



Case Study

How Clean Juice Leveraged Lunchbox to Increase In-Store Sales by Over 8%

Since Clean Juice's migration to Lunchbox 2.0, the brand is on track for an 8% increase in per-store net sales, a 10% increase in orders from new guests, and a 29% increase in new guest spend.

Product: Web, App, Loyalty, Marketing
70+ Locations | 2.0 Migration Progress

+8%

Increase in Per-Store Net Sales

\$3k per store, since launching 2.0

-93%

Reduced Loyalty Spend

\$122K back to CJ via new loyalty strategy

+10%

More Orders from New Guests

Vs. March

+29%

Increase in New Guest Spend

Vs. March



Overview

About Clean Juice

Founded in 2016 by husband and wife duo, Landon and Kat Eckles, Clean Juice set out to become the first and only USDA-certified organic juice and food cafe franchise in America. Their mission is to provide communities with a healthy and delicious product in an inviting atmosphere that leads to a healthy body while supporting a strong soul.

“Accessing our customer data with Lunchbox is so valuable. We’re able to understand our clients and connect with our customers”

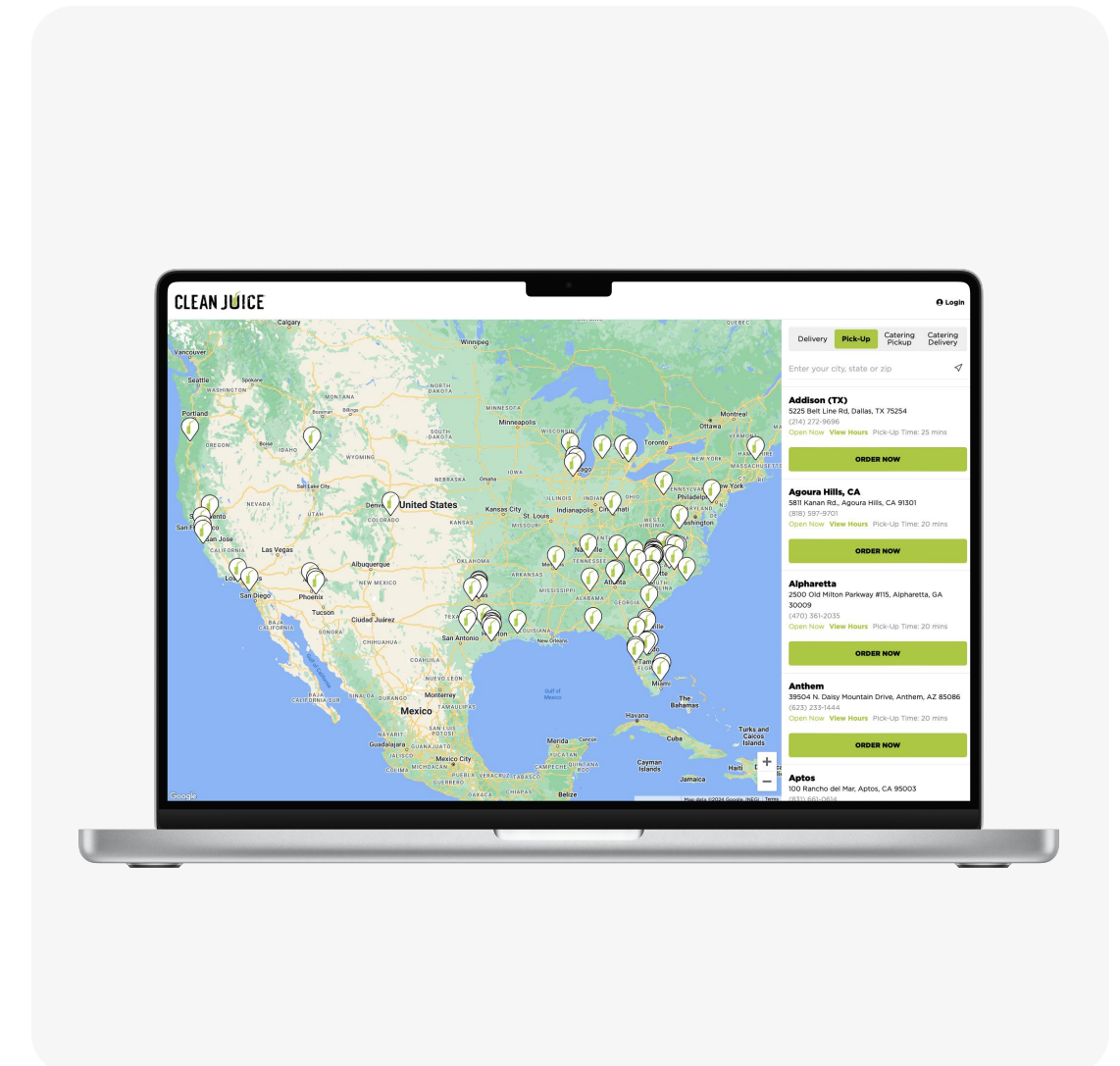
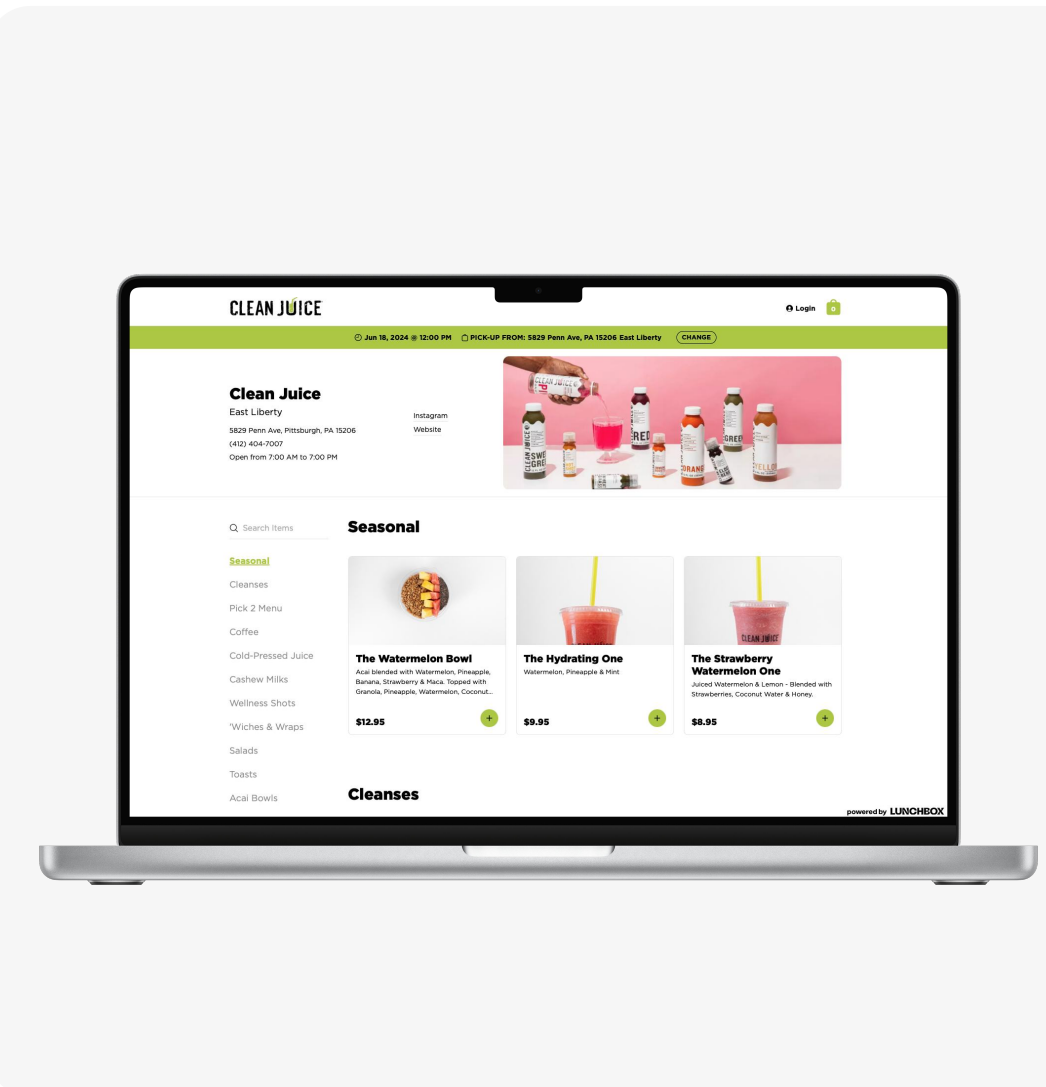


Landon Eckles
CEO
Clean Juice



Clean Juice x Lunchbox History

In 2020, the brand partnered with Lunchbox for app, web, and loyalty, launching a new era of digital innovation. Fast forward a few years, and Clean Juice locations in Illinois, Florida, Texas, North Carolina, and beyond are leveraging the full suite of Lunchbox solutions, including app and web ordering, catering, marketing CRM, and loyalty products.

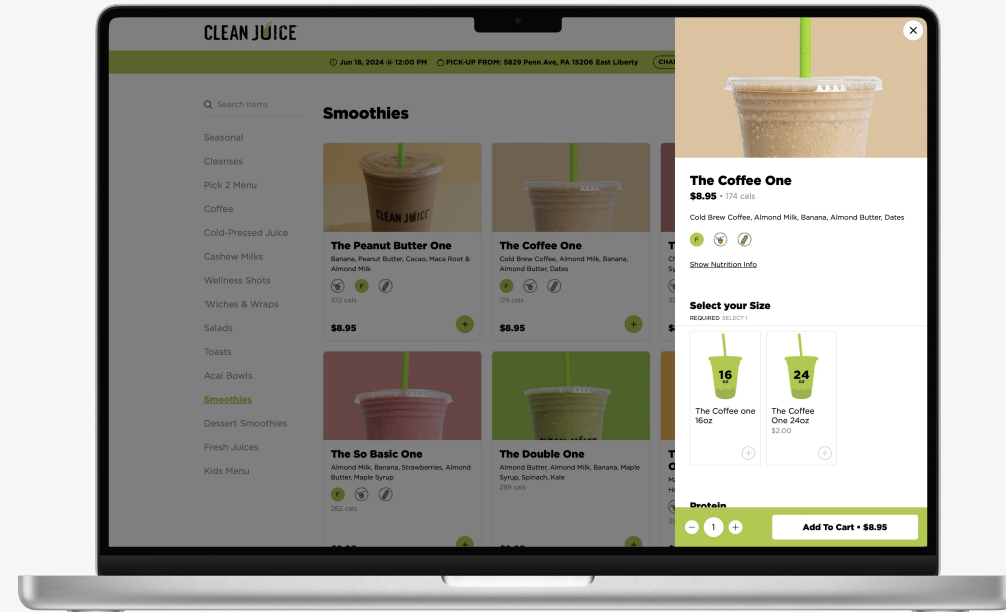


Having recently upgraded its app and web to Lunchbox 2.0 and rolling out major enhancements to its loyalty program across 70+ locations, Clean Juice is experiencing enhanced customer engagement, increased loyalty and franchisee profits, and more personalized customer experiences.

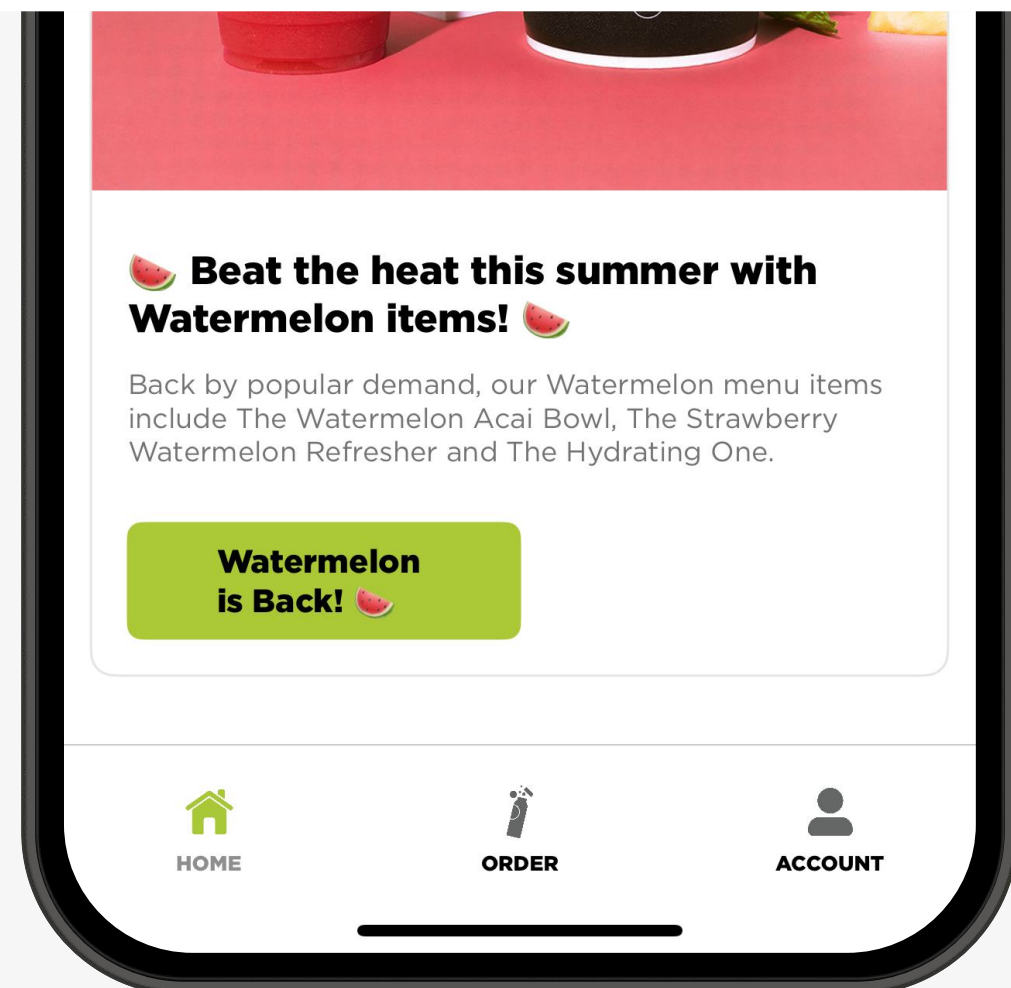
In this case study, we’ll explore the strategies and technology Clean Juice implemented to achieve these successes. Since their migration to Lunchbox 2.0 in April 2024, the business is on track for an 8% increase in per-store net sales, a 10% increase in orders from new guests, and a 29% increase in new guest spend.

Enhancing Customer Engagement and Experience

Ensuring customers have a positive experience both in-store and online is a top priority for major brands. With its migration to Lunchbox 2.0, Clean Juice has set clear goals: enhancing customer engagement and personalizing the customer experience.



One of the key strategies for Clean Juice is menu education. By incentivizing menu exploration, Clean Juice increases customer interest and knowledge about their offerings, making each visit more engaging and informative. Additionally, Clean Juice focuses on reducing the time between customer orders. Through targeted campaigns and promotions, the brand encourages more frequent visits, ensuring that customers remain actively engaged with the brand.



Tailored interactions are another crucial element of Clean Juice's strategy. By utilizing guest data more effectively, Clean Juice delivers customized experiences that resonate with individual preferences. Leveraging over 50+ guest data points through Lunchbox Marketing, Clean Juice has implemented targeted and personalized engagement programs, converting guests to repeat purchasers and increasing LTV.

Clean Juice Targeted and Personalized Engagement Programs

5% Reward: \$5 "milestone/progress reward" for every \$100 spent

Birthday Bonus: \$5 or \$10 if VIG

Referral Program: \$5 to referrer and \$5 to the referee that comes in and uses the \$5

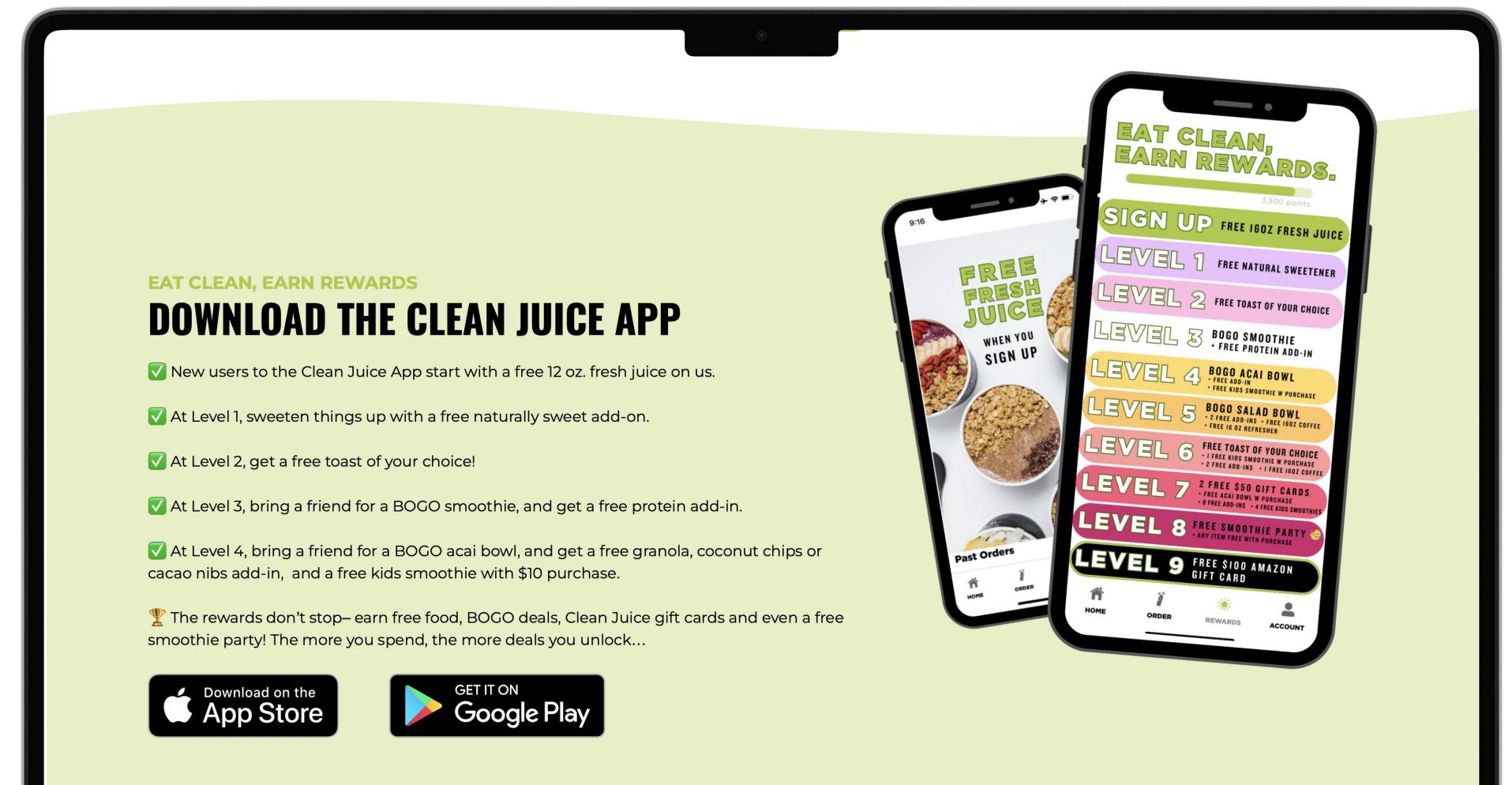
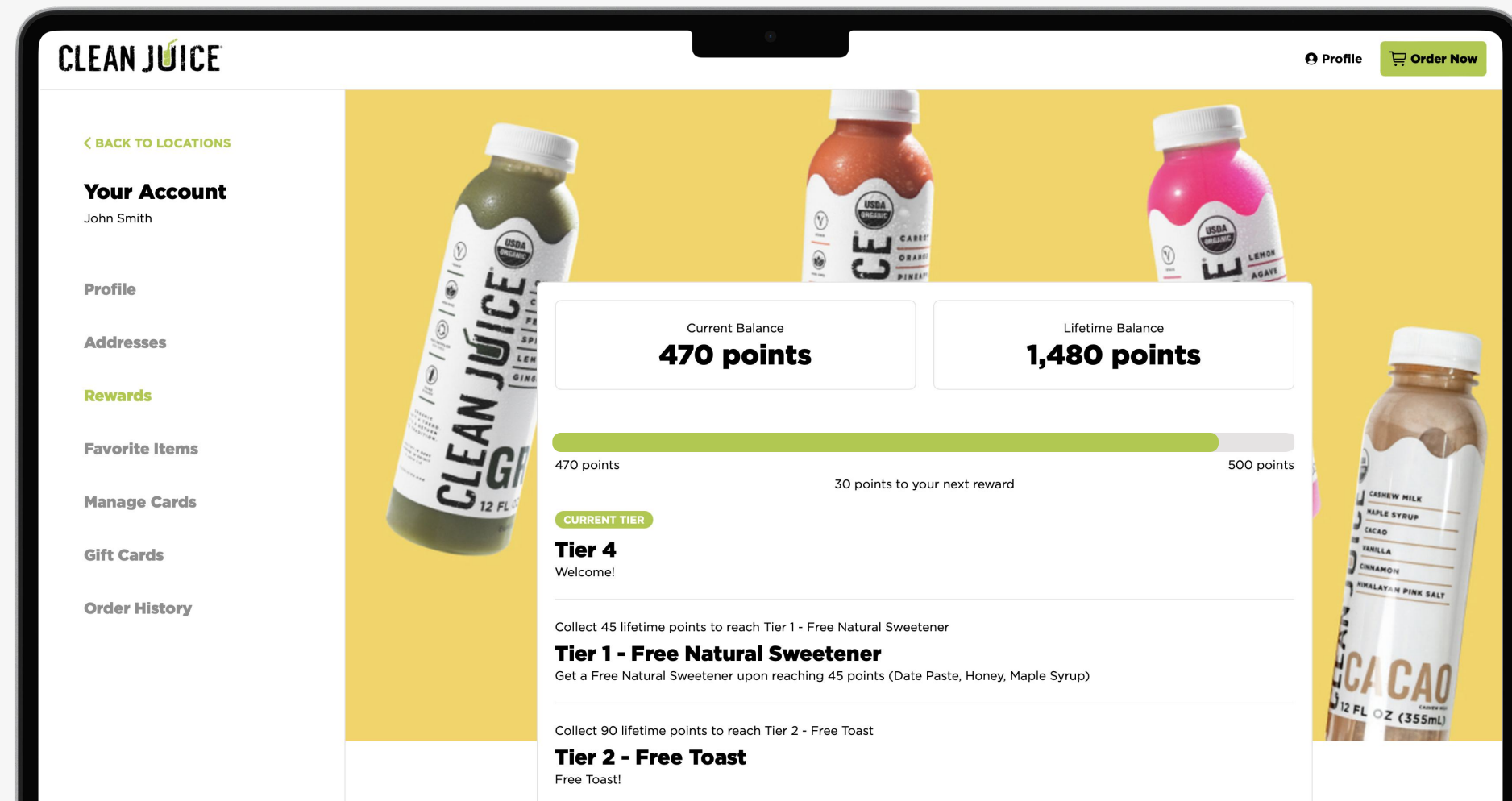
Double Points Days: Once a month

Organic Power Hour: Once a week from 4-6 pm; CURRENTLY suspended

Marketing Carousel: 5 marketing graphics we interchange monthly

*These programs reset annually, essentially acting as an expiration date.

This personalized approach has already shown impressive results, with a 10% increase in orders from new guests in April compared to March, and a 29% increase in new guest spend over the same period. By focusing on these strategies, Clean Juice is not only enhancing customer engagement but also driving loyalty and creating personalized experiences that keep customers coming back.

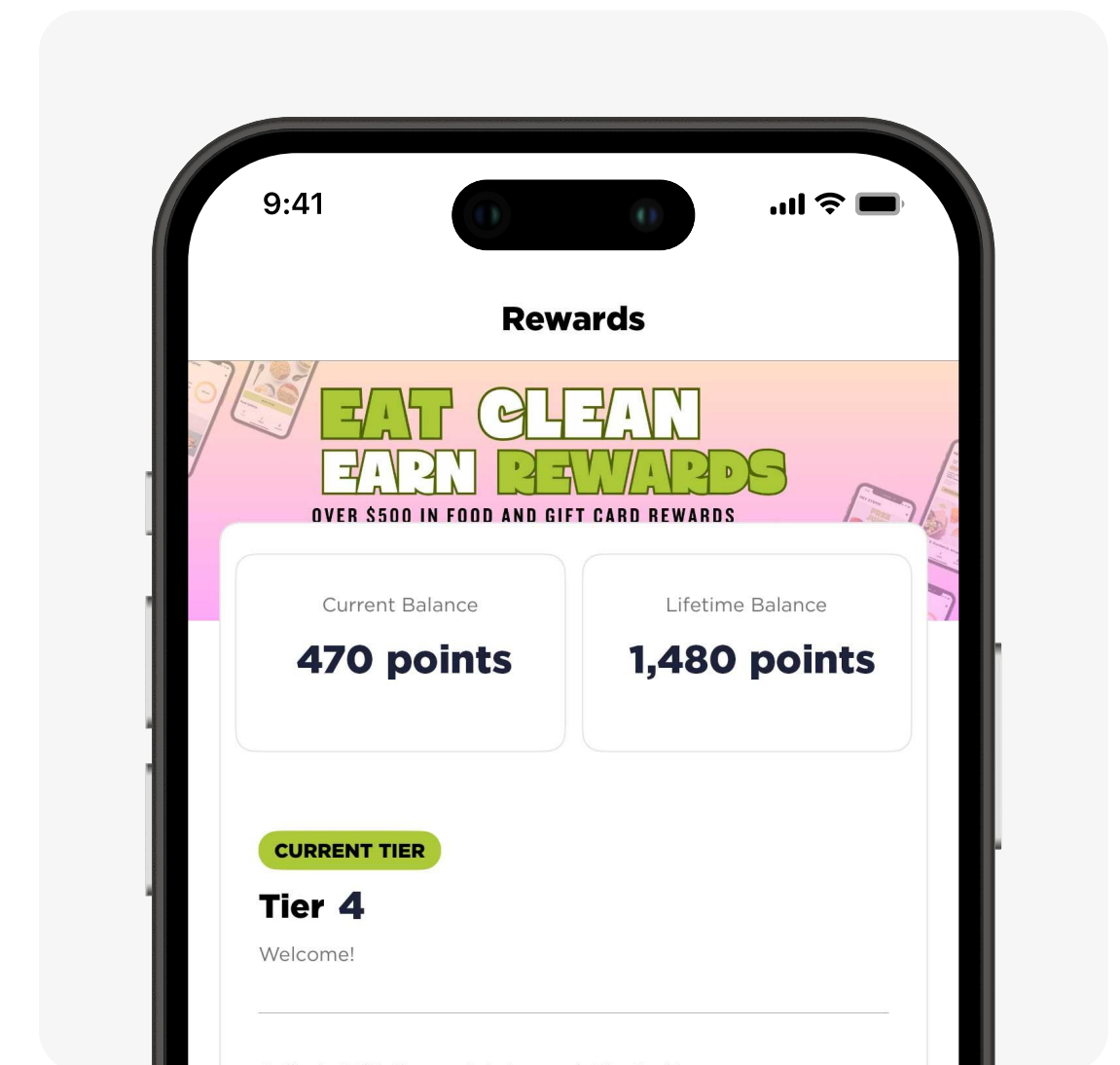
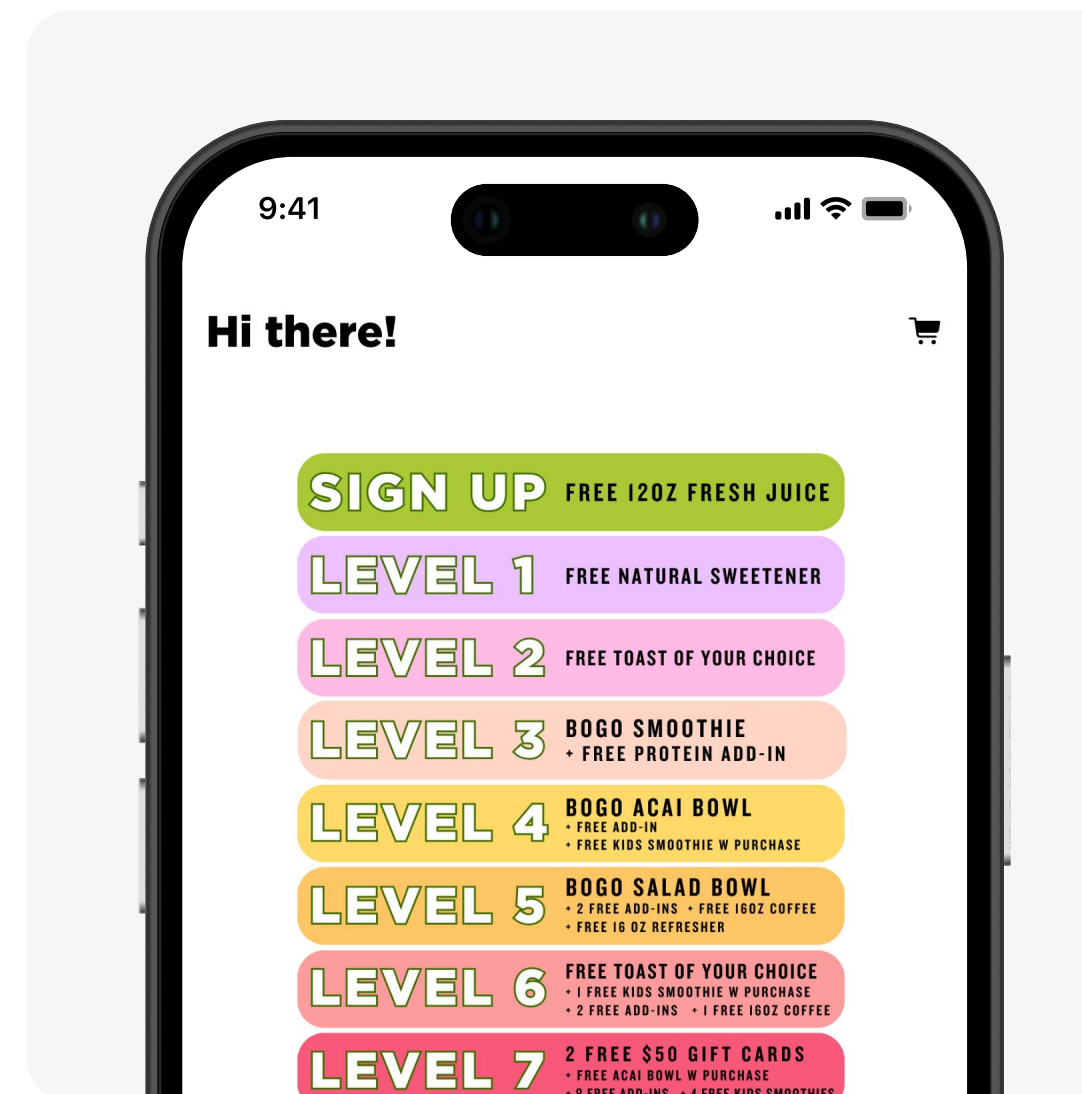


Increasing Loyalty and Franchisee Profits

Clean Juice's new loyalty program is strategically designed to change guest behavior by fostering more consistent ordering patterns and larger average order sizes. Through a tiered rewards system and credit loyalty program, customers earn increasingly enticing rewards as they spend more, deepening engagement and loyalty. Driving three orders in 30 days per customer is a key objective, encouraging habitual engagement from the outset. Loyalty members can take advantage of sign-up bonuses, birthday credits, and rewards for every \$100 spent. Their program resets annually, essentially acting as an expiration date.

Clean Juice Targeted and Personalized Engagement Programs

At the introductory level, new app users receive a free 12 oz fresh juice, enticing them to join. As customers progress, rewards escalate: Level 1 offers a free natural sweetener, while Level 5 provides a BOGO salad bowl, free superfood add-ins, a coffee, and a refresher. Finally, at Level 9, customers receive a free \$100 Amazon gift card, culminating their loyalty journey with a valuable prize.



Increase Franchisee Profits - Streamlined Operations

To further boost franchisee profits, Clean Juice has implemented streamlined operations, including simplified menu and discount management. These measures not only reduce costs and increase efficiency but also make it easier for franchisees to manage their businesses. By minimizing unnecessary expenses and optimizing resource use, these operational improvements contribute to the bottom line while enhancing the overall customer experience.

Clean Juice's tiered rewards system not only incentivizes spending but also enhances the overall customer experience, driving loyalty and increasing franchisee profits. By offering item-based rewards, Clean Juice motivates customers to order more frequently and try new items, deepening their connection to the brand. This approach has led to a notable 93% decrease in reduced loyalty spend from March to April, increasing margins and further contributing to franchisee and corporate growth.

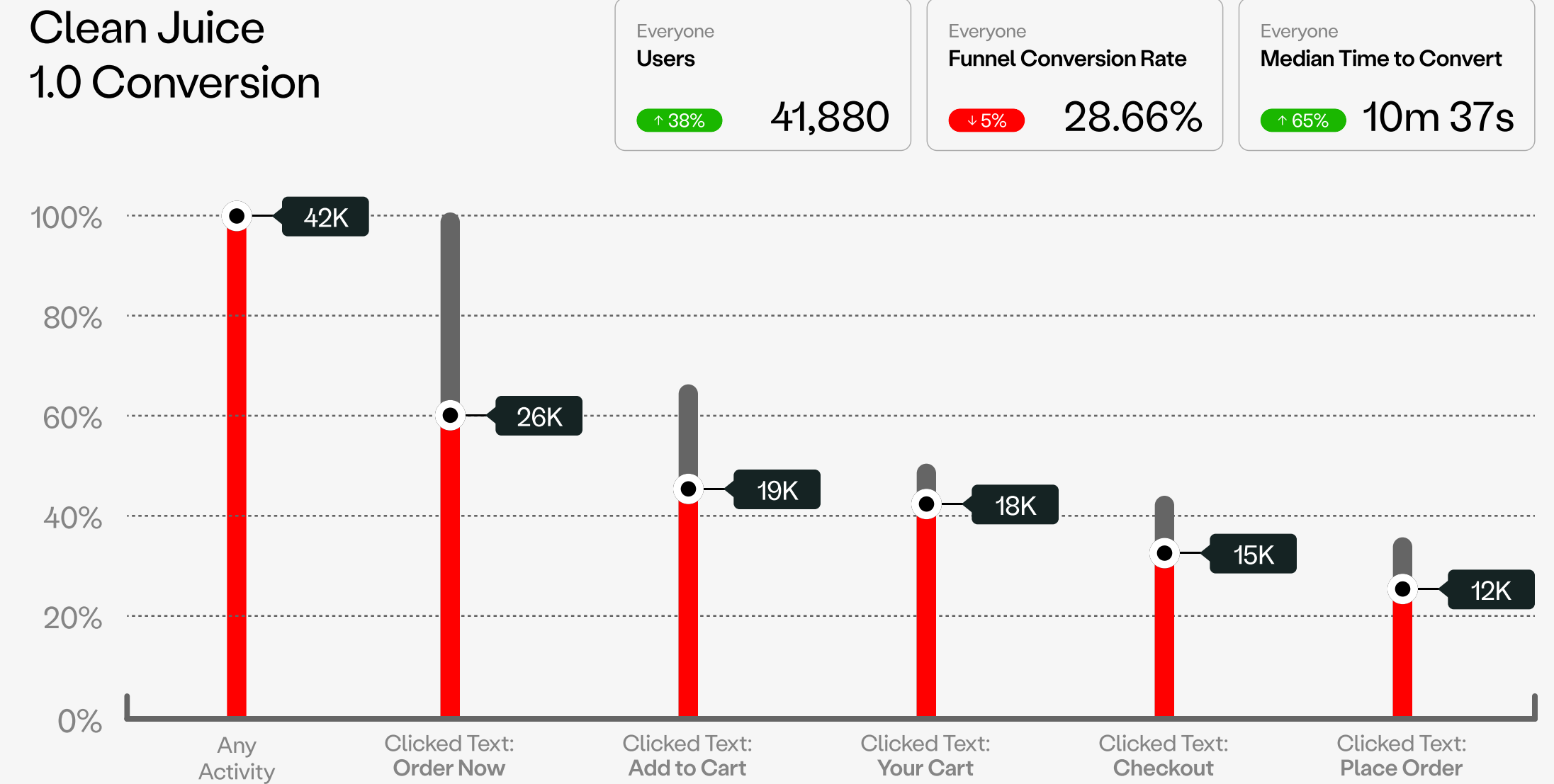
Cost Containment

Moreover, Loyalty 2.0 is meticulously designed to prioritize cost containment, with a particular focus on cost of goods sold (COGS) and franchisee impact. By ensuring maximum value without excessive expense, Clean Juice maintains profitability and sustainability for both corporate and franchisee operations, supporting long-term growth for the entire network. This balanced approach helps maintain healthy margins and fosters sustainable growth for Clean Juice as a whole.

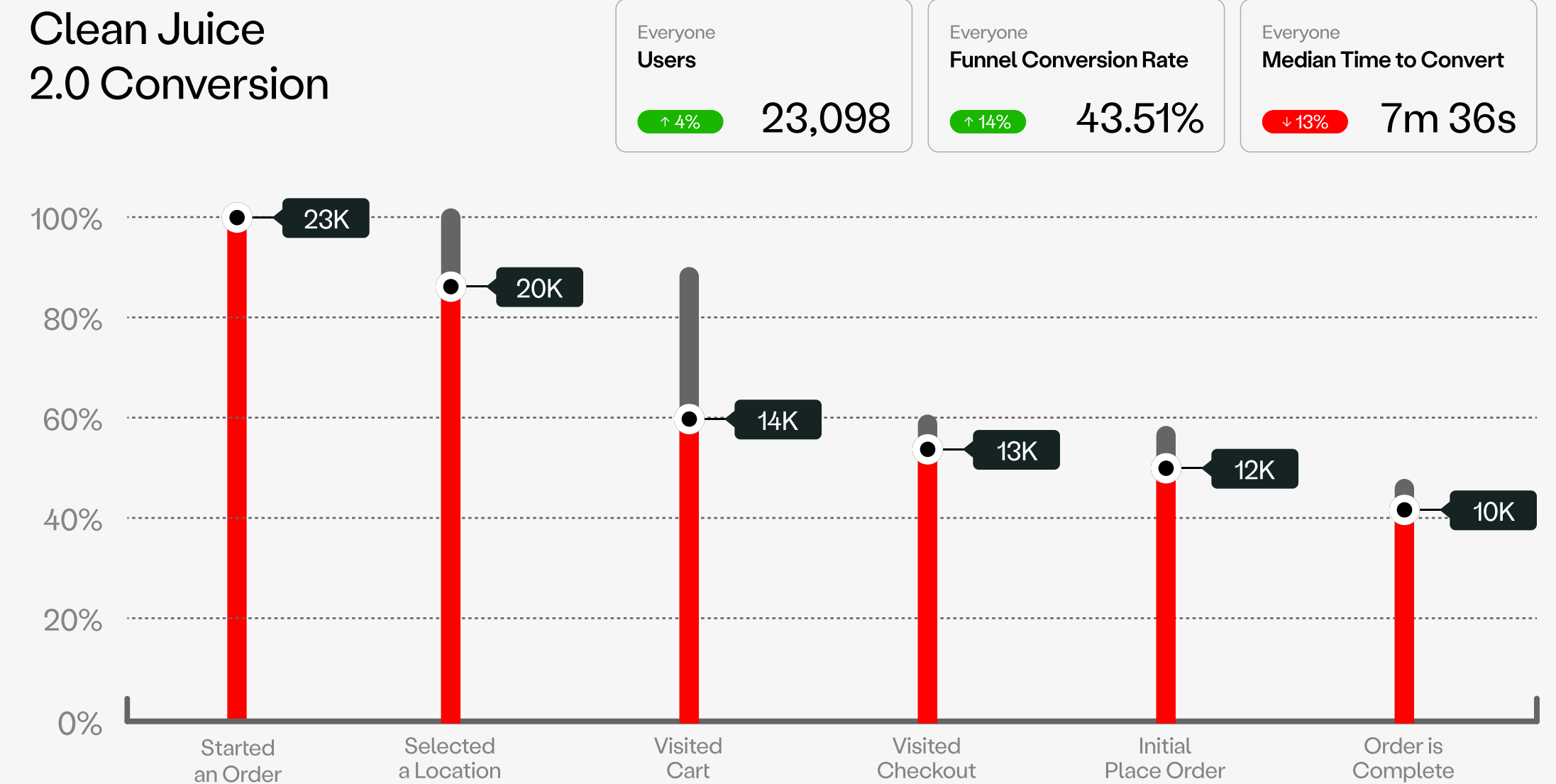
How Pita Street Food Mastered Digital Ordering Growth and Customer Engagement

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Clean Juice 1.0 Conversion



Clean Juice 2.0 Conversion



Lunchbox 2.0: Optimized for Conversion

fostering more consistent ordering patterns and larger average order sizes. Through a tiered rewards system and credit loyalty program, customers earn increasingly enticing rewards as they spend more, deepening engagement and loyalty. Driving three orders in 30 days per customer is a key objective, encouraging habitual engagement from the outset. Loyalty members can take advantage of sign-up bonuses, birthday credits, and rewards for every \$100 spent. Their program resets annually, essentially acting as an expiration date.

Reduced Time to Check Out

Lunchbox 2.0 showcases a remarkable 3-minute reduction in the time required for guests to complete their transactions compared to its predecessor. This streamlined checkout process minimizes wait times and enhances the overall customer experience.

Overall Uplift in Conversion Rate

Lunchbox 2.0 demonstrates an impressive 15% uplift in the conversion rate, representing a substantial 53% increase compared to Clean Juice 1.0. These enhanced conversion rates signify a higher percentage of visitors transitioning from browsing to completing purchases.

In a detailed comparison, Clean Juice 1.0 exhibited a funnel conversion rate of 28.66%, with a median time to convert of 10 minutes and 37 seconds. In contrast, Clean Juice 2.0 significantly improved upon these metrics, boasting a funnel conversion rate of 43.51% and a median time to convert of just 7 minutes and 36 seconds.

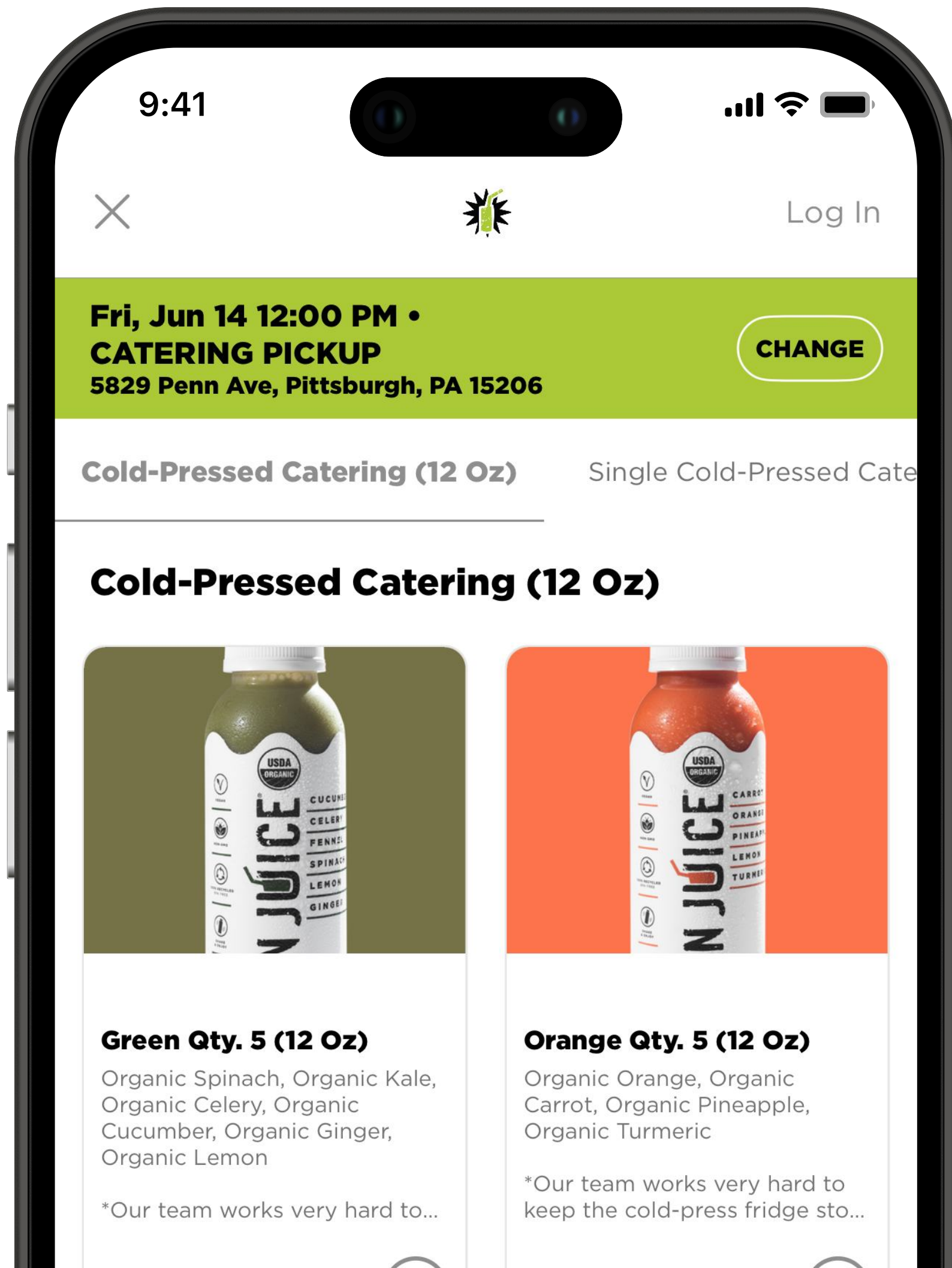
These statistics underscore the effectiveness of Lunchbox 2.0 in optimizing the conversion process, empowering Clean Juice and its franchisees to capitalize on every guest interaction. By streamlining checkout procedures and enhancing user experience, Lunchbox 2.0 not only drives revenue growth but also cultivates a seamless and satisfying journey for Clean Juice patrons.



Driving Success: Clean Juice Transforming with Lunchbox 2.0

Clean Juice's partnership with Lunchbox has propelled it into a new era of digital innovation and customer-centricity. Leveraging Lunchbox 2.0, Clean Juice has witnessed remarkable improvements in conversion metrics and operational efficiency, resulting in enhanced customer engagement, increased loyalty, and elevated franchisee profits.

The migration to Lunchbox 2.0 has streamlined the guest experience, with a 15% uplift in conversion rates and a 3-minute reduction in checkout time compared to its predecessor. Coupled with Clean Juice's strategic initiatives such as the tiered loyalty program, this partnership has not only driven profitability but also fostered deeper connections with customers, positioning Clean Juice for sustained success in the competitive food and beverage industry.



See the Clean Juice x Lunchbox 2.0 Experience

Book a Demo Today.

Book a Demo to Learn More About Lunchbox 2.0

Book A Demo

About Lunchbox

Lunchbox is the leading online ordering system dedicated to helping restaurants grow their digital revenue. With a suite of innovative products, including app and web ordering, guest loyalty, marketing, and order aggregation, Lunchbox empowers restaurant chains to take control of their digital growth strategy and enhance guest engagement. Trusted by over 5,000 restaurant locations nationwide, Lunchbox has partnered with industry-leading brands such as Bareburger, Clean Juice, Fuku, Little Sesame, and Tacombi. For more information, please visit www.lunchbox.io.