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Driving a 3x increase in response rate and 65% decrease in cost per acquisition for leading meal kit delivery service
Case Study - Meal Kit Service
Paid Social
Sponsored Content
Direct Mail
Out of Home
The Goal

A meal kit delivery service focused on delivering exceptional food experiences at home, in less time came to us with a goal to increase customer acquisition and build national brand recognition.

The Strategy

After working with this meal kit client for several years, we knew the global pandemic was the opportune moment to present this delivery service to the millions of people balancing the new challenges of life during Covid-19. Using customer data, we targeted mailings based on a customer profile and an enhanced machine-learning method.

The Results

Our advanced targeting methodology results in driving an estimated 3x increase in the response rate compared to the previous period, and a significant decrease of 65% in the cost per acquisition.

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Brand

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