SMART PACKAGING STRENGTHENS LOYALTY

oLivery DTC model takes off with refillable, smart-replenishment program.

GREAT OLIVE OIL DEMANDS AN OUTSTANDING EXPERIENCE

To standout in the olive oil market, oLivery decided to elevate its consumer experience and offer a smart bottle with smart replenishment. Ensuring no one ever runs out of the best olive oil was the goal. More frequent orders was the benefit.

oLivery was started to help consumers obtain great olive oil and never run out of it when it's needed most. With help from Adrich, oLivery successfully introduced their smart bottle so that customers never have to worry about their olive oil supply again.

oLivery knew the world's best olive oil deserved to be packaged in the world's first smart olive oil bottle. Customers agreed instantly. Upon introduction, the smart bottle option grew to be most popular and the return on investment became clear. Order frequency nearly doubled for oLivery clients that switched to the new smart bottle and, overall, oLivery receives orders from smart bottle users every 45 days compared to every 60 days for basic bottle users. That's a 33% increase in orders from smart bottle users.

Average Order Frequency:
Smart: 45 days
Basic: 60 days
33%
Increase in Orders

Customers that Switch Order Nearly
2X
More

CONSUMER DELIGHT IN A BOTTLE

Smart-replenishment was the component oLivery customers were looking for. Personalized messaging, often at the time of use, is the secret ingredient that drives their loyalty.

oLivery didn't stop at providing the best olive oil available. They found the best way to deliver refill packs – in recyclable packaging fit for mail delivery.

Smart packaging not only helps oLivery deliver on the sustainability requirements expected by their consumers, but it also gives valuable insights into customers' consumption behaviors. Data points like time and duration of use, product temperature, and usage frequency come with smart packaging. With insights like these, oLivery can share point-of-use messages that further elevate their customers' experiences.

Customers happily pay a premium for the smart bottle which commands more than twice that of a regular bottle.

oLivery also saves on costs in two ways. First, by shipping refill packs over standard bottles. And second, by keeping supply chain costs in check using demand signals from smart bottles to aid production planning.

Plus, receiving refill shipments right when more olive oil is needed, without the worry of overstock or running out, provides one more reason for customers to stick with their premium subscription.

Bluetooth-Enabled Smart Label

adrich.io • getintouch@adrich.io • 870.600.3038

ADRICH

HOW IT WORKS

The blue-tooth enabled smart label positioned behind the product label does all the work.

It's all made possible with the Adrich smart label. Designed to capture product usage data via "peel and stick" or embedded labels that are synced to a data privacy-compliant platform, this solution gives brands the insights they need to grow and maintain their customer count. Data insights are viewed in the dashboard of the Adrich Smart Replenishment Platform where customer communications can be deployed as well.

DISCOVER YOUR OWN SOLUTION

Let's see how Adrich can help you. Visit Adrich.io or email us at getintouch@adrich.io to get started.

Valuable data points like time and duration of use, product temperature, and usage frequency all come with offering a smart bottle solution.

74% Consumers interested in buying products in refillable packaging.
Source

68% Chose a product in last 6 months based on sustainability credentials.
Source

65% Ecommerce Market Subscription Growth 2021 – 2026 (CAGR)
Source

Adrich, Inc. provides a platform that helps brands and retailers leverage IoT and AI technologies to understand and act on consumer product consumption habits. Real-time insights are gained through the world's first patented Smart Consumer Platform™. Brands that use Adrich can access a wide range of usage data on how their consumers interact with their product. Those insights can be leveraged to provide personalized consumer experiences such as "in-the-moment" communication and need-based auto-replenishment. The female-founded company is headquartered in Pittsburgh and counts some of the leading consumer brands and retailers as customers including Clorox, Colgate, and Tyson. Visit us at adrich.io to learn more.

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