



Zabar's moves in-house program to Ordergroove & increases the number of subscriptions by 200%.



SNAPSHOT

- **200%**
The percent increase in new subscriptions after the move to the OrderGroove platform.
- **3.5X**
Zabar's subscribers purchase more often than the average Zabar's shopper.
- **2.1X**
Zabar's subscribers spend more than the average Zabar's shopper.
- **38%**
Percent of Zabar subscribers receiving Z-peat Auto Ship orders more than once a month.
- **66%**
The average subscriber has 1.6 items on subscription, a 66% increase over the old in-house program.

COMPANY

Zabar's is a New York City culinary and cultural landmark. Founded in 1934, the family-owned business has grown into an epicurean mecca that includes a flagship store, catalog business and e-commerce website.

CHALLENGE

Customers wanted to have their favorite Zabar's products shipped to them on a regular basis and Zabar's was looking for opportunities to increase customer retention and lifetime value. Zabar's launched an in-house subscription program in 2011, but it fell short of the desired results.

- Customers did not have control over their subscriptions.
- Zabar's was unable to track key metrics such as subscriber conversion, retention and recurring revenue growth.

After two years of lackluster performance, Zabar's turned to Ordergroove.



“We do about 20% of our year's business in December, so we wanted to get our subscription program live before the holiday. OrderGroove implemented quickly and effectively. Upon launch we saw a tremendous number of new sign-ups.”

Larry Zilco, Director Zabar's



SOLUTION

Order Groove's Subscription Enablement Technology™ was quickly integrated with Zabar's existing Demandware e-commerce platform—saving valuable IT time and resources. Customers subscribe to their favorite Zabar's products with Z-peat Auto Ship and seamlessly self-manage their subscriptions. Each subscription order also enables Zabar's to 'surprise and delight' customers with exclusive samples of new products and flavors—driving brand loyalty and recurring sales.

Key metrics are right at Zabar's finger tips. They now better understand its subscriber base and business impact with visibility to all transaction data along with real-time analytics.

RESULTS

Zabar's Z-peat Auto Ship program, powered by Ordergroove, continues to be an important component to its overall business model to engage and grow its customer base in all channels—brick & mortar, catalog and their e-commerce site.



Learn more about turning one-time transactions into profitable relationships.

Visit us at ordergroove.com or contact info@ordergroove.com



[Ordergroove.com](https://ordergroove.com)



sales@ordergroove.com



(866) 253-1261



Ordergroove, Inc.
75 Broad Street, 23rd Floor
New York, NY 10004

ordergroove