Spur × GOLDEN TREE

CUSTOMER STORY · FEATURED BY META · HEALTH & WELLNESS · EUROPE

Golden Tree's WhatsApp offers converted at twice the rate when order updates went first

Golden Tree wanted to know if order updates sent before an offer would make the offer sell better on WhatsApp. With Spur, it designed an A/B test with 20,000 customers in two equal groups. With order updates first, the offer converted at twice the rate, and Meta later featured the result as a WhatsApp success story.

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2×
Conversion rate, 0.37% vs 0.17%

2.5×
Return on messaging spend, up from 1.36×

+65%
Click-through, 7.18% vs 4.36%

Reporting window
10 broadcasts on 7 and 8 August 2026 · featured by Meta, September 2026

Golden Tree is a health and wellness company from Slovenia, founded in 2013. It sells nutritional supplements and skincare from its own online store to customers across Europe, and uses WhatsApp as one of the key channels to reach them.

IN THIS STORY

The challenge
The setup
The results

Offers arrived with no useful message before them

Golden Tree sent its WhatsApp offers to customers without any order update or service message first.

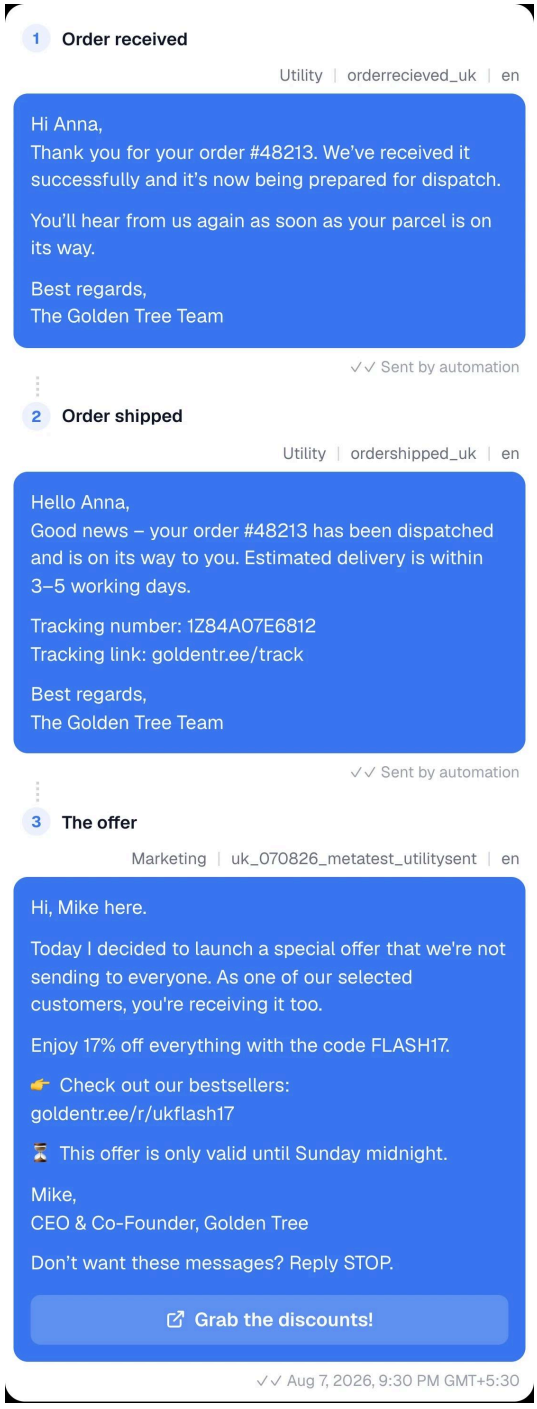
So the offer was the first thing those customers saw from the brand on WhatsApp in at least 90 days, or ever.

Meta sorts WhatsApp templates into categories. Utility messages are updates about something the customer already did, such as placing an order. Marketing messages are offers and promotions. Meta decides the category, and the two are priced differently.

The team wanted to know if starting with a message customers actually wanted, such as an update on their order, would change how the offer performed. To find out, Golden Tree set up a test with two matched groups.

What Golden Tree says about working with Spur

“After one year of working with Spur at Golden Tree, we’ve had a very positive experience. The platform has helped us manage and grow our WhatsApp communication across multiple European markets, from marketing campaigns to automated customer journeys. What we appreciate most is the team behind Spur. They are responsive, supportive, and always willing to help us find solutions and test new ideas. The platform is also constantly developing, with new features and improvements being introduced regularly. Spur has become a valuable partner for Golden Tree, and we’re excited to see how the platform continues to evolve and what we can achieve together in the future.” **Tjaša Langerholc**, Partnerships Manager at Golden Tree, in a review on Trustpilot.



The UK test group's messages, from Golden Tree's templates in Spur. The name, order number and tracking details are examples.

Send order updates on WhatsApp

Spur sends order updates in each customer's language and runs your offers as broadcasts.

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How the A/B test was set up

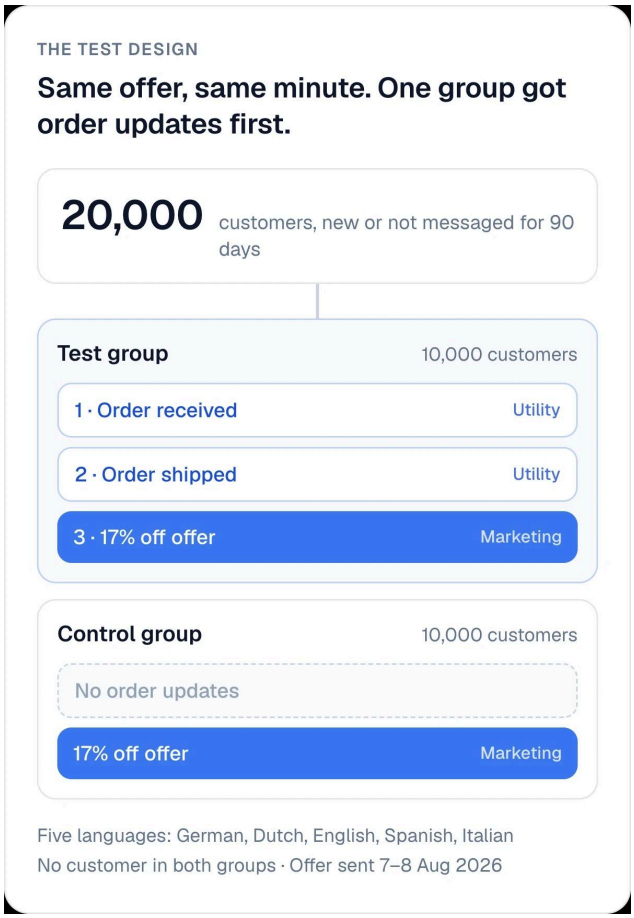
Both groups got the same offer at the same minute. The test group had received order updates first.

01. Build two equal groups

Customers who were new, or who had not been messaged for 90 days, were eligible. People joined the test group as their order updates went out. The control group was then built to the same size in every language, with no overlap. Spur advised on how to form the groups and calculated the final audience.

Configuration

Setting	Value
Customers	20,000, 10,000 per group
Per group	Spanish 2,500, English 2,000, Dutch 2,000, Italian 2,000, German 1,500
Eligible	New, or not messaged for 90 days



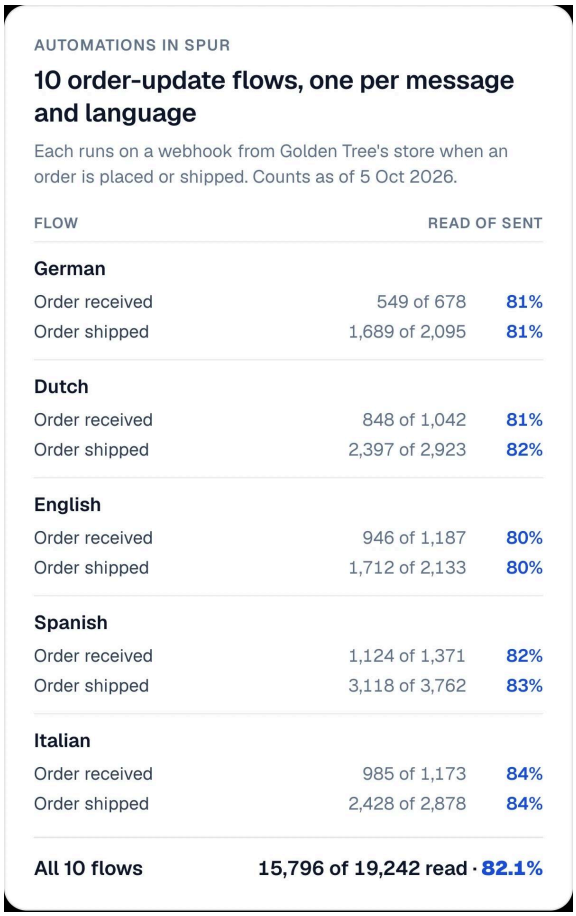
How the two groups were set up.

02. Send order updates to the test group

Golden Tree set up 10 automations in Spur for the test: an order-received and an order-shipped message in each of five languages. Together they sent 19,242 order updates, and 15,796 were read. Spur's team checked every template ID against Meta. One German template pointed at the wrong ID and was corrected before the test.

Configuration

Setting	Value
Messages	Order received, order shipped
Languages	German, Dutch, English, Spanish, Italian
Read	15,796 of 19,242 (82%)



AUTOMATIONS IN SPUR

10 order-update flows, one per message and language

Each runs on a webhook from Golden Tree's store when an order is placed or shipped. Counts as of 5 Oct 2026.

FLOW	READ OF SENT	
German		
Order received	549 of 678	81%
Order shipped	1,689 of 2,095	81%
Dutch		
Order received	848 of 1,042	81%
Order shipped	2,397 of 2,923	82%
English		
Order received	946 of 1,187	80%
Order shipped	1,712 of 2,133	80%
Spanish		
Order received	1,124 of 1,371	82%
Order shipped	3,118 of 3,762	83%
Italian		
Order received	985 of 1,173	84%
Order shipped	2,428 of 2,878	84%
All 10 flows	**15,796 of 19,242 read · 82.1%**	

The test automations in Golden Tree's Spur workspace, counts as of 5 October 2026.

03. Send the same offer to both groups

On 7 and 8 August 2026, both groups got the same marketing message: 17% off everything with a code, valid until Sunday midnight, signed by Golden Tree's CEO. Each language got two broadcasts, one per group, sent at the same minute. The control group got no order updates first.

Configuration

Setting	Value
Offer	17% off everything, code valid until Sunday
Broadcasts	10, two per language, sent at the same minute
Sent	7 and 8 August 2026

The offer did better on every measure when order updates came first

Customers who got order updates first were more likely to read the offer, click it and buy. 80.5% read it, against 64.2% in the offer-only group, and 7.18% clicked it, against 4.36%.

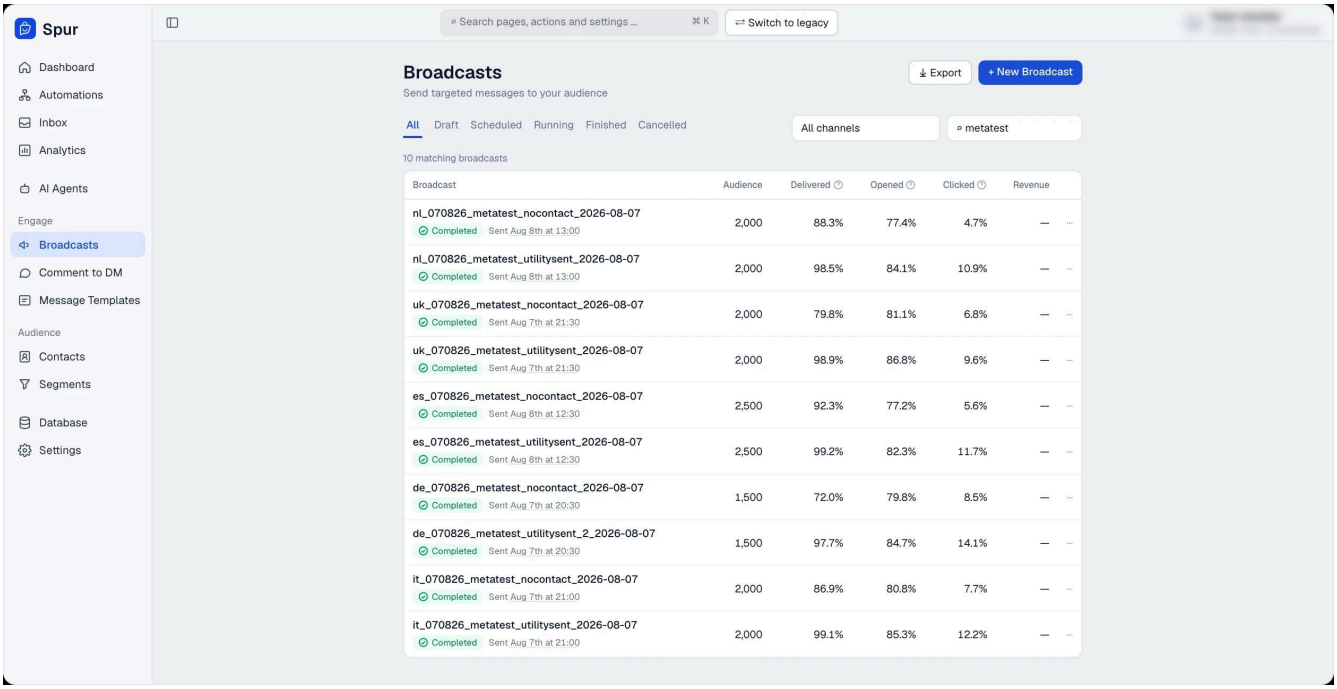
The test group produced 36 conversions, against 14 in the control group.

The offer on its own brought in 1.36× its messaging spend in revenue. With order updates first, the same offer brought in 2.5×.

The offer, by group

	Updates first	Offer only	Change
Read rate	80.5%	64.2%	+25%
Click-through	7.18%	4.36%	+65%
Conversions	36	14	2.6×
Conversion rate	0.37%	0.17%	2.2×
Return on spend	2.5×	1.36×	1.8×

Rates as Golden Tree reported them. Against messages delivered in Spur (9,877 and 8,487), the 36 and 14 conversions are 0.36% and 0.16%. Return on spend is revenue divided by WhatsApp messaging spend; Meta's story calls it return on ad spend and does not say whether the cost of the order updates is included.



Golden Tree's 10 test broadcasts in Spur, as of 5 October 2026. Broadcasts named "utilitysent" went to the group that got order updates first, and "nocontact" ones to the offer-only group. Spur shows opened and clicked as shares of delivered messages, including activity recorded after Golden Tree reported its results in August, so they run higher than the table above. The test group's higher delivery is partly because its numbers had already received order updates.

How to read these figures

Golden Tree measured these results and shared them with Meta, which featured the test as a WhatsApp success story. The groups were matched on size and language, not randomly assigned. The test group was made of customers who had just ordered, which can also make people more likely to read and buy. Meta notes that results are self-reported and that other businesses' results will differ.

Run a utility-first test with Spur

Spur's team helped Golden Tree form the groups and check the templates. Book a demo and we'll help you plan yours.

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Why order updates first may have helped

The first message was one customers wanted

An order update is useful to the person who gets it, so most people read it. By the time the offer arrived, Golden Tree was a brand they had just heard from on WhatsApp, about their own order.

More reads, more clicks and more sales

Clicks rose more than reads did: the click-through rate was 65% higher in the test group, against 25% for the read rate. The conversion rate more than doubled.

How to run this on your store

For any brand that sends offers on WhatsApp to customers who have recently ordered.

1. Turn on order updates on WhatsApp

Send an order-received and an order-shipped message from an automation in Spur, in each customer's language.

2. Send offers after the updates

Plan marketing broadcasts so they reach customers after their order updates have been delivered, not before.

3. Test it with two equal groups

Keep a control group that gets the offer only. Compare read and click rates in Spur's broadcast report, and conversions in your store's analytics.

Questions people ask about utility-first WhatsApp messaging

What is a utility-first strategy on WhatsApp?

Sending customers useful messages, such as order updates, before you send them offers. In Golden Tree's test, an offer sent after order updates was read more, clicked more and converted at more than twice the rate of the same offer sent on its own.

Did Meta feature this test?

Yes. Meta featured the test as a WhatsApp success story on its Meta for Business site. Meta's story names Spur as the partner that helped Golden Tree design it.

Who decides whether a WhatsApp message is utility or marketing?

Meta does. Utility is for updates about something the customer already did, such as placing an order. An offer is marketing, however it is worded.

Can I run the same test on Spur?

Yes. Order updates run as automations in Spur, and offers go out as broadcasts to a segment. Spur's team can help you form two equal groups and read the results.

Spur

Send the update first, then the offer

Golden Tree's offer converted at twice the rate when order updates went first. Spur helped design the A/B test, and Meta featured the result.

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https://use.spurnow.com/auth/register

Story updated: 2026-10-05. Rebuilt product screens use illustrative example values; they are not customer conversations.