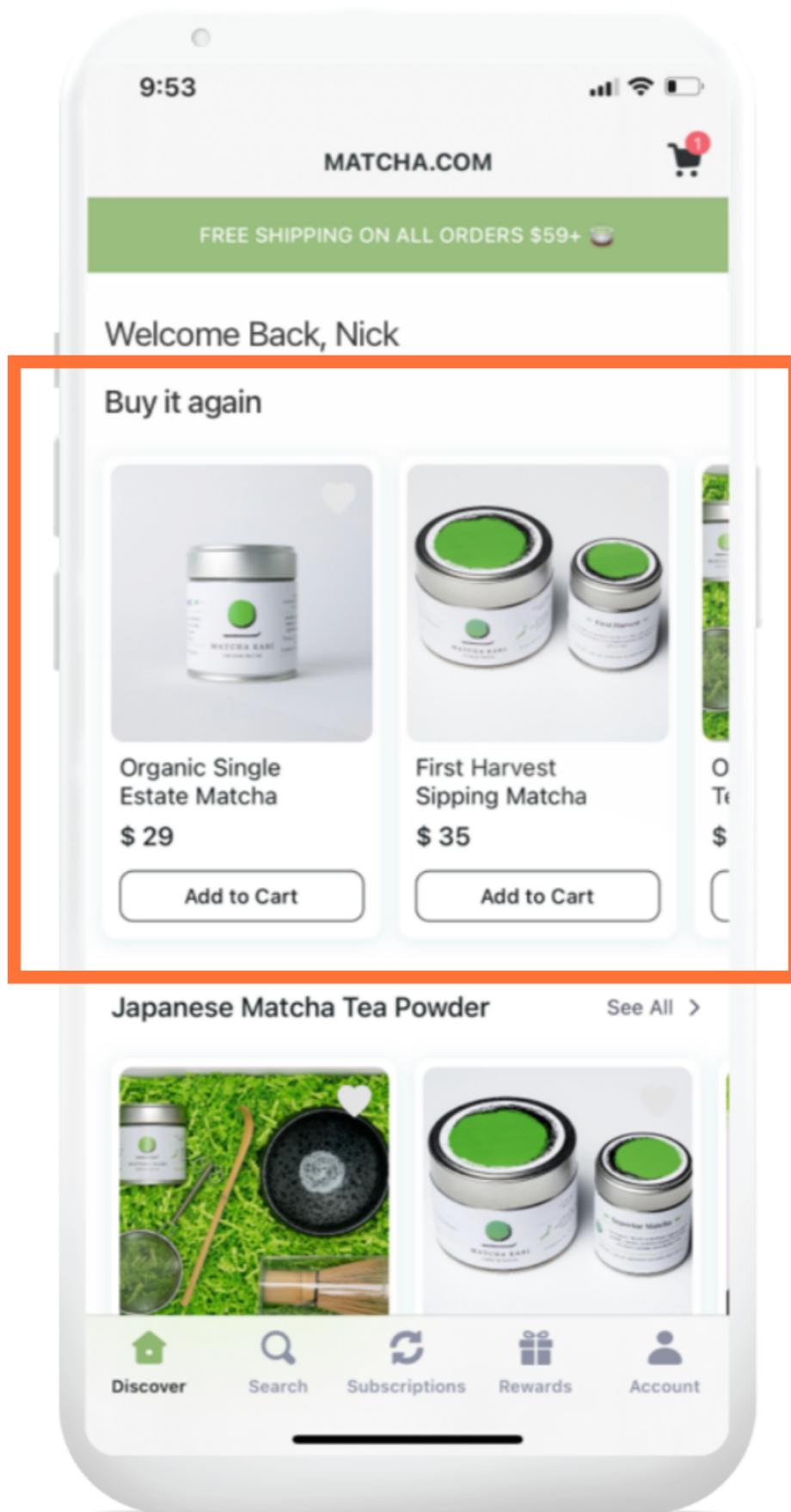
Convenient Access to Subscriptions in Matcha App

Matcha Prime™ is one of the fastest-growing tea subscriptions programs in the industry.

- ✓ Customers get **one-click access** to their tea subscription account in the mobile app.
- ✓ Matcha.com combines the power of Recharge & Klaviyo and uses them in full throttle to **delight customers** with focused product education and offers.

Technologies used:  **recharge**  **KLAVIYO**  **shop 2 app**

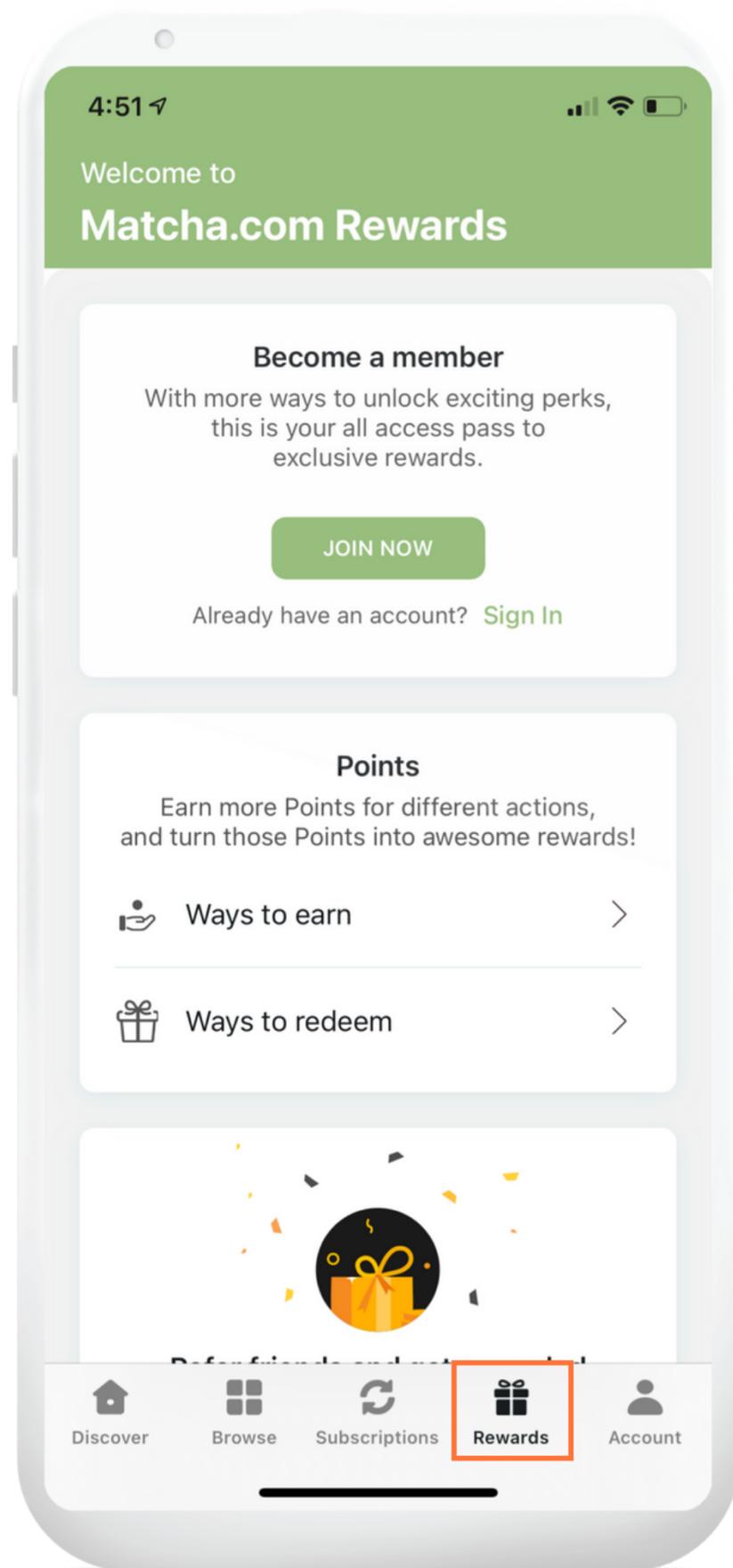




Increase Repeat Orders with In-app Personalization

- ✓ Existing Customers are encouraged to purchase again with a **Buy-it-again** block.
- ✓ Matcha app leverages **Rebuy Personalization Widgets** to upsell and cross-sell at different points in the purchase process.

Technologies used:  



One Click Access to In-App Rewards

Matcha has done a fantastic job of designing a rewards program that stays on brand and understands its core community.

Matcha Tea drinkers and enthusiasts are rewarded for staying connected with the brand, and the app makes the experience simpler and faster.

Technologies used:  smile.io  shop2app

Replenishment and Winbacks using in-app rewards

 MATCHA.COM

REDEEM TO GET FREE MATCHA

Your \$34 reward balance will expire soon. Redeem and get Free Matcha.



- ✓ Matcha Improved their Replenishment rate by encouraging people to Replenish their matcha using rewards.
- ✓ Disengaged customers are notified and encouraged to use their rewards.

Technologies used:  KLAVIYO  smile.io  shop2 app

Increased User Generated Content

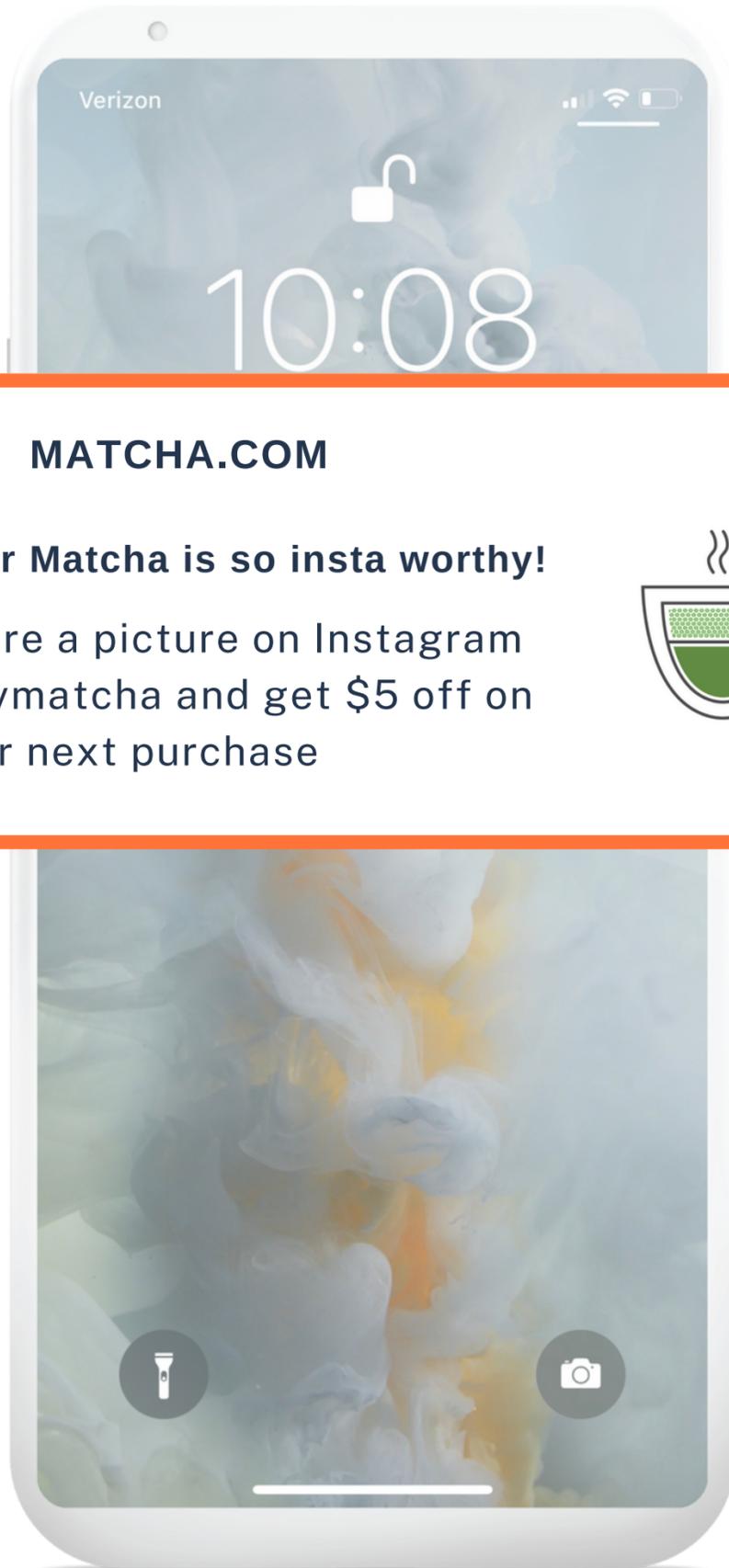
Customers are encouraged and rewarded for sharing their beautiful creations on Social Media.



 **MATCHA.COM**

Your Matcha is so insta worthy!

Share a picture on Instagram
#mymatcha and get \$5 off on
your next purchase



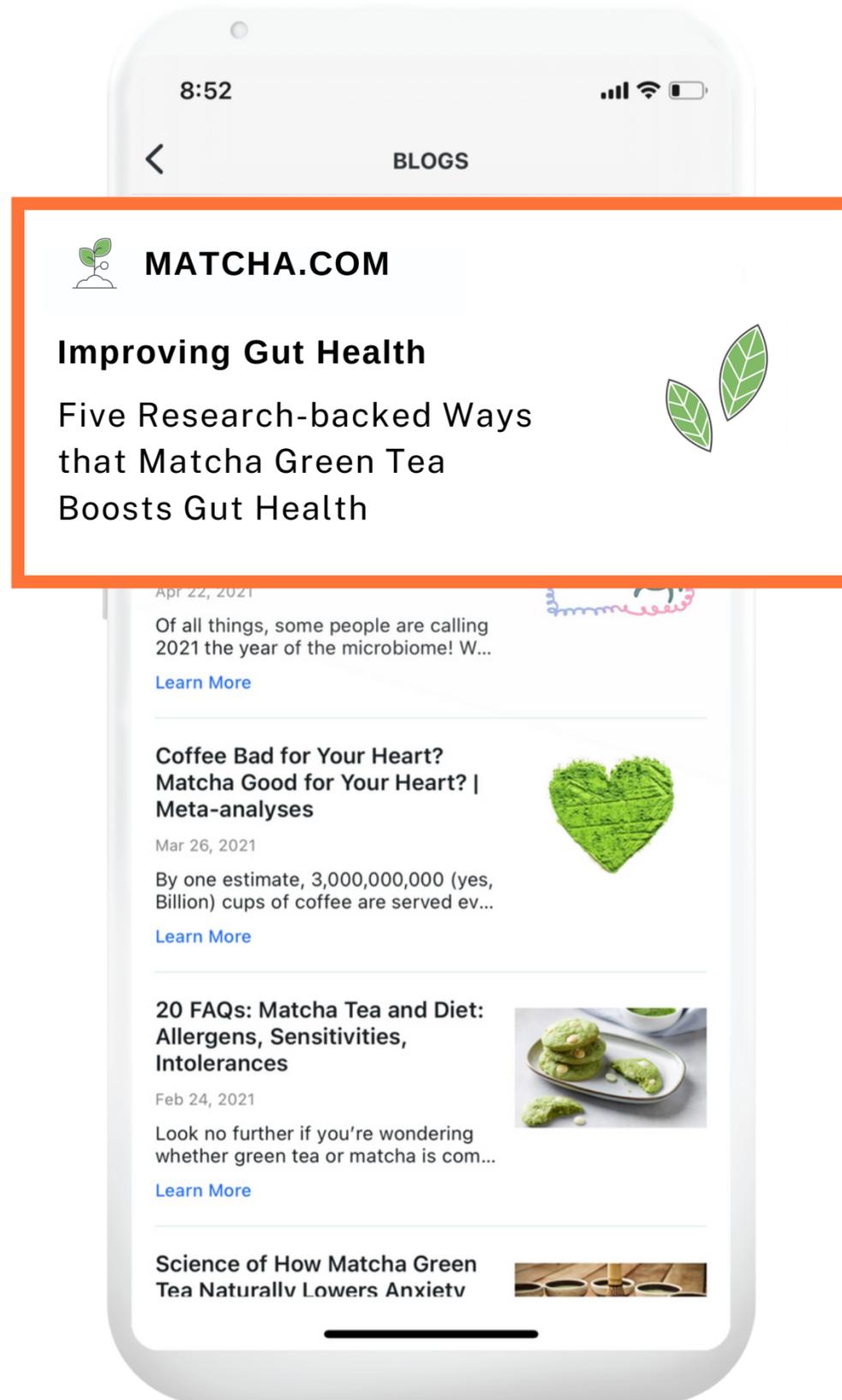
Technologies used:  smile.io  shop2app 

Increased Customer Engagement with Content

Matcha has a solid focus on content and educating its customers about the health benefits of drinking this healthy coffee alternative. It keeps its users informed via-

- ✓ Push Notifications for Trending Recipes
- ✓ Weekly Health Tips

Technologies used:  



Start Improving your Retention Today

Get FREE Mobile App Preview for your Store



“

Our customers actually care about their matcha. It's a relationship that fuels their lifestyle, and the Matcha App continues to help pave the way.

 Nick Noble
COO, Matcha.com

Integrations



Analytics



subscriptions

..and more

Best Suited For



Bakeries



Cafes



Grocery



Health



Pet Supplies



Healthy Beverages



Beauty & Cosmetics



Baby Supplies