Succes case

How Flax&Kale increased the average **25% conversion rate with Shimoku**

About Flax&Kale

Restaurant Paradis was born in the 70s in Lleida, a catalan city near Barcelona. It was the first vegetarian restaurant in a city with few dozens of vegetarians in a country where pig-based meals are the center of its universe with Jamon as the most well known expression of that culture.

As the French poet Victor Hugo stated: *"Nothing is more powerful than an idea whose time has come"*. Thus, **after 40 years of hard work and success Teresa and Carles were opening a chain of restaurants called Teresa&Carles** following their disrupting philosophy of high quality, kilometer zero, delicious and healthy vegetarian meals.

Being **the first Flax&Kale restaurant opened in Barcelona in 2014** by Jordi Barri, Teresa & Carles son, the chain reached high success fast not only among Barcelonins (citizens of Barcelona) **but also internationally it became a spot to drop by while visiting the city** becoming its fame notorious even overseas in countries such as Brazil.

Flax&Kale has since become the leading brand by means of revenue for healthy vegetarian meals in Spain in front of highly successful startups such as Heura and others.

☕ **2011 born Teresa&Carles**

📦 **I+D+I LAB open in 2018**

💼 **2014 born Flax&Kale**

📍 **+8 restaurants**

👥 **+200 employees**

The challenge

Optimize https://flaxandkale.com ecommerce is key for an omnichannel business with several sales channels.

Therefore the challenges of a brand born as offline are diverse:

- A more accurate product sales forecasting, key for both margins and reduce waste.

- Improved LTV, based on the multichannel sales offering being the stickiness to the ecommerce a challenge due to cannibalization

- Improved messaging and recommended products, for passing from segmentation to personalization to every individual.

- Predictive cohorts for enhanced acquisition campaigns.
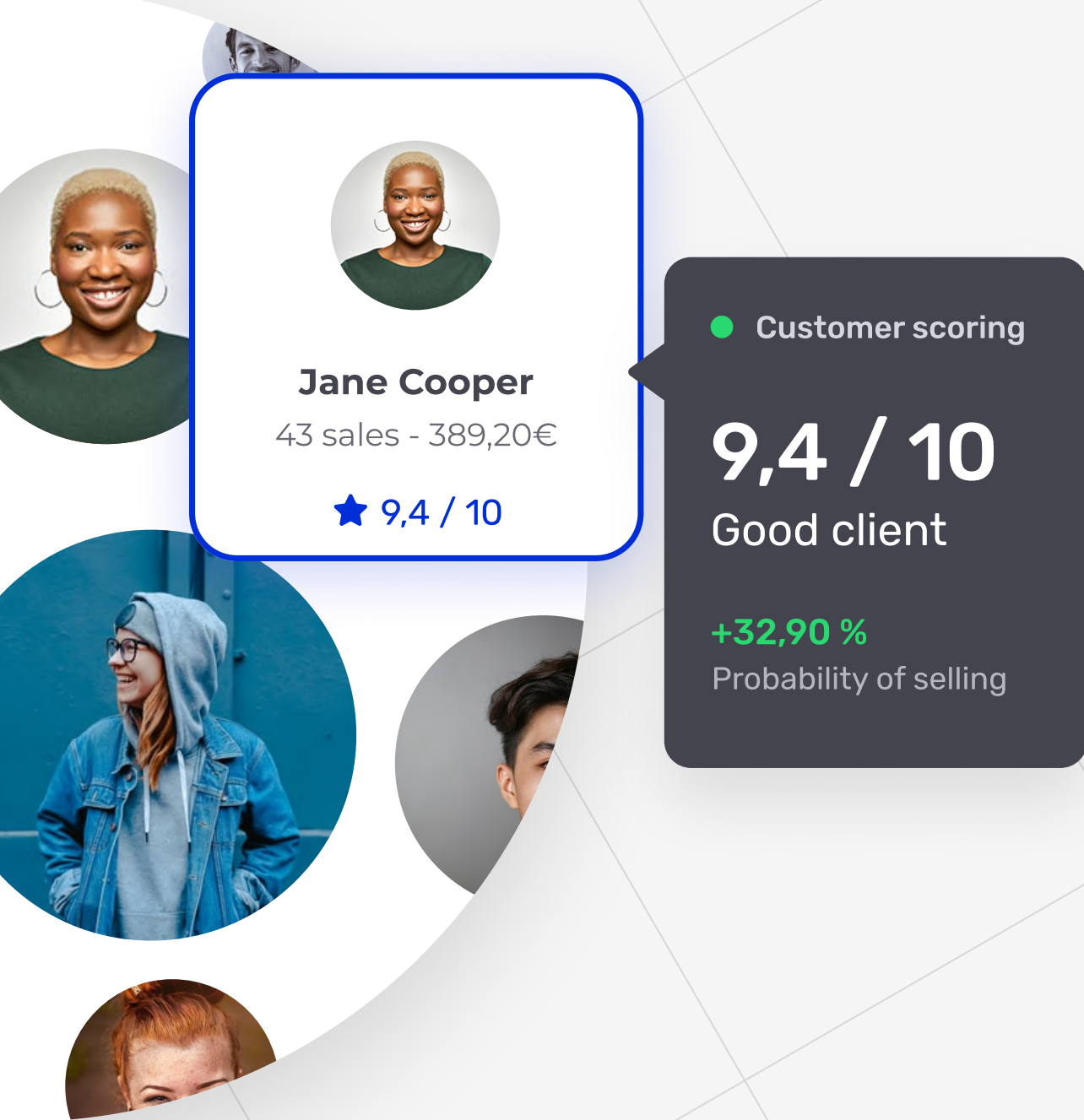
65K launched email marketing campaigns

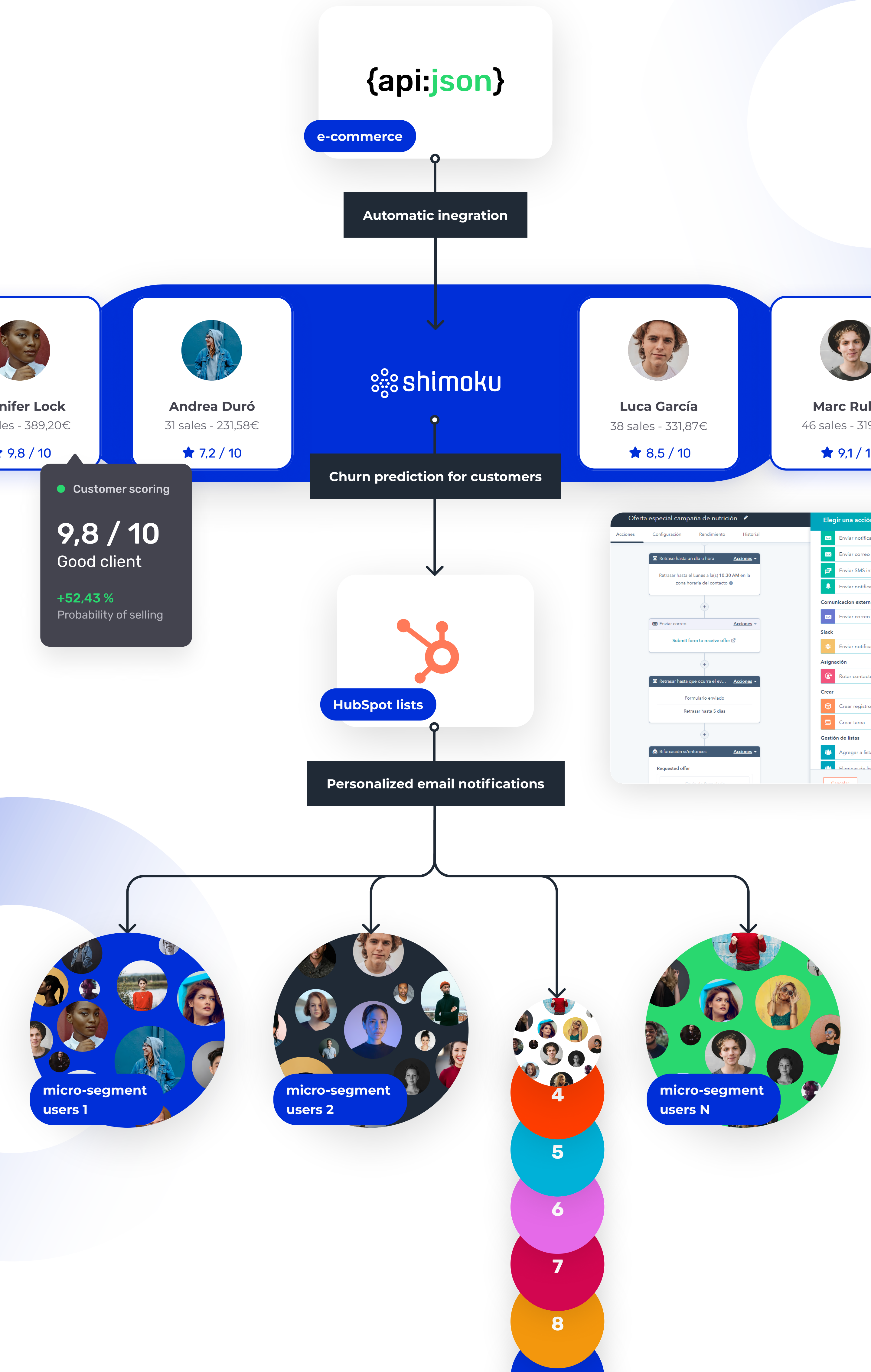**32%** segmented and conversion automated email campaigns augmented LTV
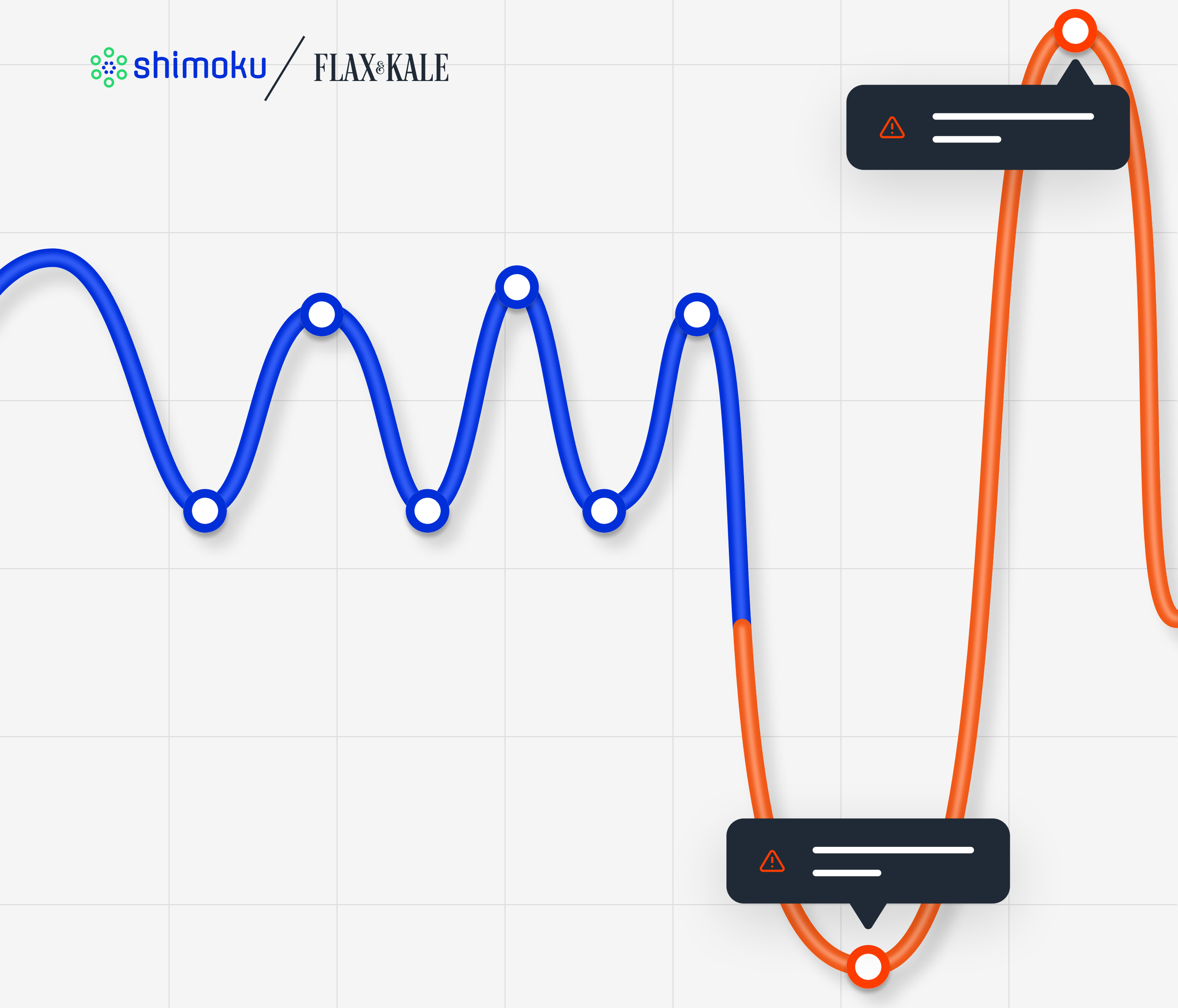
+25% the acquisition campaigns ROI

Shimoku's AI drives engagement and improves ROI and LTV

Working together with Shimoku's Artificial intelligence, F&K has launched **65K email marketing campaigns** that were targeted at engaging users based on their behavior. Flax&Kale ran these campaigns across Hubspot.

These segmented and conversion **automated email campaigns augmented LTV a 32%** and the cohorts prediction allowed to prepare an accurate P&L for the following months and have valuable insights that have boosted **the acquisition campaigns ROI a +25%**

shimoku / FLAX&KALE

{api:json}

e-commerce

Automatic inegration

shimoku

Jennifer Lock
sales - 389,20€
9,8 / 10

Andrea Duró
31 sales - 231,58€
7,2 / 10

Luca García
38 sales - 331,87€
8,5 / 10

Marc Rub
46 sales - 319
9,1 / 1

● Customer scoring

9,8 / 10
Good client

+52,43 %
Probability of selling

Churn prediction for customers

HubSpot lists

Personalized email notifications

micro-segment users 1

micro-segment users 2

4
5
6
7
8

micro-segment users N

Looking **Ahead**

Flax&Kale will look to evaluate other Shimoku's predictive suites such as **Anomaly Suite** to identify real time anomalies in clients AOV or number of purchases or products. With this POC, Flax&Kale hopes to bolster the engagement of its ecommerce thanks to actionable AI—bringing true personalization to their customers, powered by Shimoku's artificial intelligence solutions.

shimoku / FLAX&KALE