

How Caraway Home Increased Average Order Value by 5.6% with cleanCART

Increased AOV and higher ROI continues to drive success for Caraway:

↑1,567%
return on investment

↑5.6%
Increase in Average
Order Value (AOV)

+.13%
Increase in cart
conversions



Caraway Home is a leader in modern, non-toxic ceramic cookware for every home. The company's mission is to craft well-designed home goods that thoughtfully raise the standards of what you cook with.

Caraway's Story

The success of Caraway's marketing rests on a diverse channel mix including direct mail and activating influencers. The company used coupon codes to track the performance of each channel, but quickly realized that coupon leakage was a big problem!

The team at Caraway spent countless hours over the course of their work weeks manually searching deal sites and coupon extensions for these leaks, taking away their valuable time that could be spent elsewhere.

Josh Knopman, the Director of Growth and Digital Product at Caraway, began to evaluate what options were available to the team to protect their margins. Josh learned about cleanCART via and immediately knew it was a perfect fit.

Implementation of cleanCART meant the team at Caraway could quickly protect their ecommerce margins and Average Order Value—both key metrics influencing their aggressive ROI goals.



Josh
Director of Growth and
Digital Product at Caraway

"CleanCART has been a great tool for blocking coupons. I've been very impressed. The A/B tests we were able to run confirm that these last-minute code redemptions in the purchase funnel are not providing incremental value."

Key Results

In the first 90 days after implementing cleanCART, Caraway saw the following:

Increase in cart conversion
when blocking:

+0.13%

Indicating no negative effect on
cart conversion when blocking.

cleanCART paid for
itself in:

90 days

Of Caraway's investment in their
first year