

Case Study

# Food to Save Cuts Purchase Time by 66% and Lifts Activation by 68% With CleverTap

Food To Save is a Brazilian food-tech marketplace founded in 2021 that connects bakeries, grocery stores, and restaurants with surplus items to consumers who buy them for up to 70% off. Active in more than twenty cities and responsible for rescuing thousands of tonnes of food, the company turned to CleverTap for a single platform that unifies data, automates engagement, and keeps every message relevant from day one.



## Impact



## What Food To Save Faced Before Adopting CleverTap

- Manual Campaigns:** Marketing relied on development sprints to change push notifications or emails. A new idea could take weeks to reach users, so time-sensitive offers often arrive too late.
- Fragmented Customer Data:** Signup, browsing, coupon-related, and purchase events were being mapped in different tools. Without a single view, the team could not target the right user at the right moment, and messages felt generic.
- Delayed Repeat Purchases:** Many people registered but waited weeks before making a first or second order. This gap limited marketplace liquidity and reduced the amount of surplus food that could be rescued.

## How Food To Save Uses CleverTap

With CleverTap's capture of unlimited data points, real-time segmentation, and multi-channel automation, Bibit transformed its engagement strategy. Here's how:

- Unified Customer Profiles:** CleverTap captures and stores every user event - signup, browsing, coupon use, and purchase - into a unified profile and provides a singular view of the customer. Marketing now knows exactly what each user wants and can speak to that need from the very first touch.

**The win:** A complete picture of every user and the ability to act immediately.

- Rich Segmentation:** Food to Save started to group and segment users based on inactivity windows, coupon status, and order history. For example, shoppers who signed up ten days ago but have not purchased in the last nine days receive a fresh-arrival alert.
  - The ability to cohortize users and target them in a differentiated manner doubled repeat orders.

**The win:** Precise targeting drives higher conversions without extra effort.

- Automated Multichannel Communication:** Push, in-app, and email campaigns get triggered at the ideal moment and are A/B-tested continuously. Ideas that once waited two weeks now go live in fifteen minutes, letting the team react to daily inventory changes.

**The win:** Faster execution keeps offers timely and maximizes rescued food.

## What's Next?

Food To Save will continue to build on its agile, data-driven approach to reduce food waste. The marketing team plans to use CleverTap's automations to test and launch campaigns in real time, and deepen personalisation at every touch. Real-time dashboards will guide quick decisions, while AI-powered recommendations will lift lifetime value and track how every rescued bag strengthens loyalty - all managed from a single CleverTap dashboard.

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CleverTap helps us turn scattered data into live insights we act on instantly. We build precise segments in seconds and launch personalised campaigns in minutes. Cutting signup-to-purchase time by two-thirds and lifting user activation shows the power of real-time engagement. CleverTap now powers our growth strategy.”

**Guilherme Queiroga**  
Head of Growth and Marketing, Food To Save

