



How EZ Rankings Generated *6.3 X ROAS*

Service Opted: Performance Marketing

Industry: Food

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Client Brief:

Client Overview: Our client is a premium food delivery service specializing in gourmet meals prepared by top chefs. They offer a diverse menu, focusing on high-quality, fresh ingredients delivered to customers' doorsteps.



Objective:

Increase online sales by 85% within six months through targeted performance marketing strategies.



Strategies Implemented:

Search Engine Marketing (SEM):

- Implemented Google Ads campaigns targeting high-intent keywords such as “gourmet food delivery,” “premium meal service,” and “order gourmet meals online.”
- Utilized a mix of text ads, shopping ads, and display ads to capture audience attention across different stages of the purchasing funnel.



Strategies Implemented:

Social Media Advertising:

- Ran targeted ads on Facebook and Instagram focusing on demographics interested in gourmet food, fine dining, and culinary experiences.
- Used engaging video ads showcasing the preparation of gourmet meals by renowned chefs.
- Leveraged retargeting ads to re-engage users who visited the website but did not complete a purchase.



Strategies Implemented:

Influencer Marketing:

- Collaborated with food influencers and culinary bloggers to **create authentic content**, including reviews, unboxing videos, and sponsored posts.
- Hosted live cooking sessions with influencers to **drive real-time engagement** and traffic to the website.



Strategies Implemented:

Email Marketing:

- Developed personalized email campaigns to nurture leads, including welcome series, cart abandonment reminders, and special promotions.
- Segmented the email list based on customer preferences and purchase history to deliver relevant content and offers.



Strategies Implemented:

Conversion Rate Optimization (CRO):

- Conducted A/B testing on landing pages to optimize for conversions, focusing on elements such as headlines, call-to-action buttons, and product images.
- Improved website speed and mobile responsiveness to enhance user experience.



Success:

- Achieved a 85% increase in online sales within six months, surpassing the initial target of 30%.
- Generated a ROAS of 6.3x, meaning for every dollar spent on advertising, earned \$6.30 in revenue per sale.
- Saw a 600% increase in website traffic, with significant contributions from paid search and social media campaigns.



Success:

- Improved conversion rate from 2.5% to 3.8% through effective CRO strategies and personalized marketing efforts.
- Reduced CAC by 25% due to more efficient targeting and optimization of marketing spend.
- Achieved an average open rate of 28% and a click-through rate of 15% for email campaigns, indicating high engagement levels.



Interested in boosting your food delivery service sales?

Contact us today to discuss how our performance marketing strategies can help you achieve similar results.

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